

Dairy Export Programme

This agreement is made effective as of 30 May 2024. In this Agreement the Agriculture and Horticulture Development Board (referred as AHDB) is contracted to provide goods and services to the Department for Business and Trade (referred as DBT).

Background

The Dairy Export Programme, launched by the [REDACTED], on 9 Nov 2023 is a comprehensive package of support for the UK Dairy industry over three financial years (2023/24, 2024/25, 2025/26).

DBT has nominated the AHDB as their delivery partner for the Programme, due to their unique position as the levy board for the dairy sector, capabilities in trade promotion, and success record.

Therefore, the parties agree as follows: -

1) DESCRIPTION OF GOODS AND SERVICES:

AHDB will provide the following: -

UK Dairy Showcase

This will take place in September 2024, planning commenced in 23/24. To be delivered by AHDB in partnership with DBT and Bray Leino. The UK Dairy Showcase is an inward trade mission convening 50 international dairy buyers in the UK for a bespoke programme showcasing UK dairy farming and production methods as well as finished dairy products. By seeing the farm to fork journey first hand, buyers will be exposed to the UK's exceptional dairy products and why they should choose UK dairy above all others. A special buyer matching 'showcase' event will take place as part of the inward mission and will be the main opportunity to connect UK exporters with the buyers to begin commercial conversations, ultimately leading to export wins.

Resource

Continuing from 2023/23, DBT will provide a financial contribution to AHDB towards expert staff resource in the UK to continue to the education workstreams begun in 2023/24 and drive forward activities in 2024/25/26 including the UK Showcase event. Co-funding from DBT will also allow AHDB to grow and expand essential expert resource overseas, which was another key ask from industry. Co-funding towards x3 overseas resources will mean the Programme can start providing quick results for UK companies, through in-market insights and buyer connections. These experts will also play a key role in buyer recruitment for the UK Showcase. Recruitment for resource in the USA began in 2023/24, and recruitment for x2 others in priority markets will begin in 2024/25.

Market Insights

Market intelligence is hugely valued by industry. AHDB will commission/ undertake research to produce reports/guides on opportunities and 'how to sell' for UK dairy, building on existing market insights undertaken and by AHDB and Posts around the world. This will be aligned to priority markets and where additional overseas resource is allocated.

Outward missions

Focused outward missions to target markets will build on the successes of UK Dairy Showcase. The aim will be to continue conversations between UK companies and buyers and move towards orders.

2) Terms of Reference

The Dairy Export Programme Steering Group (the Steering Group) provides oversight and advice on the delivery of the programme. It is supported by a Task and Finish Group to assist in its delivery (see **Annex A** for the Task and Finish Group ToR.).

Chair		
Responsible SRO		
Secretariat Support		
Last updated		

a) Objectives and Responsibilities

Members of the Steering Group will be responsible for:

- a.1 setting the strategic direction and outcomes of the export package, ensuring delivery within agreed boundaries.
- a.2 tracking critical projects, strategic risks, and high-level financial monitoring
- a.3 monitoring the performance of the programme against the planned objectives, return of investment and KPIs.
- a.4 reporting, monitoring, and evaluating the effectiveness of the programme.
- a.5 providing governance and accountability for the programme, making decisions on the prioritisation and re-prioritisation.
- a.6 reviewing planned activity, ensuring the viability and integrity of the Programme.
- a.7 considering the financial and commercial implications of activity

b) Meetings

b.1 Frequency of Meetings

The Steering Group will hold meetings quarterly, or at times that the Chair deems appropriate. The Chair may also hold additional Group meetings when necessary for the Group to fulfil its responsibilities effectively. Ahead of a Steering Group meeting the Chair will propose a draft agenda and members will have the opportunity to suggest other items for discussion.

b.2 Meeting Location

The meetings will be held virtually using MS Teams unless otherwise stated.

b.3 Agenda

Standing agenda items are as follows:

