



**HGCA BOARD MEETING**  
**18 January 2011**  
**Woodside Conference Centre, Kenilworth, Warwickshire**

**SUMMARY MINUTES**

**Matters Arising**

Draft KPIs were included in Corporate Plan and would be in place for the new financial year.

Progress continued to be made to standardise all reporting across AHDB.

Pension costs were discussed at a meeting on 17 January 2011 attended by the Chairman of the Pension Scheme and the Scheme Secretary. A 6-monthly update would be requested for the future and the contract for legal advisors should be put out to tender.

**Chairman's Report**

Three options for new accommodation were still under consideration, one in Coventry centre, one near Coventry airport and the preferred option on Stoneleigh Park. AHDB's CEO was currently in discussions with Treasury.

A stakeholder meeting would be arranged around March time to discuss the status of AHDB going forward; further details would be circulated as they became available.

It was expected that a new Chairman would be appointed by the end of March and also that John Bridge would be happy to remain in post until such time as his successor took over.

Letters had been sent to all HGCA Board members regarding re-appointments from 1 April 2011.

Due to the reduction in marketing budgets, a decision had been taken not to fund third-party Farmhouse Breakfast events. This included NFU and WFU events.

A very successful meeting had been held last week with the NFU Policy Board. It was felt that there should be opportunities to work more closely with the NFU in the future.

**Sector Director's Report**

Meetings between HGCA and AIC's Feed Executive and Charlie Battle had discussed what MI information was available and how it could be most effectively disseminated to AIC members. AIC representation on the R&D committee was currently being discussed.

Positive feedback had been received on the live streaming of the Biofuels Conference and *Farmers Guardian* is happy to consider this for future events.

A review of the MI department's entire structure was currently being undertaken by the Interim Head of MI, with a view to discover synergies and enable cost savings to be made.

The new RL Project Board had met recently in shadow form and the application for funding was well on course. Debate about the development of the RL would begin at Cereals 2011. The RL database was currently being re-built as a SQL database and would have a much larger capacity when complete. The development of on-line corn returns was also currently underway.

A summary of all of the formal and informal working groups across AHDB was presented. How these are delivering value was currently being reviewed to ensure that a balance of staff time between cross sector working and sector priorities was being maintained.

### **Finance and Strategy**

Management Accounts November 2010 were presented to the meeting. They highlighted:

- Levy collection was ahead of budget and ahead on billing.
- Estates costs were greater than forecast due to the refurbishment of the Rutland Suite which had resulted in some changes to estates expenditure and because RASE had brought their billing up to date and AHDB had been under-billed.
- No problems had been encountered in getting levy returns out for end of December 2010 with over 600 sent out and 300 already received back. A co-ordinated plan of audits was currently being carried out by MLCSL who were experienced in this field.

Procurement posts were currently being recruited to fulfil the new department structure and targets were being set for cost savings.

It was confirmed that the apportionment of transition costs for the next building move would be based on office headcount.

HGCA Budget envelope to 2011/14 was presented to the meeting.

### **British Cereals Exports update**

HGCA's BCE Manager and Head of Marketing presented an update on BCE activity, which included details of recent events and future priorities. A 2-phase budget for BCE would be explored and reported back to the March Board meeting.

### **Levy increase update**

Activity to date on the AHDB Cereals and Oilseeds levy consultation was reported on, including an update on the Corporate Plan and details of open meetings held. 27 responses had been received, 11 of which were relevant to HGCA. 9 open meetings held had been represented by 318 attendees who covered 80,750 hectares. Whether this format could be considered for future events would be explored.

### **Priorities for 2011**

The Board's involvement would be welcomed in the development and deployment of priorities for 2011.

### **Any Other Business**

No any other business was raised at the meeting.

### **Date of next meeting**

The next meeting would be held on 2 March 2011 in London. Venue tba.  
The meeting was closed at 13:00