



AGRI Steering Group – Saturday 18 February 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]); Richard Carruthers (N); James Park (observer); Charlotte Middlebrook (Yorkshire); Tom Wells (CEJA and CLA Rep [EM]); Gerald Norman (E); Beth Duchesne (E); Kate Wainwright (EM); Ben Robinson (SE); Adam Churchman (SE); Dafydd Jones (Wales YFC); Caryl Hughes (Wales YFC); James Evans (observer); David Goodwin (WM); Will Edmonds (observer); Alex Olivant (observer); Fred Love (observer); Alice Molley (observer); David Fellows (WM DP); Richard Bower (NFU Next Generation); Kate Bennett (KUHN); Charles Day (observer)

Part Meeting: James Eckley (NFYFC CEO); Chris Manley (NFYFC Vice-Chair [SW]); Ed Ford (NFYFC Vice Chair [E]); Lynsey Martin (Vice Chair [SE]); (ECM Member); Heather Black (NFYFC Chair BoM);

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 (KUHN); Jock Muirhead (Somerset [co-option and NSA rep]); Catherine Bennett (Wales YFC); Claire Bellew (SW); Caroline Trude (SW); Russell Carrington (Fresh Start representative); Morys Ioan (Wales YFC)

3. To confirm Minutes of previous meeting

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

4. Correspondence and any additional items for the agenda

SD highlighted the role of the AGRI steering group member; communication between grass roots members and steering group being key.

A recent offer from NFU Livestock for a new 'partnership' project to encourage interested YFC members to have an active role in the NFU Livestock Board, sheep and beef groups. Discussion regarding NFU sector development programmes.

A request was received and considered from Farms for City Children. Options for future work were considered and it was agreed to share the request with PD and consider an exchange/placement. The group suggested an invitation for FFCC to speak at the steering group in June.

A satellite connectivity company, Europasat, submitted an offer for YFC members. This will be considered by BoM.

Action:

SP to contact Farms for City Children and share request with PD

5. AGRI Forum

A draft promotional video using edits from interviews of speakers was played for feedback from the group. Different content was requested including edits of the 2016 forum: members arriving; participation and shots of members undertaking group work. Also a requirement for highlighting guest speakers answering the question: 'How did I make my mark/best advice ever given' drip fed via social media the week before convention. It was agreed that KUHN would provide promotional t-shirts, bacon roll vouchers, highlight on Kuhn TV and advertise on KUHN social media. More YFC members to join the KUHN stand on Friday registration to help spread the message of the forum. James Chapman and Chris Manley invited to do 5 minute 'warm up' of audience. Speakers asked to pitch 'how they made their mark' and then 'Question Time' format before second discussion group facilitated by Guy Smith accompanied by Harriet Wilson and Richard Bower.

Doors open 11.00am for food and exhibits, 11.30 am start for AGRI Forum.

The agreed AGRI Forum title: 'Making Our Mark!'

Actions:

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

HW - finalise promotional plans and details with Kuhn

SP/DG – promotional video

SP/DG – social media highlighting guest speakers

All – share NFYFC Facebook event. SP to circulate Facebook code of conduct forms to the steering group to sign and return.

6. Cereals

Affinity deal for discounted tickets for Cereals. Lincolnshire FYFC exhibiting, KUHN exhibiting and offer for any support needed. Note 'Cereals Challenge' for advertising.

Actions:

All – help communicate information of affinity deal when received

7. 5 Nations survey

EF joined the group to highlight a Brexit survey between the 5 nations. A questionnaire currently being devised with support from Massey Ferguson of 15 questions which aims to highlight the common themes of existing YFC Brexit survey results, regional and social views. Timeline: release end February, close end April/May, present results to George Eustice at Royal Highland Show.

AC discussed apprenticeship issues within the engineering sector. Information requested from AC to share with Rural England for future research project.