- Welcome
- Progress report on programme from Task and Finish Group
- Progress against deliverables/milestones
- Risks
- Budget expenditure
- Open floor (opportunity for input from members and any invited stakeholders)
- Stakeholder items if any

The Task & Finish Group will be required to put together a written progress report ahead of each meeting, which should be circulated by the Secretariat at least 2 working days before the meeting.

c) Meeting Roles and membership

c.1 Roles

Name/ Role Name	Role Description
Secretariat	<p>AHDB will provide the Secretariat to the Steering Group. The Secretariat will be responsible for the logistics of the Steering Group. This will include the co-ordination of meetings, managing agendas, commissioning of reports, and circulating all relevant information to attendees in advance of meetings.</p> <p>The Secretariat shall also be responsible for minuting the meeting and distributing the actions log no later than one week after the meeting has taken place.</p>
Chair	<div style="background-color: black; width: 100%; height: 40px;"></div> <div style="background-color: black; width: 100%; height: 20px;"></div>

c.2 Membership

Table of core/standing members:

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With the agreement of the Chair, the Steering Group may also invite and call upon external experts for key discussions.

Project Governance

The Steering Group will be supported by a sub-group of members from a Task and Finish Group whose function is outlined in Annex A. A RACI matrix can be found in Annex B outlining key roles for the four key elements of the programme.

Project Closure

The Dairy Export Programme is one-off spend. The project will be closed formally by the Steering Group with lessons learned captured and shared.

3) PAYMENT FOR GOODS AND SERVICES:

DBT agrees to pay AHDB up to [REDACTED] for delivery of the goods and services outlined above in financial years of 2024/25/26 and detailed in a programme of works agreed between DBT and AHDB. The maximum total amount payable each financial year is:

i [REDACTED]

The exact amount paid per financial year is subject to change, for example DBT can pay suppliers directly but will not exceed the stated totals. Once known, exact costs will be agreed with DBT.

AHDB will submit an invoice after the services have been delivered, with the final invoice for 2024/25 activities submitted prior to end of 2024/25 financial year and final invoice for 2025/26 activities submitted prior to end of 2025/26 financial year. The AHDB invoice(s) should include the Purchase Order number provided by DBT and a breakdown of deliverables and any other details that DBT reasonably requests. Payment will be made by BACS to the bank details provided on the AHDB invoice.

4) CANCELLATIONS:

If the goods and services are terminated by DBT, all payments incurred by AHDB are non-refundable, all outstanding payments due to date will be due immediately, and any payments due in the future are cancelled.

5) ENTIRE AGREEMENT:

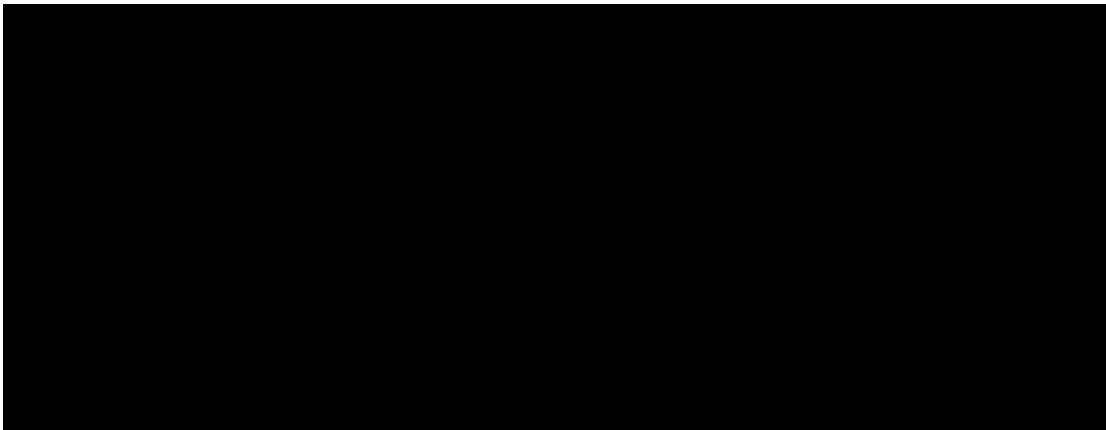
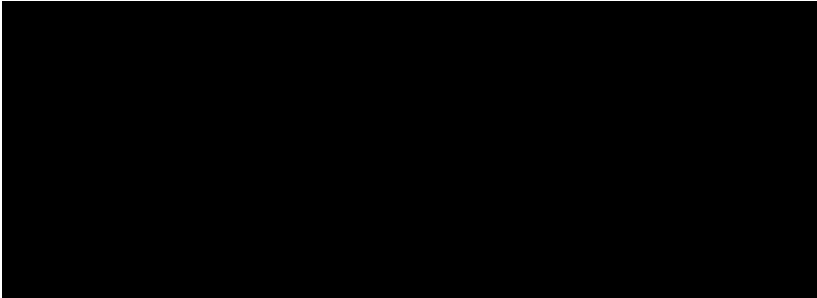
This Agreement contains the entire agreement of the parties and there are no other promises or conditions in any other agreement whether oral or written. This Agreement supersedes any prior written or oral agreements between the parties.

