Food and Drink Wales Industry Board	
Date of Meeting:	Tuesday 16 th July 2019
Time of Meeting:	9:00am – 3.30pm
Meeting Venue:	NE Wales – The Glynne Arms – Hawarden
Chair	Andy Richardson

ATTENDEES:

Welsh Government:	FDWIB:
Andrew Martin (AM) Dave Morris (DM) Mark Williams (MW) Alison Ebsworth (AE)	Andy Richardson (AR) Chair Alison Lea-Wilson (ALW) running late Annitta Engel (AE) Huw Thomas (HT) James Wilson (JW) Justine Fosh (JF) Katie Palmer (KP)
Apologies: Keith Smyton (KS)	Apologies: David Lloyd (DL) Norma Barry (NB)

Presenters/Guest Speakers:

Ro Roberts (RR) Levercliff Associates Ltd Buddug Turner (BT) WG Enfys Jones (EJ) WG Alun Lewis(AL) BIC Innovation Linda Grant (LG) BIC Innovation James Hicks (JH) National Skills Academy for Food and Drink Louise Codling (LC) National Skills Academy for Food and Drink

No.	AGENDA ITEMS
1.	Welcome and Introductions Andy Richardson
	 The chair noted apologies from KS, DL and NB AR welcomed all to the meeting and thanked everyone for attending and for those that attended the cluster meeting the previous evening, which enabled considerable networking. Hopefully this can be repeated at future meetings. AR also welcomed back RR who has been contracted to carry out

FDWIB PR

• AR gave a brief overview of the content of the meeting.

2. Minutes of the last meeting April 2019

Mark Williams

Previously circulated prior to the meeting

Matters Arising/Updates from the Minutes

Actions from previous meeting

Action 1 - (NB) - Email sent through. Completed

Action 2 - (NB) – as above. Completed

Action 3 - Blas Cymru/Taste Wales 2019 - Completed

Action 4 - Board Strategy Discussion to be further discussed later under Investor Ready Programme (LG).

Action 5 - Finance Conference/Investor Ready Programme – to be further discussed later under Investor Ready Programme (LG).

Action 6 - Consolidation Conference – to be further discussed later under Investor Ready Programme (LG).

Action 7 - February 2020 Expanding/Growth Conference – to be further discussed later under Investor Ready Programme (LG).

Action 8 - Key Issues for Future Conference Blas Cymru/Taste Wales – (AR) not asked to attend.

Action 9 - To be further discussed later under Investor Ready Programme (LG).

Action 10 - To be further discussed later under Investor Ready Programme (LG).

Action 11 - To be further discussed later under Investor Ready Programme (LG).

Action 12 - Ongoing Comms Grid/events Calendar - Ongoing (GJ) sharing with all. (RR) to have a chat with (GJ). - Completed

Action 13 - Delivery Dashboard Content - Outstanding (MW)

Action 14 - Delivery Dashboard Functionality - Outstanding (MW)

Action15 - Delivery Dashboard Agenda Item for July Meeting – Outstanding (MW)

Action 16 - Future FDWIB Meetings 2019 – Completed 16th October 2019 South East Wales, Ifor Fforc Williams attending. **Completed.**

4th December 2019 TBC. **Outstanding (MW)** 2020 Dates need to be sorted ASAP **Outstanding (MW)**

Action 17 - FDWIB to be further discussed later under Future Board (AR)

Action 18 – Cluster Evening prior to Board Meeting. **Completed** and to continue hosting the event at each FDWIB Meeting with 2-minute time for each one to one networking. Extend it beyond the clusters and to new businesses. Max 50 individuals.