Actions:

EF working with Five Nations and to circulate survey questions to be agreed with steering group

8. Elections

EF chaired elections and results as follows:

Chairman - Harriet Wilson - proposed by KW, seconded DG

Vice Chairman - James Hutchinson - proposed by RB, seconded KW

Co-options

Charlotte Middlebrook - proposed by HW, seconded SD

Richard Bower - proposed by JH, seconded SD

James Evans - proposed by CH, seconded SD

Industry representatives

NFU: James Hutchinson - proposed by DG, seconded SD

Deputy NFU: Kate Wainwright – proposed by TW, seconded JH

CLA: Charlotte Middlebrook - proposed by TW, seconded SD

CEJA: James Evans, Caryl Hughes, Sam Dilcock, James Hutchinson, Adam Churchman, Charlotte Middlebrook, Ben Robinson, David Goodwin, Kate Wainwright

LEAF: David Goodwin - proposed by SD, seconded JH

TRIG: Becky Heal - proposed by HW, seconded SD

Fresh Start: Russell Carrington, Caroline Trude - proposed by HW, seconded SD

Actions:

All – attend meetings and report back

9. Events and Marketing

SD (EM) joined the group and advised of the following:

New national YFC competition 'bale art' and AGRI advised of the need for stringent farm safety guidelines to be available for this competition. It was intended that the YFC bale art could help generic YFC promotion, county rallies and the national new members' week campaign. The competition is scheduled for a launch at the Three Counties Show, Malvern. Advice was reiterated re safety and planning guidance. E&M investigating the use of Snapchat and setting up of filter was discussed.

SD was advised of plans for AGRI Forum promotion which comprise:

Work with KUHN -t-shires and bacon roll voucher, promotion on stand

Promotional video

Social media activity include messages from speakers leading up to event

#YFCMakeOurMark

Actions:

All and NFYFC Comms

10. CEJA

SP highlighted the CEJA paper circulated to the group with details of CEJA membership, activity and outcomes.

RB spoke of his experience with CEJA to date and his presentation re RD funding project at the last working group meeting. He stated a case for continued membership of CEJA which included the effectiveness of CEJA as a lobbying group, cost-effective for results achieved for young farmers, being part of CAP reform and having an input to future policy decisions. The group discussed and decided the proposal to be put to Council: 'We ask Council to approve the AGRI recommendation that it is vital to continue NFYFC's joint membership of CEJA (with NFU Next Generation Forum) for two years after Article 50 is triggered and then reassess our position. (Assuming that we will continue the joint membership with NFU).

Actions:

Proposal to Council and proceed with CEJA membership activity

11. Industry Representative Reports

CLA: TW reported on his last meeting and points included: WTO; importance of the collaborative voice of the whole food chain; NZ land prices; risk management and insurance; a less subsidy-focussed policy; definitions of young farmers (secondary and tertiary educated) and new entrants (under 40s); barriers to exit and entry (lack of pension provision); rural housing; tax relief; contract/share farming; Scottish Government issues and LEADER grant funding. (Details of funding requested.)

NFU: JH had submitted his report from the last NFU Council meeting which had been circulated to steering group members and included: reports from NFU President and Director General; communications update; policy board update and key points from commodity board meetings. JH highlighted the forthcoming DAP consultation and NFU's emerging ideas for future policy. The group discussed material needed for future schools packs.

Fresh Start Land Partnerships: RC and CT had submitted a report that was read out to the group and included: progress of the pilot service and feedback on best practice for delivery and findings from the equivalent Irish Land Mobility Service. 40+ businesses (landowners and entrepreneurs (young farmers) registered with the service and opportunities starting to be advertised. (The aim for the pilot phase is to put together 30 matches, at least to the point where they are having initial discussions about potential business partnerships). A new member of staff recruited to support the delivery of the project and matching of opportunities. A feature article is planned in the Farmers Guardian in March to explain the service and advertise available opportunities. A meeting of the service's steering group is planned for April in London, date TBC.

Requests for AGRI to consider:

- How best is it to reach grass-roots members with the opportunities, and or get them to register an interest with the service?
- Is there more that can be done to prepare young farmers with the necessary business skills?
- Request to Land Partnerships Service to exhibit at AGRI forum again
- Request for RC and CS and possibly Alison Rickett (from Fresh Start) to attend June Council and highlight the service.

