



AGRI Steering Group – Saturday 22 October at 1.30pm Quality Hotel, Birmingham  
Road, Allesley, Coventry, CV5 9BA

Chairman: Sam Dilcock (Yorkshire)

Vice-chairman: Harriet Wilson (Staffordshire)

**Present:** Sam Dilcock (Chair [N]); Harriet Wilson (Vice Chair [WM]); James Hutchinson (NFU representative[SW]); Claire Bellew (SW); Richard Carruthers (N); James Park (Cumbria); Charlotte Middlebrook (Yorkshire); Tom Wells (CEJA and CLA Rep [EM]); Caroline Trude (SW); Julia Pointon (Vice Chair BoM)

**Part Meeting:** James Eckley (NFYFC CEO); Chris Manley (NFYFC Vice-Chair [E]); Ed Ford (NFYFC Vice Chair [E]); Lynsey Martin (Vice Chair [SE]); (ECM Members); Sian Bushell; Frank Chester (NFYFC Chair BoM); Heather Black (NFYFC Chair BoM elect); David Fellows (WM DP); Chris Lloyd (NFYFC Treasurer)

**In attendance:** Sarah Palmer (Agricultural and Rural Issues Officer)

#### 1. Welcome and introductions

SD welcomed all present and introductions followed.

#### 2. Apologies for absence

Becky Heal (TRIG Representative [Devon]); Charlotte Johnston (Warwickshire [co-option CEJA representative]); Sian Pritchard (KUNH); Kate Bennett (KUNH) Sarah-Jayne Dunsby (WM); Catherine Ede (Cornwall); Joshua Fincham (Somerset); Jock Muirhead (Somerset [co-option and NSA rep]); Catherine Bennett (Wales YFC); Gerald Norman (E); Richard Bower (NFU Next Generation)

#### 3. To confirm Minutes of previous meeting

SD signed the minutes of the previous meeting as a true and accurate record.

#### 4. To receive any additional items for the agenda

SD gave an AGRI update which included: launch of 'Considerations for a Future British Agricultural Policy' survey and subsequent press coverage; CEJA -working group meetings, seminars and conferences; succession interview video with Sam and Sian Bushell to be offered to FG; CEJA information circulated to Council for future consideration and discussion; re-launch of Innovation for Agriculture/NFYFC precision farming project; NFYFC office holders' meeting with Defra Minister George Eustice (2 Nov); Chris Manley talking at [FW CareersLive](#) 10 Nov; EF and LM part of panels at November East of England Conference; NFYFC Scholars attending [Oxford Farming Conference](#) 3-5 Jan - Sam Dilcock and one other; launch of Savills guide/website - 16 Feb at Savills, London; NFU Conference – 21-22 Feb Birmingham, details circulated; new Walk the Wool Chain Day dates for 2017– 28 Feb and 7 November; Supply Chain training pilot 7 March Warwick University; AGRI Forum – marketing theme, two speakers already secured - Simon Haley and Alexia Robinson. Meeting held with NFU Membership and discussion needed re NFU facilitating second discussion group at AGRI Forum.

#### 5. Know Your Future Market Forum

Thanks conveyed to KUNH for providing an excellent venue and hospitality. Good range of speakers and content, more attendees would have been ideal but a good pilot. Future filming of events if possible to help spread the AGRI message. Round-up video from CM helped circulate news of the event.

**Actions:**

All – help needed to advertise and encourage attendance of future events

#### 6. Massey Ferguson study tour

48 members from NFYFC and SAYFC attended the study tour which comprised: two factory tours, dinners, lunches, free time in Beauvais and visit to LaSalleUni farms. Future farm visits suggested between NFYFC, SAYFC and Massey Ferguson. Thanks were extended to Massey Ferguson for their kind hospitality. JH reported that KUNH would be happy to host a tour of KUNH factories and farms if there was an educational visit to Strasbourg EU Parliament.

**Actions:**

All – to help instigate future farm visits

#### 7. AGRI Forum 2017

Marketing theme agreed and two speakers secured to date: Simon Hayley and Alexia Robinson. A suggestion for NFU to help facilitate the second discussion group: 'Considerations for a future British agricultural policy' was discussed and agreed. This will complement the NFYFC survey. It was agreed to offer food and discuss the best way of advertising the event. JH to take back to KUNH for further discussion but the committee agreed to repeat the T-shirt advertising if possible. A third speaker was discussed and a request to secure Sir James Dyson if possible. A speaker is needed of some prominence to attract attendees. EF and HB joined the group for introductions.

**Actions:**

SP to contact NFU  
JH to discuss marketing with KUHN and the option for a 'AGRI breakfast' voucher  
SP to investigate third speaker

#### 8. bTB extended cull

A guidance note had been written and circulated to YFC County offices offering advice (media and information) regarding the bTB extended cull. General feedback from members was that people in affected areas were now better informed and prepared from previous experience. CT reported some trouble in Devon but this was not on the scale experienced in Somerset. It was reported that National Trust posed a bigger threat than protesters. JH reported that useful lessons had been learnt from Gloucestershire.

##### **Actions:**

All to ensure that staff or members are aware of help/guidance if needed.

#### 9. E-grain, Survey, NFU, Defra Round Table, BWMB and NSA event, SellMyLivestock proposal

A response to the E-Grain consultation has been submitted.

