

**SUMMARY OF AHDB DAIRY BOARD MEETING 20/3  
HELD ON 20<sup>th</sup> MAY 2020  
TELECONFERENCE**

**PRESENT:** Richard Soffe (interim Chair), David Craven, Andrew Fletcher, Oliver Hall, Liz Haines, Ian Harvey, Mary Quicke, Peter Rees, Scott Shearlaw, Joe Towers

**IN ATTENDANCE:** Sue Cleaver (minutes), Chis Gooderham, Paul Flanagan, Tom Hind, Tim Isaac, Jane King, Rebecca Miah, Karen O'Callaghan Lowe, Christine Watts

**WELCOME, APOLOGIES FOR ABSENCE, DECLARATIONS OF INTEREST**

The Chair, Richard Soffe, opened the meeting and welcomed those in attendance. There were no apologies, and no new declarations of interest.

The Chair and the Board congratulated TH on his new role and thanked him for his strategic input and thought leadership for the sector. TH would be leaving AHDB in September.

**MINUTES FROM THE MEETING HELD ON 5<sup>th</sup> MARCH 2020**

The minutes from the meeting held on 5<sup>th</sup> March 2020 were accepted as a true record and signed by the Chair.

**FINANCE MANAGEMENT ACCOUNTS**

PF updated the Board on the reforecast exercise due to Covid-19.

**CEO UPDATE AND DEVELOPMENT OF NEW STRATEGY**

JK was pleased to announce that RS had agreed to extend as interim Chair until the end of March 2021.

JK updated the Board with the development of the new strategy now that the new Chairman Nicholas Saphir was in post. There was a focus on making the most of AHDB's ability to provide independent evidence, data and analysis and it was likely that evidence would be at the core of the new strategy. As well as the request for views recommendations, it would take into account the new agricultural policy, trade deals post-Brexit, and post-Covid recovery, and would build on the strategy work that had already taken place.

The Board reflected on how Brexit may impact the Dairy sector, and the role that AHDB could play in supporting industry in exports and building a British brand.

A business case is going to Defra in June to seek government funding for a professional body on training/farmer development. PR noted that Lifelong Learning is a Devolved issue, and it would be worth striking dialogue with Welsh Government sooner rather than later.

The Board discussed the role of KE and research within the strategy.

**MARKETING CAMPAIGN UPDATE (Christine Watts, Rebecca Miah)**

RM presented an update on the Milk Your Moments consumer campaign which launched officially on 18<sup>th</sup> May. There had been good results on consumer reach and engagement so far. Retail feedback had been very positive.

The focus was on driving user content over the 12-week campaign, which would be used to create the TV advertisements at the end of the campaign. Comms and on-line meetings had been organised for farmers to support and amplify the campaign.

The Chair and the Board thanked the whole team for their work on the campaign, pulling together funding, charity partnership and creative in just over a month.

Christine reflected on the strong relationships that have been built with Dairy UK and leading processors as a result of this campaign and asked the Dairy Board to think about how to capitalise on this with a longer term industry marketing strategy.

#### **EVIDENCE UPDATE (Chris Gooderham)**

CG updated the Board on the evidence that had been presented to Defra during the Covid-19 crisis, and was still being updated on a weekly basis. CG highlighted the recent changes to the evidence and explored where prices may go next as lockdown eases.

The Board thanked Chris and his team for their approach in pulling together hard evidence for Defra plus Scottish and Welsh Government on the COVID impact on the sector. The Board felt that this has positioned AHDB really well with Governments across GB.

#### **KE UPDATE (Tim Isaac, Karen O'Callaghan-Lowe)**

KO updated the board with the work that the KE team were doing to stay in touch with levy payers/industry stakeholders during lockdown. This included a personalised postcard which would be going out to all Dairy farmers giving KEM contact numbers to drive better engagement. There had been lots of activity taking place digitally, with new webpages launched and successful webinars being run.

The Strategic Dairy Farm programme was continuing, with webinars planned in June, July and August, short video clips, Facebook, twitter, social media and podcasts, and two upcoming farm launches.

Discussion groups had taken place virtually with positive feedback. The Board praised the webinars and Facebook page, and discussed how to engage with levy payers and discussion groups that are not engaging digitally.

KO gave an update on the KPI tool that would be rolled out shortly. The KE team were confident this was a tool that they could use to help businesses benchmark successfully.

The Chair suggested inviting KO and TI to an interim Board call to explore the points further in the context of the Covid-19 lockdown easing and the new strategy.

#### **AOB**

The Board discussed the various groups considering lameness/mobility, and how to co-ordinate them. IH volunteered to sit on the Dairy Cattle Mobility Steering Group.

Welsh Government were discussing creating a Client Management System for Dairy Farmers. PR noted this could result in duplication with the AHDB CRM system.

The Board were keen to re-start meetings of the KPI working group to drive it to a conclusion. (SS, OH, DC and PF and Rebecca Geraghty).

The Chair thanked everyone for their attendance and closed the meeting at 11:00.