LEAF: no report but SP to meet with Caroline Drummond and dates for next advisory meeting shared.

Rural England: SP attended meeting on 6 February and fed back AGRI points for future policy considerations. Future rural youth research to be negotiated.

Defra Brexit Roundtable farming meetings: SP attended the first meeting in September 2017 held by the Secretary of State, George Eustice and her Defra team as well as industry body representatives. ED has attended a meeting chaired by Brexit Minister David Davis and SD attended further Defra roundtable meetings. Survey results and position papers (from NFYFC and CEJA) have been chaired with appropriate civil servants.

Actions:

SP to circulate funding details

NFYFC has Fresh Start Land Partnership Service (matching service) information and banner advert on website. Information circulated in January 2017 AGRI newsletter and social media

Fresh Start's request to present at June Council to be put to NFYFC Council.

Fresh Start to be invited to exhibit at AGRI Forum and case studies to be requested

Representation from AGRI members to continue as well as collaboration with industry bodies

12. Area reports

Northern Agra: RC reported the positive outcome of the CEJA membership discussion amongst members with a caveat of re-evaluating future membership at the appropriate time.

South West: JH highlighted the SW AGRI Forum scheduled for March at SW Area weekend and speaking guests include Farming Minister George Eustice and NFU Next Generation Forum Chair Richard Bower. The forum will be chaired by Claire Bellew and all welcome. Devon devising plans for a new business clinic, SP discussed with Devon County Organiser. Gloucestershire keen to instigate future events and requested further information re county council farms. Issues of concern included consequences of irresponsible footpath use and threat of metaldehyde ban.

West Midlands: No feedback from the last area meeting. Staffordshire progressing its AGRI group and Shropshire holding successful discussion groups. Worcestershire reported interest in business skills and marketing training.

Wales: DJ reported a successful Wales YFC AGRI Conference held in January and well-attended Brexit meetings with good responses that helped set a vision for Welsh agriculture. Still working on YFC calf scheme and on-farm tours have taken place. A Scottish tour is currently being organised.

South East: BR hopes to initiate an AGRI discussion group by spring. AC explained Oxford's work with Thames Valley Police (funded) to assist with rural crime which included workshops on how best to secure assets.

East Midlands: No feedback from area but Lincolnshire has an AGRI discussion group comprising 88 members which recently ran a poll on rural crime. Derbyshire also reported working on the issue of rural crime with NFU groups and worrying of livestock from dogs.

Eastern Area: Main issues of concern and interest were zero till, the threat of glyphosate ban, fly-tipping and rural crime. DG (Warwickshire) spoke to the Secretary of State, Andrea Leadsom about the need for glyphosate during her visit to his farm. He encouraged wider publication of views in support of this issue and personalised letters to politicians.

A discussion took place regarding reducing the use of antibiotics.

It was agreed that the new AGRI Link afternoon would take place on 31 March at KUHN, Telford which would help members to plan the year, hold workshops and hear plans for using the new NFYFC/Savills Smart Farming guide.

Points on the recently submitted NFYFC Defra grant were discussed which included future area policy consultation discussion groups.

Actions:

NFYFC to help highlight area events

SP to circulate information re Gloucestershire County Farm Estate

AGRI members to encourage the writing of letters to MPs on relevant issues

13. AOB

CM requested a YFC presence within a teaching organisation. It was agreed that she would investigate this with the National Union of Teachers (NUT) and work with FACE would continue.

Request from Competitions re input to the Stockman of the Year competition. AGRI members to feedback to Competitions Chairman and interrogate objective of the competition.

Request to highlight the work of Inspiring Women in Rural Industries group.

Actions:

CM to contact NUT

14. Date of next meeting and close

HW thanked everyone for attending and closed the meeting at 6.38 pm. Date of the next meeting is **Saturday 24 June 2017**

SIGNED.....

DATED.....