Action 19 – FDWIB Skills Strategy. **Completed**. (JF) Agenda item next Board Meeting to review how much training and business created, (LG) to report back. **Outstanding**

Action 20 – Skills Shortage to be further discussed later under Skills Strategy (JF)

Action 21 - Funding Apprenticeship (JF) spoken to Pembrokeshire College

with funding issue with funding, now increased to £15k. No update available on engineering. **Outstanding (JF)** Short paper to be circulated to the FDWIB

Action 22 - Funding Apprenticeship Outstanding (JF)

Action 23 - Apprenticeship. Updated

Action 24 - Regional Skills Partnership - to be further discussed later under Skills Strategy (JS)

Action 25 - FDWIB challenge Regional Skills Partnership on position of F&D (JF) written to all 3 RSP with individual tailored letters. **Outstanding Action 26 -** Invite Skills Policy Team to next meeting — **Outstanding (MW)**

Nic Shilton/Jenny Gerrard to attend. To be carried forward as an agenda item for October Meeting **Outstanding (MW)**

Action 27 - Industry Skills Partnership – Outstanding (DL) – no feedback received bring to next meeting.

Action 28 - IGD Meeting (JF) attending a meeting in September 2019.

Action 29 - RWAS Skills Event – Completed.

Action 30 - Adjusting to Challenges of the Industry eg Valleys Initiative. Ongoing In pilot stage (Cover in meeting with DWP at RWAS 2019) (JF) (AM).

Action 31 - F&D Council Workstream. **Outstanding** (AR) To send presentation from last council meeting.

Action 32 - Ownership of Action Plan 2 - to be further discussed later under AP2 Update.

Action 33 - Draft AP2 to be sent to FDWIB for comment. **Completed.**

Action 34 - Draft AP2. Completed.

Action 35 - AP2 - RWAS Publication. Completed.

Action 36 - AP2 RWAS Consultation Events. **Completed.**

Action 37 - Engagement with HCC officers and AP2 Consultation. **Completed.**

Action 38 - Joint Statement from FDWIB & WG – AP2. Too be completed next week at RWAS 2019.

Action 39 - SBV - Completed.

Action 40 – Scope Agri Food Terminology to include Seafood. Completed.

Action 41 - SBV Emotive Value. Completed.

Action 42 - SBV proposed a small FDWIB group to discuss definition of Welsh Products – **Outstanding.** (DM) RV/JB to circulate information and possible tele conference. October Meeting to share further feedback.

Action 43 - Debrief Blas Cymru/Taste Wales 2018. Completed

Action 44 - Seafood Strategy. Completed. (To note no legal presence at meeting with WG officials). Chase actions from M&F Meeting held recently – no minutes received to date.

Action 45 - Drinks Strategy – Revisit the Drinks Cluster strategy.

Completed

Action 46 - Drinks Strategy – Alignment of Cluster activity with AP2 **Completed**

Action 47 - Drinks Strategy – scope now to support more businesses. **Completed.**

Action 48 - Wales Real Food & Farming Conference 2019 **Outstanding** (KP) Information not sent – carried forward next meeting.

Action 49 - British Food Fortnight 21-9 - 6-10-2019. Completed

Action 50 - FDWIB Comms Tender - Completed

Action 51 - FDWIB Comms Tender. MA to Minister. Completed

Action 52 - FDWIB option to roll over current Board to 2019/2- Completed.

Action 53 – How does FDWIB see Clusters and are they driving

businesses forward. (AM) just commissioned a major evaluation of all clusters. Ongoing

Action 54 – FDWIB Meeting October 2019. Ifor Fforc Williams to be invited to attend. **Completed** (MW)

Action 55 – Meeting with Ifor Ffowcs Williams. **Completed**

24th April 2019 Minutes

Proposed: - David Morris (WG)

Seconder: - Alison Lea Wilson (FDWIB)

3. Skills Strategy

- Skills Strategy update completed & outstanding
- Lantra Food Skills Cymru update
- Tasty Careers update
- Pledges update

Justine Fosh

Papers circulated at the meeting.

(1) Skills Plan on website

Look at the visibility of the plan it's not obvious on the website or its exact location.

The 4 themes – need to be clearly identified. New skills lead has joined the Welsh Government – Jenny Gerrard

Business interface will still be led by Business Team and Policy will be led by Policy Team namely Nic Shilton will be the lead official with support from Jenny Gerrard.

Need to update Deputy Minister Economy & Transport

Apprenticeships are being reformed in Wales.

