

**SUMMARY OF AHDB DAIRY BOARD MEETING 20/02  
HELD ON 5<sup>TH</sup> MARCH 2020  
WOODSIDE HOTEL, GLASSHOUSE LANE, KENILWORTH**

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

**IN ATTENDANCE:** Stuart Baker, Phil Bicknell, Susannah Bolton, Sue Cleaver (minutes), Anna Farrell (AFa), Paul Flanagan, Tom Hind, Tim Isaac, Jane King, Rebecca Miah, Roz Reynolds, Christine Watts

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

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

**MINUTES FROM THE MEETING HELD ON 21<sup>ST</sup> JANUARY 2020**

The minutes from the meeting held on 21<sup>st</sup> January 2020 were accepted as a true record and signed by the Chair.

**MATTERS ARISING FROM MEETING HELD ON 21<sup>ST</sup> JANUARY 2020**

**Facebook page:** The comms team were investigating how other sectors used Facebook, and would bring this back to the Board at the May meeting.

**Discussion groups:** The Board were still keen to see discussion groups represented on the website. It was agreed that all the farmers on the Board who were England based would be volunteered for the LIP user testing.

Dairy KPIs had been discussed with Rebecca Geraghty at the Dairy Board dinner.

**CEO UPDATE**

JK updated the Board regarding the HQ Fire, with a timeline for reoccupation of the building. Activity planning and preparation for the new strategy were taking place. The announcement of the new AHDB Chairperson was imminent, and they would be invited to the next AHDB main board meeting in March. Once the new AHDB Chairperson had been announced, it was hoped that the Defra Request For Views would be published. The Board discussed the changes that might take place within AHDB and within the industry.

The levy payer satisfaction survey (LPSS) and the feedback from the farmers and growers involved in the Farm Excellence programme would be shared with the Dairy Board after they had gone to the main Board.

The Board discussed the importance of a joined up approach with the Devolved Administrations regarding both LIP and work on skills.

**DIRECTOR'S AND OPERATIONAL REPORT**

PF updated the Board on operational matters.

**REPUTATION – Rebecca Miah, Stu Baker, Anna Farrell**

RM and SB presented the marketing work taking place under the reputation banner. RM updated the Board with the latest work on consumer segmentation, and gave an early perspective on recent consumer focus group work, and where new reputation activity should be positioned.

The Board thanked RM for her presentation & asked PF to work with Comms team to get this news out to Levy Payers through Podcasts and Webinars

### **ACTIVITY PLAN**

SB, IT, AFa, RR and PB presented highlights of the activity plan for the areas of research, knowledge exchange, communications and digital, market development and MI. PF gave an overview of Exports and the governance of LIP and the budget required.

The Board noted the impact Corona virus might have on events and activities within exports.

The Board thanked the team for the presentation which gave a useful overview and showed the interconnectivity between functions.

RS noted it was important not just to measure the number of miles someone was from a Strategic Dairy Farm (SDF), but also to take into account the number of Dairy Farms in an area. In the six counties of the South West there are 40% of the Dairy Farms in England, and this should be noted in terms of knowledge exchange and positioning of SDFs. IH noted also that the different optimal systems needed covering.

The future of research funding was discussed and SB confirmed that a thorough examination of return on investment would take place. A huge investment had been made into the Nottingham research partnership. This project would finish in 2021. The Board were keen to be involved in discussions and decisions made on further research spends. Groups such as the Ruminant Health and Welfare Group (RHWG) and RUMA (Responsible Use of Medicine in Agriculture) would be consulted to reflect emerging industry priorities, and the internal investment test would add rigour.

The Board discussed the work that was taking place within industry around skills, CPD, and the professionalization of the industry. AFI noted that DairyPro was a good CPD system that worked well. The Board agreed on the importance of a strong KE presence in Scotland. The Board reflected on how environmental priorities needed to be reflected in the activity plan.

The CRM programme was discussed. The Board were informed that the CRM currently had 42% of the levy payers emails, but included **all** levy payers names and addresses.

### **ACTIVITY PLAN DISCUSSION AND BUDGET SIGN OFF**

The Board discussed the proposed budget in detail. It was recognised that should there be an underspend in this financial year due to COVID-19, they would consider moving funds to key strategy areas, such as reputation work.

**The Board approved the proposed 20/21 budget.**

### **AOB**

It was GJ's last Board meeting as Chair. The Board thanked him for his phenomenal hard work, and the contribution he had made to the industry and to the Board. His achievements left the Board with a great legacy, including RUMA, Optimal Dairy Systems, the Ruminant Health and Welfare Group, and pulling in £7.5 million of external funding for AHDB from the Welsh Government and Volac.

RS would be acting as interim Chair for the next three months, and Board members agreed that they would step forward to share the work load by taking on areas of interest, for example getting closer to research, an SDF, or environment.

The Chair thanked the Board for their attendance, and closed the meeting at 13:00