

**SUMMARY MINUTES OF AHDB DIARY SECTOR COUNCIL MEETING  
ON FRIDAY 4<sup>TH</sup> OCTOBER 2022 AT  
KINGSHAY OFFICE, BRIDGE FARM, WEST BRADLEY, GLASTONBURY, BA6 8LS**

**PRESENT:** Lyndon Edwards (LE) - Chair, Mary Quicke (MQ), Mike King (MK), Rob Nancekivell (RN), Gemma Smale-Rowland (GSR), Andrew Fletcher (AF), Liz Haines (LH), Ian Harvey (IH), Scott Shearlaw (SS), Joe Towers (JT), Peter Rees (PR)

**APOLOGIES:**

David Craven (DC)

**IN ATTENDANCE:**

Paul Flanagan (PF)

Nic Parsons (NP)

Will Jackson (WJ)

Ken Boynes (KB)

Angela Christison (AC)

Phil Hadley (PH) – specific item

Chris Gooderham (CG) – specific item

Caroline Burniston (CB) – minute taker

**Apologies for absence**

The Chair opened the meeting at 12.30am and welcomed those in attendance. Apologies were received from DC.

**Declarations of Interest**

AF working on exports into China. LE working with OMSCo export team in relation to China.

**Minutes from the meeting held on 21<sup>st</sup> July 2022.**

The minutes from the meeting held on the 21<sup>st</sup> July were accepted as a true record and signed by the Chair.

**Matters arising.**

3.1 PF presented timings for Sector Plan and Budget to be agreed. PF also provided the context and implications of the financial position re. income and reserves position plus implication on available budget for the Sector Plan in 2023/24.

Tony Holmes, Finance Director to be invited to attend a future meeting when Budget setting on agenda

The Council were unanimous in wishing to support mental health of farmers.

NP to work with AHDB H&S committee to promote specialists to support farmers mental health on the AHDB website.

KS to arrange another TIAH meeting – face to face rather than recorded.

**Sector plan**

PF walked the Sector Council through the document, section by section, clarifying that the main points the Council had raised previously and revisions made. The Sector Council suggested a number of edits and for the revised document to be shared with them.



<p><b>Measures</b></p> <p>A 'Measures' document was provided showing direction of travel.</p>
<p><b>Genetics</b></p> <p>The paper was fully supported by the Council, confirmation that stakeholders had been engaged with in relation to the document and the response had been positive. A CG led workshop was suggested along with the pulling together of a financial plan to support this as next steps was suggested.</p> <p>A discussion developed around the Chris Murphy paper (to be circulated to all members). The report details the areas that the industry value from us and what we are doing well along with what the challenges are, with the goal being an industry owned standalone organisation.</p>
<p><b>Environment</b></p> <p>CG confirmation that following agreement, an action plan for each of the sectors is being developed. Clarification that key messages (strong and relatable rather than scientific) will be communicated through the website on behalf of the team.</p>
<p><b>What works</b></p> <p>CG delivered a presentation on this topic, providing examples of other What Works centres – confirming National Institute for Health and Care Excellence (NICE) was a strong model. Confirmation that this is a farmer driven process and the centre pulls best practice advice. The rolling out of this information is key via KE routes. Process of this scheme fully discussed. Work to date also clarified by CG.</p>
<p><b>Engagement Team</b></p> <p>NP delivered a presentation on Dairy KE and Engagement team future, documenting what was functioning well and where improvements needed to be made. The presentation was made up of key questions for the Sector Council to consider: -</p> <ul style="list-style-type: none"> <li>• % of levy payers attending discussion groups and wider Engagement Team events – debate occurred around the value of this based on the numbers coming to strategy dairy farm events.</li> <li>• Should there be a regional KE team. The response to this was overwhelmingly yes, with a desire for AHDB to be seen as the farmer's friend.</li> <li>• Support target research. A discussion generated around the challenges associated with this confirming the integration of digital was key. NP confirmed the next campaign would be digital.</li> </ul> <p>A general financial discussion developed and how comparison could be made on what activity delivers the best return on the money being spent.</p>
<p><b>Exports</b></p> <p>PH presented on this area with Dairy export slides along with a comms video to support the messaging. Confirmation that the strategy is being reviewed and that match funding from the government is being requested. A strategy focus discussion developed including key collaborations, with clarification that the North America, Middle East and Asia/China were key markets. PH documented future export activity, confirming that volume growth was a determining factor in targeted markets.</p>
<p><b>November open meeting – Will Jackson</b></p>

Confirmation that this open meeting will now be virtual only. Programme being re-worked to support this approach with an updated brief to follow in the next few days. Important for the event to continue to be promoted to increase attendance.

**AOB**

None.