4) AMENDMENT:

This Agreement may be modified or amended only if the amendment is made in writing and is signed by both parties.

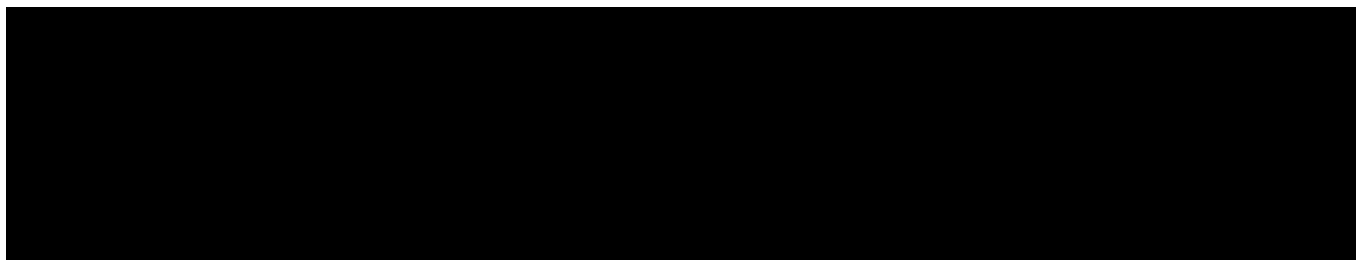
5) SIGNED:

On behalf of the Department for Business and Trade



Annex A: Task and Finish Group to the Dairy Export Programme

Task and Finish Group to the Dairy Exports Programme Support Steering Group



1. Scope and Purpose

The Task and Finish Group is responsible for the delivery and implementation of the Exports Support Package, and reports to the Dairy Export Programme Steering Group (the Steering Group).

2. Objectives and Responsibilities

The Task and Finish Group will focus on delivery of the three types of activities, in line with Steering Group, to support expanding UK dairy exports to new markets.

- I. Education
- II. Showcase and missions.
- III. Resource

The Task and Finish Group provides the day-to-day direction of the programme of work.

Members of the Task and Finish will be responsible for:

- Driving the implementation and delivery of proposed activities
- Providing monthly progress updates
- Providing quarterly progress reports to the Steering Group*
- Reporting on any barriers
- Reviewing planned activity
- Alerting the Steering Group to significant risks and issues related to the delivery of the project activities.
- Taking responsibility for delivering any actions assigned to them by the Steering Group

*The Task & Finish Group will be required to put together a written progress report ahead of each quarterly meeting of the Steering Group, which should be circulated by the Secretariat and agreed by members at least 3 working days before the meeting.

3. Meetings

3.1 Frequency of Meetings

The Task & Finish Group will meet monthly or at times that the Chair deems appropriate to the needs of the project. Group meetings will focus on reporting back on deliverables and milestones of the key programme of activities.

