

**SUMMARY MINUTES OF AHDB INTERIM DAIRY BOARD MEETING
HELD ON 7TH SEPTEMBER 2021
TELECONFERENCE/BOARDROOM Stoneleigh Park**

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

IN ATTENDANCE: Paul Flanagan (PF), Will Jackson (WJ), Liam Byrne (LB), Ken Boyns (KB), Jon Foot (JF), Karen O'Callaghan (KO), Kate Saunders (KS) – minutes

Board members attendance in the Boardroom:

Peter Rees, Ian Harvey, Andrew Fletcher, David Craven, Oliver Hall, Joe Towers

Board members attendance on Teams:

Mary Quicke, Scott Shearlaw, Liz Haines

WELCOME, APOLOGIES FOR ABSENCE, DECLARATIONS OF INTEREST

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

MINUTES OF PREVIOUS MEETINGS

The minutes of the meeting on the 26 July were approved.

MATTERS ARISING

All completed or on the agenda.

CHAIRS REPORT

The Chairs Report was previously circulated and taken as read.

NEW AHDB MODEL DEVELOPMENT

WJ presented on the new AHDB Model development.

The presentation began with a recap on where AHDB are with the model and timelines.

A top line timeline of the key dates included:-

- Early April 2022 for the priorities vote to take place.
- The Registration portal for the voting process is being produced. Aiming to be live in December

Various interviews will be taking place with the press, meetings with Stakeholders are being arranged and podcasts will be available to ensure the correct message percolates through. All information will be available on the AHDB website.

The voting process will be digital with a manual option. An external company has been taken on to support this. The voting window is 4 weeks.

WJ reported on the process of selecting Sector Council members. The 5 new main AHDB main Board appointees will be announced this week (which will include the new Dairy Sector Council Chair). There will be a rollover of Board members to the end of March 2022 to ensure continuity.

The Board discussed the Sector Council structure and the presentation listed skills and focus areas that will be required. There will be a limit on membership numbers. This will be between 9 and 11 for a council. It will be important for the devolved nations to have representation.

The Dairy Board were comfortable with the information given on the new model.

RED TRACTOR

KB updated the Board on the current situation with Red Tractor.

AHDB are meeting with Jim Mosely from Red Tractor and his team on Thursday.

Red Tractor are putting together a new 5 year plan. AHDB will be looking at this in detail. Each sector Board will be reported back to with an update and asked for their input.

SECTOR DASHBOARD

PF presented on the Sector Dashboard.

PF explained the context behind the dashboard being 'how to measure priorities' and what the particular sector priorities are for Dairy. The new Dashboard demonstrates what is working and what is not working with a traffic light system.

PF went through each priority explaining the meanings and measurement process behind the red, amber and green references together with the commentary behind each. Discussion groups, 1-1 contacts with Levy Payers are also captured and every sector has their own dashboard.

PF went through the various activities and their progress.

Going forward if the Dairy Board have any concerns with something that has been red or amber for some time this gets escalated to the main AHDB Board.

The dashboard is just 'at a glance' but it was agreed that each Board meeting there should be a couple of selected workstreams that are discussed in more detail.

Levy Payer Engagement should not just belong to Knowledge Exchange but part of all the areas.

EAT BALANCED

LB presented on the progress of the EatBalanced campaign.

All major retailers across the board gave positive feedback giving wide support (from the premium end to the discount end). Results have confirmed attitudes have shifted.

A new TV advert planned for January.

A large cross sector of research was done in partnership with Kantar looking at segmenting the UK population to their attitudes to food and drink and cooking (instead of age group, which had been done previously). This allowed focus and target when came to the media plan and money

was invested in the places with the most impact. This research ensured accuracy, focus, and value for money.

There is a very detailed plan in the background to manage the flow of information and support the ambassadors, monitoring the reach and how it works. Farmers are being given the opportunity to be involved.

The campaign will be promoted at the UK Dairy day in Telford next week and will be continued to be promoted going forward as well as through social media.

ENVIRONMENT

PF introduced the session. The session is for the Board to review the work being done on Environment and think about the outcomes. A call took place with the Environment sub-group last week.

JF presentation showed the work that has taken place on the Farm Excellence platform Carbon Audits and this work has been used to feed into the Dairy Roadmap. A draft ambition document has been produced and the consultation for this finished on Monday. It will go out for wider consultation later in the Autumn.

The Chair commented that the external message should be 'We can move forward in a way that will improve the environment and be financially beneficial to farmers'.

It was agreed that more time needs to be built in for further detailed Environment discussions.

The KE team are recruiting more strategic Dairy Farms which will be Environmental specific

The Board were in support of defining whether short term support is required to assist within the Environment work. Funding is to come under part of the reforecast.

LIVESTOCK INFORMATION PROGRAMME

KB reported on LIP.

An AHDB ownership group has taken place and KB updated the Board on this. The overall position is that Defra and Livestock Information Ltd (LIL) are currently considering their budgets, priorities and timelines.

A Livestock Information Ltd (LIL) Board meeting will be on the 14th and a meeting in Defra on the 15th to talk about the priorities and timelines.

On the 30th September, there is a cross sector LIP meeting and the Chair encouraged the Dairy Board members to attend.

LEVY PAYER ENGAGEMENT

PF introduced the agenda item purpose being to look at existing work taking place and to have a reflection from those people on the recent Levy Payer engagement calls.

KO joined the meeting and presented on Levy Payer Engagement. PF introduced the item and covered the variety of activities the team are doing around to drive engagement with farmers. These included:

- A session on Dairy Communications is being held with staff tomorrow.
- The KE team have been making telephone calls. We now have contact details for 56% of levy payers. There are plans in place for the LP teams for active engagement and stakeholder engagement.

- Events are back on farm after Covid but there is a challenge in numbers on the face to face events. People have got used to not traveling or it could be to do with the risk of covid. This is being looked into.
- 3 groups are running with the Entrepreneur in Dairy reaching new levy payers.
- This year 14 out of 16 webinars have been delivered up to the end of August. These have had 7000 views to date.
- Discussion groups are going well with an appetite from farmers to get involved. These have been both virtual and physical. On average about 160 a month are being in contact with through these groups.
- UK Dairy Day is being held in Telford on the 15th September.
- The Research Partnership Conference is taking place online in November.

KO asked the Board for clarity on their expectations from the KE team. The Board discussed that Nnn engaged levy payers do not necessarily know what AHDB are doing for their levy, but the organisation is unsure what they do know. Many levy payers don't actively engage because they get their information from a third party.

AOB

DC raised a concern that promoting agriculture in skills is not being promoted as widely as it should and not being seen as an attractive career. Engagement with head teachers is needed. AHDB should be encouraging this more. PF commented that AHDB has been working with the British Nutrition Foundation, LEAF, NFU etc but more could be done.

The Chair summarised the meeting and recapped on the actions.

The Board await the feedback on the new model work and need to ensure the actions taken post ballot are the correct ones.

Ensure quality time is dedicated to the work on Environment and meetings are managed efficiently.

The Dashboard diving into 1 or 2 selected workstreams is important and look at the Board need to think about whether old workstreams need looking into/wrapping up.

PF will look at the Skills profile for the Sector Council members and external resource for the Environment work.

The CRM relationship management system for levy payers will remain a main Board matter and has been clearly identified as important, however not a priority at the moment due to the voting process.