

**SUMMARY MINUTES OF AHDB DAIRY SECTOR
COUNCIL MEETING HELD ON 5 DECEMBER 2023,
AHDB, MIDDLEMARCH BUSINESS PARK, COVENTRY**

IN PERSON ATTENDEES: Lyndon Edwards (LE) - Chair, Mike King (MK), Rob Nancekivell (RN), Gemma Smale-Rowland (GSR), Patrick Morris-Eyton (PME), Liz Haines (LH), Ian Harvey (IH), Scott Shearlaw (SS), David Craven (DC), Colin Ferguson (CF)

Apologies: Andrew Fletcher (AF), Peter Rees (PR)

REMOTE ATTENDEES: Sarah Baker (SB) (Items 6 & 7),

IN ATTENDANCE: Paul Flanagan (PF), Nic Parsons (NP), Tony Holmes (TH), Ken Boyns (KB), Phil Hadley (PH) (Item 7), Lucy Randolph (LR) (Item 7), Liam Byrne (LB) (Item 8) Grace Randall (Item 8), Roseanne Thomas (RT) (Item 9), Lisa Bray (LB) (Item 9), Jenn Birrell (JB) (Item 12), Will Jackson (WJ), Anna Hughes (AH) – minutes

AGENDA ITEM 1 - WELCOME & APOLOGIES

The Chair, LE, opened the meeting at 8.30am and welcomed those in attendance.

LE welcome PME and CF to their first Sector Council meeting since being ratified. Apologies received from PR and AF

AGENDA ITEM 2 - DECLARATIONS OF INTEREST

LH has joined Mole Valley as a non-Exec.

CF is a Director of NFU Scotland

PME is a district representative for ARLA

AGENDA ITEM 3 - MINUTES OF PREVIOUS MEETING

The minutes of the meeting on 28 September 2023 and the interim call on 27 October 2023 were approved.



AGENDA ITEM 4 – MATTERS ARISING

PF went through the actions from the last meeting explaining most were either complete or would be covered on the agenda.

DL and CG have shared the priorities and will be invited to the meeting in February to give an Environment update.

Media training to take place in the afternoon before the next Sector Council meeting. AH to arrange with John Bates and confirm details with the group.

NP reported that the Dairy Roadmap has encouraged Dual reporting for the past two years.

NP has asked the Environment team if they can do a briefing on the difference between tier 1, tier 2 & tier 3.

NP reported that 80% of farmers doing an environmental audit have been calculated based on the data submitted to Dairy UK by milk processors.

NP reported that Dairy Roadmap propose measuring nitrogen efficiency as a proxy for both ammonia emissions to air and nitrate loss to water, plus uptake of actions to reduce emissions.

AGENDA ITEM 5 – CHAIR REPORT/LEVY PAYER FEEDBACK FROM COUNCIL

LE explained that a lot of his time has been taken up with Funding Your Future work including podcasts and videos. The Funding Your Future live event took place on 9th November and the feedback, overall, was positive. SS queried the number of views the FYF recordings had had with WJ explaining there had been in the region of 3,000 views across the four sectors.

LE explained that he had received fantastic feedback following the announcement of the new CEO, Graham Wilkinson.



AGENDA ITEM 6 – LEVY INCREASE

PF explained that letters of support had been received from all the farming unions, Dairy UK, First Milk, Muller, DCD/Saputo and RABDF. PF added that Ministers have been kept up to date along the journey.

LE explained that a lot of levy payers are requesting details with regards to return on investment and stressed that, in future, there should be robust information that we can hand out.

WJ went over the process for requesting the increase, explaining that the letters will be submitted to DEFRA at the end of next week who will then forward them to the devolved administrations in Wales and Scotland. WJ added that the aim was for the decision to be made by the end of February with the proposed Levy increase coming in to place on 1st April.

RN asked if it would be possible to push for the levy payer database. WJ explained that there had been issues raised with regards to GDPR thus stopping the people collecting the levy from sharing details. RN queried if the processors could be contacted to find out who their farmers are? LE explained that this is already being looked into. LE asked PF to prepare a paper for the next meeting on routes to ensure our levy payer contacts database was as up-to-date as possible with milestones to achieve this

ACTION – to add paper and discussion to the agenda for the next meeting to discuss GDPR and routes to secure (and maintain) up-to-date levy payer contact details.

The group approved the proposed levy increase.

AGENDA ITEM 7 – EXPORTS

LR, SB and PH were welcomed to the meeting. LR gave an overview of the current situation with regards to dairy exports. LR then went on to remind the group of the short and mid/long term Promar recommendations.

