

**SUMMARY OF AHDB INTERIM DAIRY BOARD MEETING
HELD ON 27TH MAY 2021
TELECONFERENCE**

PRESENT: Peter Rees (Interim Chair), Richard Soffe, David Craven (DC), Andrew Fletcher (AF), Liz Haines (LH), Ian Harvey (IH), Mary Quicke (MQ), Scott Shearlaw (SS), Joe Towers (JT)

IN ATTENDANCE: Paul Flanagan (PF), Will Jackson (WJ), Angela Christison (AC), Kate Saunders (KS) – minutes

Interim meeting to discuss the new AHDB model

The Chair introduced the meeting. He handed over to WJ, PF and AC who presented the priorities for 2021/22, the future model and plans for interaction with Levy Payers

PF explained the detail around on the 'absolute' Dairy Priorities. These being the activities that must be protected at all costs:

- 1. Eat Balanced Consumer Campaign**
- 2. Business Resilience**
- 3. Environment**
- 4. Exports**

PF explained the process. Firstly the priorities will be signed off by the Dairy Board. They will then be communicated to the Functional Directors so they are made aware to protect the available resource around these areas.

The AHDB Dairy Board agreed the key areas had been covered with the following additional comments:

- It is important to promote AHDB and do what the organisation is best at rather than fix problems that can't be fixed.
- AHDB can provide assistance and expertise with Animal Health & Welfare.
- Levy payer engagement is key. Face to face activity now restrictions are being lifted is imperative to ensure the momentum of all the positive online work is capitalised on. This will also be the most difficult.
- The message that a lot of the normal day to day work will still continue needs to be communicated to industry as much as possible (eg Genetics, Grass varieties etc)
- Everything needs to be covered in terms of a Comms plan.

- Re: Market information – There is a need to make sure industry are made aware that the information in Farmers Weekly and Farmers Guardian has come from AHDB
- All the priorities were in the Strategic plan, these are the 'absolute' ones.

WJ and AC presented on the new model and how it will work.

Views/Comments from the Dairy Board:

- The makeup of the main Board and Executive is a good idea i.e. having a professional Board with the required skills.
- The sector council should be evaluating things as they happen rather than after the event. Real time data is key to monitor and influence work as it is happening and if projects need changing mid-term. The Executive and Board should be held accountable.
- In terms of the main Board, need to look at skills and experience to ensure each sector is covered.
- These decisions on future governance should not be rushed, views from the Dairy Board should be considered after digestion.
- This is a short timeline to change the governance format, implement it and run a vote successfully.
- The registration process is a good plan.
- Communication with Processors (and other stakeholders) is very important.