Considerations for a future British agricultural policy survey – results summarised and offered to Farmers Guardian for an exclusive and press releases issued. Results also shared with NFU and Defra and will be basis of conversation with farming Minister George Eustice on 2 November. The survey will remain open for YFC members to continue submitting their thoughts. Input from TW re deputising for JH at NFU Council. NFU is currently concentrating on trade and labour issues and depending on that outcome, will announce thoughts on a future agricultural policy at the February NFU Conference. Discussion regarding points for consideration at the George Eustice meeting comprised:

- Most respondents believed subsidies should continue, but only for a limited time
- 68 per cent of respondents chose to maintain current animal welfare standards, with 49 per cent opting to maintain current UK environmental standards for marketing reasons
- Significant need for business support to grow and start enterprises, access to finance and support for a new business culture
- Message of thanks to the Minister re support for bTB eradication – specifically from Jock Muirhead, Somerset FYFC

Particular comments from the recent steering group included:

- Government-backed loan schemes
- Simplicity of regulation
- Where does the 25 Year Plan fit with future policy?
- Integration of farming and environmental policy?
- Recommendation not to base food production on environmental schemes
- Consideration of subsidy and competitiveness

It was agreed that the survey results would be submitted to Neil Parish MP, chair of EFRA committee. SP attended a Defra Round Table meeting with agriculture and horticultural industry groups to commence Defra's discussion re future policy – another Defra recipient for survey results.

AGRI exhibited on the BWMB stand at NSA's Sheep Event. This was a very positive day and a good pr exercise.

The SellMyLivestock proposal was discussed and suggestions made for change and further consideration which included: quality control; membership age; no charity donation; withdrawal terms; sharing of brand.

SP to arrange a future meeting.

##### **Actions:**

All - continue to share the survey results and encourage YFC members to take part

All - continue discussions for consideration of a future agricultural policy with members, industry and government

All – continue constructive partnership work

SP to arrange a future meeting with SellMyLivestock

#### 10. Area Report

EM – None

WM – HW reported on bTB in Herefordshire, good feedback from those who attended the Know Your Future Market Forum, Herefordshire County Council estate selling farms. Conversation re ways of working with the county council estate with example from CB and the Devon County estate and SP re previous work with various county council estates. A new agri group has been formed which will discuss bTB and pneumonia on 31 October at its second meeting.

JE and FC joined the meeting.

SW – CB reported on working with Devon County Tenants' group and advised other areas to have a YFC rep on county estate tenants' groups.

Members of Events and Marketing joined the meeting.

RC asked for a video to be featured to help advertise the AGRI Forum. It had previously been agreed that video footage from this year's AGRI Forum would be part of the advertising campaign for next year's event. Sam's video in discussion with Sian Bushell would be publicised and relevant #s to be given to projects for social media purposes.

HW mentioned a video from the Addington Fund for promotion on the NFYFC website.

CL joined the meeting to discuss budgets and finance and reported a healthier financial position for NFYFC and HOPS and that AGRI was within budget. There would not be a requirement to cease CEJA membership due to any budget restrictions and the future membership discussion would not be based on financial constraints.

##### **Actions:**

SP to provide HW with past examples of lobbying papers and information re working with county council estates

E&M to incorporate AGRI Forum publicity into promotion of Annual Convention

HW to send Addington Fund video

SP to publicise Sam and Sian's video after editing and offer to FG

#### 11. Succession presentation

Sian Bushell gave a workshop/discussion re succession, how to start the conversation and action practical methods within a family business.

Sian highlighted the need to consider what you bring to the business, negotiate your terms and plan. Recognition of emotional attachment as well as business, the issues raised by poor communication, siblings and spouses and the need for good governance. She considered the biggest threat to a farming business is lack of succession planning.

The committee thanked Sian for her illuminating presentation and discussion and these points will be highlighted in a video made prior to the AGRI meeting.

HW suggested a future webinar with Sian for YFC members and possible partners could include AHDB, AG Law Society. The proposal will be looked into and could be a possible proposal for the future Defra grant.

**Actions:**

All to help share the information within the forthcoming video.

**12. Fresh Start Land Partnership**

CT gave an update on progress of the Fresh Start Land Partnership 'matching service' pilot. Alison Rickett (MD of Land Partnership Enterprise) had presented to professional services representatives at an event in Exeter. The matching service pilot is receiving 2-3 enquiries every week and the percentage of opportunities offered and young people applying is now 50:50. Matt Lobley (Exeter University) referred to the service at the Fertile Minds conference and Alison will be exhibiting at the Farm Business Innovation Show, NEC, 10-11 November. Alison is also speaking to Venture (a similar scheme in Wales requiring support from the Welsh Assembly). AGRI agreed to continue advertising the service, a press release had recently been circulated to members and SP awaits the artwork for an NFYFC website banner. HW raised the question re budget for Facebook adverts. This has already been trialled for the Know Your Future Market forum. There was also a request for Facebook advertised event to 'invite' members.

**Actions:**

SP to discuss with Cheryl Liddle

**13. AOB**

JH reminded everyone of the free advertising opportunity on KUHN TV as advertised in the AGRI newsletter. Submit one slide of information with a picture. The Stockman of the Year competition had low uptake and the competitions committee asked AGRI to consider content for the future. Suggestions were to source feedback from previous competitors, set the project in the form of a presentation rather than a written project. The NFU Mutual blog-writing competition for young farmers was highlighted and SP to advertise

**Actions:**

- All to help spread the message re KUHN TV
- All to give feedback to the competitions committee
- SP to advertise NFU Mutual young farmer blog writing competition launched at Fertile Minds

**14. Date of next meeting and close**

SD thanked everyone for attending and closed the meeting at 6.40 pm. Date of the next meeting is **Saturday 18 February 2017**

SIGNED..... DATED.....