SB gave a comparison of the GB and European farm gate prices explaining that the GB is lower compared to European.

LR gave a breakdown of the feedback she had received from the questionnaires of 14 exporters at Anuga. LR then went on to give an overview of the current and future market focus.

The group were told that there is now a DBT £1m dairy export funding which LR and a full time Project Manager will administer over the next 2.5 years.

IH requested a slide that shows the DBT and our money.

ACTION LR to supply a slide showing DBT and AHDB funding and planned activity under each

LE explained that, when speaking to exhibitors, that there was concern with regards to trading export certifications. LR explained that she will know by the end of December if trading can continue in Canada but expressed concern that it does not look good at present. LR added that she is looking at solutions for trying to get samples to the EU which is proving extremely difficult at present.

ACTION for LE and PH to discuss B&L and Dairy exports offline



AGENDA ITEM 8 – MARKETING

LB and GR were welcomed to the group. LB gave the group an overview of a future funding proposal linked to the levy increase and that the recommendations were discussed at the 1st marketing working group which took place in November. LB went on to explain that he was seeking approval to run a Gen Z pilot campaign with BUCS from January to March 2024 giving a breakdown of who the marketing campaigns are focused towards along with the uplifts.

LB went on to introduce the group to the new 'Let's Eat Balanced' campaign and showed the new TV advert.

IH expressed concern that some student unions have been successful in removing dairy from their cafeterias and queried what AHDB are doing to address this? WJ explained that the comms team are trying to find a way to get to policy makers to address this. GSM expressed concern that young people are not getting information on the benefits of red meat and dairy.

The group gave approval to spend £25K on a pilot campaign with BUCS to measure our impact amongst Gen Z university and college students.

GR gave a breakdown of the cost and data that Kantar can obtain to show the delivery on investment for levy payers.

AGENDA ITEM 9 – REPUTATION DEFENCE

RT and LB were welcomed to the meeting and gave an overview of the public perception of farming and farmers. The group were told that there needs to be focus on building and maintaining a positive perception with RT explaining that she would like the group's approval to build a PR cross-sector campaign, to cover a short film 'This is British farming' paid advertising and micro website.

The group discussed the recent channel 4 program The Big British Beef Battle with IH commending the team on how quick response to the programme before it was aired. RT added that the production company had been contacted with comments but were not willing to engage until after the programme had aired. SS expressed concern that a recent David Attenborough program



stressed that consumers should be cutting down on meat and dairy to help save the rainforests.

The group gave approval for RT to go ahead with Cross-sector campaign.

WJ gave an overview of the ITN program: <https://business.itn.co.uk/programmes/farming-a-greener-future/>

AGENDA ITEM 10 – FINANCE UPDATE

TH explained that the net levy income forecast was on track but there is a levy underspend at around £500k. Largest areas of underspend are Exports, Reputation and core communications. Shared service costs are in line with the budget and should be in a break-even position for 2023/24.

AGENDA ITEM 11 - 2024/2025 BUDGET

PF went through the 2024/25 budget – the council was asked for strategic guidance on which areas would be favored for any increase.

Sector Council approved PF recommendation on direction of travel on funding for Workstreams next year.

Action PF to put in a paper for February meeting on 2024/25 Budget

LE explained to the group that there needs to be extra work on the website but the Board feel there needs to be more than a sticking plaster approach. TH added that the new Data Director has been tasked with presenting a roadmap at January's Board meeting looking at data management, websites etc.

AGENDA ITEM 12 – DASHBOARD

JB was welcomed to the meeting and gave an overview of the latest version of the dashboard. PF explained that the feedback from the recent dashboard working group that there should be a long-term targets on what we are trying to achieve within each workstream.

Action for AH to send an invite for a February working group call with JB explaining she is happy to attend.

AGENDA ITEM 13 – AOB

Date of the next meeting, 22 February 2024 in person. There will be an induction meeting on the 21 February predominantly for new Sector Council members, but other members are free to attend.

Other dates: 6 June, 17 September and 12 or 13 November (tbc).

LE explained that some Nuffield Scholars will be invited to a SC dinner in the new year.

PF explained that a request has been made for Dairy Sector Council attendance at the RB209 working groups which will take place next year. IH put himself forward.

TH reminded all to submit expenses in a timely manner.

SS raised concern that the optimal dairy systems have been retired – PF explained that the data should still be available on the website: <https://ahdb.org.uk/optimal-dairy-systems>





AGENDA ITEM 12 – DATES OF FUTURES MEETINGS

- Thursday 22 February 2024
- Thursday 6 June 2024
- Tuesday 17 September
- Tuesday 12 November