In brief, Wales apprenticeship framework is being redesigned with new frameworks coming into place moving more akin to the approach in England. These changes will happen over the next couple of years and will impact on Food and Drink industry. Further clarity to come within the next 2-3 months. (JF) to find out more and report back to the Board.

UK Government – skills base immigration system update. UK Government are going to consult and ask for views on the salary threshold. Proposal is £30k minimum salary for incomers to the UK. This is too high for the Food & Drink Industry where many shilled roles earn less than £30k. This was raised in the Food & Drinks Council and will be further discussed. Threshold could be realigned to different skills levels and geographic areas.

Skills Plan – Circulated papers at the meeting.

40 ambassadors trained across the Food and Drink Industry – activities happening but hard to record as not much feedback being received. No KPI being recorded. What measures are we going to put in place to record this information? AP2 must include skills – outcomes and KPIs.

3.1.3 Farming Connect and Food Skills Cymru Update (Lantra led project)

Brief update was given at the meeting.

National Skills Academy Food & Drink Manufacturing Presentation and Update

- Skills Plan lots of delivery happening. Good examples in the dairy sector.
- Careers apprenticeship jobs (getting people into work). Sector specific or thematic. Number of sectors, employers to look at skills partnerships.
- Mission to support the food and drink industry, attract people and train the workforce to suit the needs of the sector.
- Food Skills Cymru and collaborative initiatives.
- Engineering Feb 2019 Pembrokeshire College starting in September 2019. Monitor progress. Delivery over 3 years. £15K over 3 years compared to £27k in England. Wales funding through WG levy. Currently no providers to deliver in North Wales; FE colleges must produce a Business Case
- Skills remains a priority for the Board. Needs more funding and building on best practice such as Dairy ISP.
- Pledge 45 companies signed up. Different activities tours of food factories (Tweeny Tours: primary school children (8, 9, 10 year olds) attending a food site and having a look around). Who is going to be the 50th Business this will be announced at the RWAS 2019. Currently at 47 (LG) has 2 more businesses. (AM to check the list and help identify the 50th).
- Schools Survey must include questions about wellbeing, food etc.
- 40 trained Ambassadors should now be visiting schools to talk about food and drinks industry and careers and their personal journey – this activity needs to be captured.
- Careers Wales Individuals have been trained on the ambassador programme which gives them an understanding of the roles and types of jobs available in the industry. The intention is that CW will then promote food industry careers.
- Tasty Jobs Programme new programme here in Wales, working with unemployed people. Includes a number of training modules and placements within work. Jobs must be available at the end of the training programme. DWP benefits are safeguarded. Classroom based initially and then workplace based. 5 companies engaging in this programme. DWP must be engaged separately in each region so that individuals do not lose their benefits. Further discussions planned at RWAS 2019.

 KF –schools vary in their engagement on skills. Schools can work with Careers Wales. Also Gareth Thomas (WLGA) is a useful contact for schools. Need to understand where the ambassadors are situated and build on that engagement. Wales are adopting the Gatsby model which measures careers education in schools.

NSA proposal is to continue to develop and maintain the skills hub. Develop VR headsets and take these to the schools. The extent of WG funding in the next 6-12 months will significantly influence the range of activities delivered and what the activity will look like.

Red status in the plan indicates nothing done or activity is currently on hold. Food Science apprenticeship – to be re-visited at October meeting. Passport scheme – on hold.

4. Brexit Communications

Andy Richardson

(AR) fed back to the meeting and over the past 3 months nothing has happened. A Food and drink council meeting was recently held with Michael Gove, Secretary of State for environment, Food and Rural Affairs clearly stated that now more than ever that there was a chance of a hard Brexit. Next week the new PM will be announced and (AR) was of the view nothing will happen until end of August and then from September onwards everything will change. (AR) felt that is was the Boards responsibility that Food and Drink businesses are aware and making all preparations that are necessary. Some businesses have planned extremely well and there are others doing nothing. The board will write to businesses in September 2019 and will be quite hard hitting, will be a joint letter from board and minister to businesses.

