



## DairyCo Meeting Minutes

**Meeting:** DairyCo Board – DSB08/07

**Date:** 3 September 2008

**Venue:** Ramada Chester, Cheshire

**Present:** Tim Bennett (Chair) (TB), Kevin Beaty (KB), Kenneth Campbell (KC), Neil Cutler (NC), Richard Davis (RD), Julia Hawley (JH), David Homer (DH), Stewart Jamieson (SJ), Trevor Lloyd (TL), Ian Martin (IM), Arthur Reeves (AR) Jonathan Vickers (JV).  
In attendance: Ken Boyns (KJB), Huw Thomas (HT), Brian Lindsay (BL), Philippa Stagg (PS), Eileen Spriggs (ES), George Fisher (GF), Jeff Nicholas (JN), Amanda Ball (AB) and Natasha Edwards (NE)

**Apologies:** None

**Distribution:** As Above plus Kevin Roberts and Sue Walker at AHDB

Description	Action
<b>DSB08/07/1 Apologies &amp; Welcome</b> The board were welcomed with no apologies	
<b>DSB08/07/2 Minutes from last meeting</b> The minutes were accepted without any changes.	
<b>DSB/08/07/3 Matters arising from previous minutes</b> None	
<b>DSB08/07/4 Chairman's Report</b> The Chairman's report was taken as read with the exception that relocation should read retention.	
<b>DSB08/07/5 Chief Executives Report</b> The Chief Executive's Report was taken as read. HT informed the board that the collaboration between DairyCo and Wales was nearly agreed. A full report would be presented to the board at the October meeting.  KJB outlined the Corporate Risk Register. It was agreed that it should be taken as an agenda item to the Audit Committee at the next meeting, for discussion, which in	<b>HT</b>



Description	Action
<p>turn will be brought back to the board.</p> <p><b>DSB08/07/6 Business Plan Update</b></p> <p>The Business Plan Update was reviewed and the following points were discussed:</p> <p><u>Milkbench+</u> - Data collection issues were discussed. It was agreed that current work should continue and a further progress report is to be presented to the board at the October meeting.</p> <p><u>Customised Herd Indices</u> – The website must be ready and functioning by October 2008. It was also agreed that participation with farmers is key and the website should not be a tool aimed at just the top breeders, but applicable to all dairy farmers. It was agreed that initially CHI would be piloted while the best way of rolling it out was trialled.</p> <p><u>Rolling Contact Program &amp; Levy Payer databases</u> – Concerns were expressed that the levy payer database should be a priority to facilitate communication with farmers. DairyCo should examine how to allocate resources to maintain development of the database.</p> <p><u>Regional Forums</u> – Currently only a small amount of interest has been generated. The Communications team are going to use the Dairy Event to potentially increase numbers.</p> <p>It was noted that a record should be kept of items that are removed from the Business Plan due to a decision not to carry them out e.g. due to market failure being solved.</p>	<p></p> <p><b>HT</b></p> <p><b>MW</b></p> <p><b>PS / KJB</b></p> <p><b>PS</b></p> <p><b>KJB / NE</b></p>
<p><b>DSB08/07/7 Management Accounts</b></p> <p>Management Accounts were taken as read. It was agreed that it is a high priority to reduce debtor numbers.</p> <p>The Treasury Policy was reviewed by the board and it was agreed that it the Audit Committee should review and approve it on behalf of the board.</p>	<p><b>ES</b></p>



Description	Action
<p data-bbox="201 412 368 441"><b>DSB/08/07/8</b></p> <p data-bbox="432 412 868 441"><b>Issues and Image Management</b></p> <p data-bbox="432 479 1157 539">It was noted that Richard Davis and Arthur Reeves had interests relating to the processing sector.</p> <p data-bbox="432 577 1126 638">Jeff Nicholas and Amanda Ball presented the Issues and Image Management Strategy paper to the board.</p> <p data-bbox="432 676 1157 909">It was stressed that responsibilities must be clearly outlined between all companies involved in order to avoid any confusion or duplication of work. The board were informed that this structure is flexible and has been designed in such a way that it will be adaptable to the changing needs of the dairy industry in order to address the highest priorities.</p> <p data-bbox="432 947 1142 1077">Subject to approving the final details, with particular reference to the financial arrangements, the board agreed that they were happy with the proposed Issues and Image Management Strategy.</p> <p data-bbox="432 1115 1142 1245">TB advised that he had been approached by Sandy Wilkie with a proposal; the board agreed that any such proposals should be reviewed by the Executive before being put to the board.</p>	
<p data-bbox="201 1283 368 1312"><b>DSB/08/07/9</b></p> <p data-bbox="432 1283 951 1312"><b>Review of Business Plan – First draft</b></p> <p data-bbox="432 1350 1157 1514">KJB gave an overview of the Business Plan. After review the main areas of discussion were surrounding levy rates, priorities and delivery to farmers. It was agreed that the business plan needed to be amended in the following ways:</p> <ul data-bbox="480 1552 1126 1883" style="list-style-type: none"><li>- Reduce the amount of activity to ensure high quality delivery occurs.</li><li>- KT and communication to farmers are the priority.</li><li>- All R&amp;D work should have a clear path for delivery to farmers before commissioning.</li><li>- A strategy for reducing the levy rate should be apparent in the plan.</li><li>- All activity should have a clear and simple benefit to dairy farmers.</li></ul>	
<p data-bbox="432 1921 1157 2016">The Business Plan will come back to the board for sign off in October 2008, followed by the final budgets to be agreed in January 2009.</p>	<p data-bbox="1190 1921 1297 1982"><b>Mgt Team</b></p>



Description	Action
<p><b>DSB/08/07/10 AHDB Developments &amp; Future AHDB Corporate Structure</b></p> <p>The transition paper was taken as read. KJB informed the board that AHDB have requested an organisation structure chart to show job roles in DairyCo after the new structure is implemented. Due to timescales, KJB will e-mail the board with the proposed structure, before sending to AHDB, for comment. It is expected that the new structure will be operational from April 2009. The board noted that there might be changes to its own role as a result.</p> <p>Concern surrounding disruption of services was discussed and the board agreed that planning is required to ensure that minimal disruption is caused. It was agreed to keep transition under review.</p>	<p><b>KJB</b></p> <p><b>KJB</b></p>
<p><b>DSB/08/07/11 Any Other Business</b></p> <p><u>IDF Commitments</u> – It was agreed that DH/BL would present a paper at the October board to outline current IDF work and request guidance from the board on the way forward and continuation of DairyCo participation and commitments.</p> <p><u>Board Training</u> – It was agreed to postpone any training until the final modus operandi of the board is clear after the new structure has been implemented.</p> <p><u>2009/10 Meeting dates</u> – Draft dates are currently being worked on which will be circulated in time for finalising at the October board meeting. It was also agreed that the February 2009 meeting would be cancelled.</p> <p>With no other business, the meeting was closed.</p> <p><b>Signed</b>..... <b>Date</b>..... Tim Bennett – Chairman</p>	<p><b>DH/BL</b></p>



**Description**

**Action**

**Details of next meeting:**

**Board Meeting – 7 October 2008**

Venue: Izaak Walton Hotel, Dovedale, Ashbourne,  
Derbyshire, DE6 2AY

**Farm Visit – 8 October 2008**

Venue: The Spond Farm, Alton, Staffordshire, ST10  
4BN

Host Farmer: Mr Ball

Organising EO: Becky Kent

Topic: ***feeding+***