3.2 Meeting Location

The meetings will be held virtually using MS Teams unless otherwise stated.

3.3 Agenda

Standing agenda items are as follows:

- Welcome
- Progress report on activities from project leads
- Progress against deliverables/milestones
- Risks
- AOB

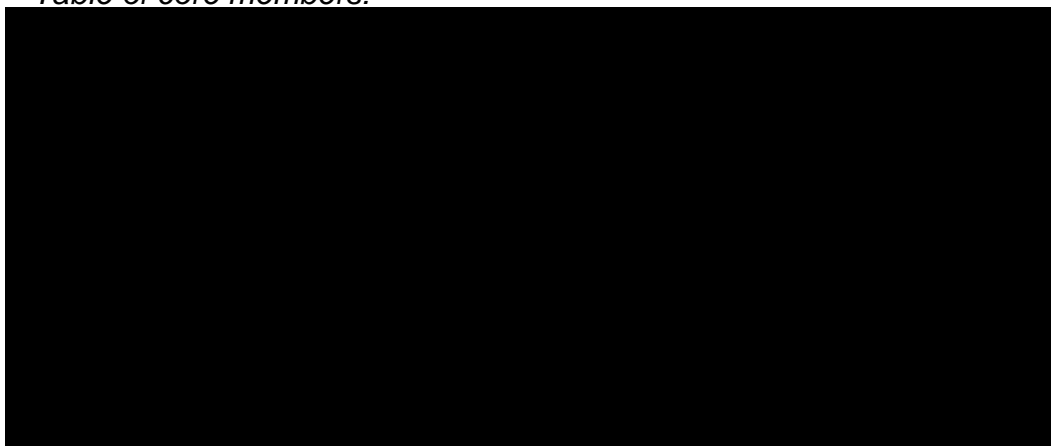
3.4 Roles

Name/ Role Name	Role Description
Secretariat	AHDB will provide the Secretariat to the Task & Finish Group. The Secretariat will be responsible for the logistics of the Task and Finish Group. This will include the co-ordination of meetings, managing agendas and circulating all relevant information to attendees in advance of meetings. The Secretariat shall also be responsible for minuting the meeting and distributing the actions log no later than one week after the meeting has taken place.
Chair	The Task & Finish Group will be chaired by DBT Trade Promotion Lead, Tim Barraclough

3.5 Membership

Representation is made from across DBT and AHDB:

Table of core members:



Annex B: Responsible, Accountable, Consulted, and Informed (RACI) matrix for the Dairy Export Programme.

This RACI matrix maps out the tasks, milestones or key decisions involved in delivering Dairy Export Programme. It assigns which roles are Responsible for each action item, which personnel are Accountable, and, where appropriate, who needs to be Consulted or Informed:

Task/Deliverable	DBT	AHDB	Dairy Export Taskforce	Defra (GREAT)
Education				
<i>Example - Pavilion structure</i>	R	A	C	C
<i>Example - All GREAT branded assets (graphics and collateral)</i>	R	C	A R	C
<i>UK exporter tailored webinar series on markets, culture, market access.</i>	A	R	C I	
<i>Buyer tailored series on UK dairy</i>	A	R	I	
<i>EU logistic paper</i>	A	R	I	I
<i>UK USP series</i>	A	R	C I	I
UK and overseas resource				
Onboarding of UK resource	C	AR	I	
Onboarding of Overseas resource	C	AR	I	
Management of resource, including deliverable	C	AR	I	I

UK Showcase				
Development of timeline	A	R		I
Raising visibility of overseas network, regions and nations	A	R	I	I

Legend:

- **Responsible:** The party(s) responsible for actually doing the work in order to complete the tasks and project.
- **Accountable:** The *Accountable* party has the ultimate deciding vote when it comes to approvals and moving forward with a task and project. There is only one accountable party for each task and they are highlighted in the table.
- **Consulted:** Consulted party(s) provide input on tasks and deliverables.
- **Informed:** The Informed party(s) simply needs to be kept in the loop regarding the tasks and project.