Food and Drink Wales website has been updated and 246 responses received. (AM) gave an update with the following key points. The diagnostic tool launched 2018 and 275 diagnostics completed to date, from this 246 responded to Brexit questions.

35% of businesses note people are spending less. 40% are worried about tariff and export issues.

40% and 42% are concerned about sourcing ingredients and rising costs of ingredients.

Board letter to focus on 2 or 3 key areas. Are you an exporting business? Do you import? Do you import packaging etc.

Retailers finding it difficult to prepare and stores are full already. Many businesses cannot increase costs. Committed more expenditure to prepare last spring and can't afford to next time round.

Supermarkets are already prepared – have forecasted for Brexit and are already stockpiling.

Businesses are lobbying their MP's and not their AM's because of perceived greater influence re London and not Wales.

WG EU Transition Funds is to enable funding for major pieces of work to improve the resilience of the Welsh economy post Brexit.

5. Action Plan 2 Launch & Update

Buddug Turner

(AR) – Thanked (BT) for attending and updating the Board on AP2 and on its launch next week. In starting (BT) thanked the Board for their positive feedback in relation to AP2.

AP2 document is a 44 page that will be available in hardcopy for all at the Launch. Copies will be available in both English and Welsh. A Consultation document to be circulated to Board ready before the show. To be shared with the press as they are doing a press release tomorrow 17th July 2019

RWAS was chosen as the venue and timing of the AP2 Launch being the second largest agricultural show in Europe, with a high attendance figure. It was agreed that.

Tuesday 23rd July @10.30am in the Skills Zone (Old Food Hall) would be an ideal venue and time. The venue can hold 70 guests (theatre style). There will be a rolling film of 6 case studies of food and drink businesses. (These businesses have been spoken to over the past 12 months). There will be 2 guest speakers – William Watkins (Skills training & Apprenticeship) and Ffion Davies a Welsh Speaker talking about her career in the industry. This will then be followed by a conclusion and a thank you by Andy Richardson who will also deliver a short speech. David Lloyd Thomas will open a Questions and Answers session. Minister will be in attendance for the launch and deliver a short speech.

Some 200 stakeholders have been sent invitations across the food industry. To date 60 acceptances have been received. The launch event will be filmed and edited for future reference and will be used for social media. Possible live streaming of the event onto food and drink website.

Following on from the AP2 launch a number of consultation events are to be arranged, and further details to follow.

Official pre-event press release – press interest

The document goes live on Tuesday morning and will be available on our corporate webpage after midnight Monday. There will be a feature in the next food and drink newsletter. FDWIB members were asked to link and engage with as many food and drink businesses as possible in relation to AP2.

Number of consultation key messages

- Joint partnership WG & FDWIB
- Build on previous Action Plan
- Strong and vibrant Welsh Food and Drink industry
- Benefit people in our society develop skills of the workforce etc

Global reputation for Wales

(AR) – thanked (BT) for the presentation and listed a number of key points.

- (1) Agreed that this was a Joint WG & Industry document and that we needed to have equal profile from minister and board.
- (2) (AR) speech, currently not written, Policy Team to assist highlighting a number of key points.
- (3) Management of questions and answer session on the day.
- (4) Management of Press. Do we hold a separate press conference after the launch, and offer access to the Board and Minister. Agreed that at 11.15an adjourn to a separate room and carry out press conference.

6. Royal Welsh Show Updates and Plans

Enfys Jones

Circulated update at the meeting

2019 RWAS – 2 venues at this year's show, in addition to the Business Lounge we now have a Skills Zone, which will be located in the former Old Food Hall.

The Business Lounge this year will be TRADE ONLY and restricted to producers and buyers only. Currently 250 companies 1,000 products will be on display.

We will continue to run with Blas Cymru theme. Over 200 buyers have been invited. And a number of larger buyers will be attending. This is not just for retail but across the board – retail – farm shops – hotels etc. 2019 Mentur A Busnes are our main contractors. There will be a VIP Dinner with the Co-op on the Monday evening – (AR) (DM) attending with Minister and a few officials to attend and hopefully open new doors.

2019 Skills Zone.

Spilt into 2 sections there will be a skills area and a Conference Section, where key announcements etc are taking place. Area also to be used for meetings. Currently working with a number of stakeholders — National Skills Academy, Cambrian training — etc. There is going to be a number of hands on activities for people looking at careers in the Food and Drink sector. Contractor is BIC Innovation and they will be helping to raise the awareness of the food and drink industry.

Activities taking place will be Sensory testing, food photography, coffee art, brewing etc.

The FDWIB members were asked to get involved and talk to interested people and also take part in some of the activities. A wide circulation of invitations have been sent throughout Wales to schools, colleges, YFC etc. Skills Pledge hopefully we will be able to launch the 50th signup at the show. There will be a link to the business lounge so that buyers can be taken in and escorted around the Skills Zone.

Currently we have 5 Ministers attending over the 4 days.

A briefing will be held every morning at 8.00am.

Lady Ambassador 2019 Emily Davies – careers in Food & Drink- will attend Tuesday afternoon and raise the profile of the Food and Drink Industry.

7. Future Board

- Review of Terms of Reference for next FDWIB
- Re-appointment process

Andy Richardson

In opening (AR) felt that we needed to better understand the necessary skills required of future Board members to deliver for the food industry in what is likely to be a challenging period post Brexit and also in the context of AP2 objectives.

Appointments for this year have been rolled over and as we are in the 4th year there will be an opportunity for current Board members to reapply; the chair values their contributions and dedication to the Board.

The Board took a view not to sign-up to the Food & Drinks Federation Document circulated recently believing it was not within the Board's remit. Going forward the TOR needs to provide absolute clarity on role and responsibilities of the Board.

(JW) felt that having been appointed by the Minister we now needed to evolve towards an FDF representative type body, which would then mean that we would not be appointed by the Minister. This more independent Board model was not favoured by other Board members.

Need to have further clarity on what restrictions apply to ministerial y appointed Board and what public statements can we make.

(HT) felt that we must remain fully "Accountable to Welsh Government".

(AM) the TOR were written before Brexit and going forward need to reflect the Brexit challenges.

Minister is keen and supportive of the Food Board and its continuance.

8. Investor Ready Programme

Update on Investor Conferences (Presentation)

Andrew Martin Linda Grant (BIC) Alun Lewis (BC)

The first Investor Conference was held in November 2016 and followed with a number of dinners. (LC) has worked with (HT) & (AE) on trying to scope a programme. A Pilot programme was run in 2018 and some funding was put into the project for the programme to run until September 2019.

(AL) went over what BIC the Investor Ready Programme delivered in the past 12 months. A presentation circulated at the meeting to those present

and (AL) went through the papers in depth. In brief the programme has carried out a number of 1:1 meetings with individual businesses. A number of workshops and meetings arranged with a number of Investors were set up where businesses could meet a number of Food and Drinks Investors. A number of examples in size and range were identified, and how BIC engaged with these companies i.e. investor time, accountancy, facilitate business planning. Also working with companies on succession issues. Engagement also took place at Blas Cymru/Taste Wales 2019 where a number of investors attended. A breakdown of staff and their speciality was given – covering a wide area of the Food and Drink Industry in Wales. All size businesses are included, and BIC aim to improve the performance of businesses better through the programme

Programme is evolving and maturing. (AM) meeting with BIC Innovation on 5th August to discuss Investor Ready Programme and the Conference (November 2019). Date and Venue to be confirmed. (HT) to take ownership.

Welsh Government have invested over £140k into this programme.

9. | FDWIB collaboration with support programmes

Andy Richardson

Food & Drink In Wales – FDWIB not being part of it. (JW)

A recent Food Cluster Event was held by Cywain in conjunction with Conwy County Borough Council. There was no connection with the FDWIB nor was it acknowledged, yet there was mention of Action Plan 2. The Board needs to know about all up and coming events to plan members' diaries and enable attendance.

Cywain – comprises 24 delivery officers. Cywain needs to engage more directly with the board.

FDWIB agreed to communicate with contractors and brief them on the role of the Board – make it clear about the need to brand events as WG & Board or just WG.

10. Protected Food Names (PFN)

Alison Lea Wilson

Update – (ALW) if there is a no deal then it will put all UK PFN at risk. After Brexit PFNs will still be protected in the EU. Issues to resolve around devolved power and lead responsibilities.

The UK Government are working on a new scheme, PFN products will remain PFN in the UK and new applicants will apply to a new UK scheme. A working group has been set up by DEFRA with Halon Mon being the only Welsh producer on the group. DEFRA has drawn up a brief and will be sharing designs with stakeholders. A number of designs will issue shortly for consumer and trade testing. (ALW) has asked that these are shared with manufacturers and food service as well. Final designs will be ready later this month – July 2019 and then will be refined and launched on

October 21st 2019.

Products will not have any flags. Images will capture the environment (land – sea – air). Using quality colours namely - Black Gold & Red.

RWAS – (ALW) suggested that WG invite Defra to talk about Welsh PFN on Tuesday 23rd July between 12.30pm – 1.30pm.

A PFN event will be held at 2.30pm with HCC on the Tuesday

(ALW) has been asked to sit on a DIT panel and to discuss PFN in front of an invited audience. The panel will be discussing export opportunities enabled and supported by UK Government. (ALW) to further consider this invitation.

11. Any Other Business

• Country of Origin Labelling – Made in Wales

Huw Thomas

(HT) – papers circulated at the meeting following a tour of the Puffin site by WG policy team in June. A presentation on Puffin was given and within this presentation the Value of Welshness work was incorporated on why the Welsh Consumer wants to buy Welsh products etc. Discussion followed on Country of Origin Branding / Sustainable Brand Values and compared with similar work that has been carried out in Australia. It was agreed that the Board must be integral to brand discussions. WG team is looking at post Brexit in relation to labelling laws an the messaging that will be necessary for businesses and consumers.

(AM) updated on Visit Wales' 'Made in Wales' initiative. This will be a small selection of iconic Welsh products showcased across the world from all manufacturing sectors. Welsh food and drink will be able to nominate approximately 5 products. A prime example is Japan House in London where Japanese product showcasing is excellently presented. We could be replicate this in London with proposed list of 10 iconic Welsh Brands (including 5 food).

Trade Development Programme

Enfys Jones

A presentation was due to be given but due to RWAS contractors being engaged at the showground a full presentation will be given at the October meeting.

A brief summary was therefore given of the current situation.

Following Blas Cymru/Taste Wales success and its legacy this will be continued in the business lounge in RWAS bringing in both old and new buyers this year.

St David's Day 2020 – contract to be procured September 2019 with the intention to work with the same venues. St David's Day 2020 to encompass Food Strategy launch and perhaps to include SBV.

Forthcoming meeting with supermarket Morrison's.

Co-op dinner event in the Business Lounge on Monday of RWAS. Key buyers, minister and WG officials will attend.

Puffin (HT) and (JF) need to be involved in "Wales Week in London" and this is to be linked to St David's Day.

WG engaged in Borough Market to have our own Welsh Food & Drinks retail outlet. This will be a permanent base with trading hours of Wednesday – Thursday – Friday – Saturday all year round. This will be the first ever regional shop permanently based at Borough Market. Both the producers and a wide range of products will be changing frequently throughout the year. A launch date is to be confirmed but working towards the end of October 2019.

Dome – WG has now bought its own Dome. This dome will be in Japan during the Rugby World Cup promoting Food and Drink Wales.

• Report on Food in Visitor Attractions

Alison Lea Wilson

Being presented at the RWAS on the Wednesday – FDIWB need to be involved. Policy Team need to issue to the Board an invitation to attend.

12. Dates for 2019 Meetings

16th July 2019 – North East Wales: venue TBC 16th October 2019 – South East Wales: venue TBC December 2019 – date and venue TBC

13. There being no further business the meeting was declared closed