

MINUTES OF THE FOOD AND DRINK WALES INDUSTRY BOARD MEETING

15 December 2016

Item 1: Welcome – Chair

1. Chair welcomed everyone to the meeting, introduced the new Secretariat for the Board and noted apologies (at annex 1).
2. Members ran through the Action Point Log from the previous meeting and updated on progress of each Action.

Item 2: Minutes of the 28 September 2016 Meeting

3. The minutes were noted and accepted as an accurate record. Additional comments to the previous meeting were received after the deadline for amendments therefore have been added as annex 2

Item 3: Delivery Dashboard

4. DM circulated the Delivery Dashboard and updated members on the progress made towards achieving targets and next steps.

Item 4: Branding Presentation

5. The Deputy Director of Marketing gave an overview of the new branding. The dragon is the centre / brand mark, the master brand should be used wherever possible and the “Bwyd a Diod / Food and Drink” acting as a sub brand. Photography is focused on product, place, people and detail. The “This is Wales” concept is the master approach with the aim of adapting to “This is Food & Drink”.
6. There is a need to develop clarity on third party use of the brand. ALW and CF were invited to join a discussion group.
7. It was agreed the “Bwyd a Diod / Food and Drink” sub-brand would be used for the Blas Cymru / Taste Wales event.

Item 5: Food Poverty Presentation

8. KP provided the Board with an overview of the Food & Fun programme (also known as the School Holiday Enrichment Programme (SHEP)). The scheme is very important to emphasis the positive steps Wales is taking to reduce health, social and educational inequalities.

Item 5: Cabinet Secretary update

9. The Cabinet Secretary highlighted the progress made towards achieving the objectives of the Action Plan. The Board were asked to look at opportunities within industry emphasising the Board were more than an advisory Board.
10. The Action Plan will be reviewed particularly in line with Brexit, the Board were asked to contribute on how the work of the Board is aligned to the Action Plan.
11. The Board were encouraged to attend Blas Cymru / Taste Wales.
12. JW questioned the sustainable criteria for the National Procurement Service. The food category forum is well established and contracts are being tendered on a rolling programme.
13. CF highlighted barriers to applications for the Glastir Organic Scheme. ALW highlighted the need for a Quality mark for Wales. There are a number of Quality Assurance schemes currently that need to be linked coherently, DM is part of a working group looking into 'Origin Green' which is a very effective whole chain scheme in Ireland and will feedback progress at the next meeting.
14. JF highlighted the lack of research on migrant employment. The Cabinet Secretary updated members that the EU Strategy team is looking at migration employment including data and research.
15. KP updated members on the "Peas Please" initiative and asked members to raise awareness.
16. MS highlighted concerns on the use of micro-antibacterials and pushed for Wales to lead the way, which lead to questions on how the Board can work

Item 6: People and Skills Workstream

17. JF provided an overview on the direction of the People and Skills workstream. The workstream identified skills gaps and have begun developing activities focusing on industry growth.
18. DL updated members on the KITE project, the programme has been confirmed for 5 years with the legal and benchmarking aspects currently being developed. The programme is planned to be launched in the New Year, possibly being tied in with Blas Cymru / Taste Wales.
19. JF updated members on the progress being made on the Apprenticeship frameworks. BG queried if a Drinks module could be included i.e. drinks technologist.
20. DM queried how the Apprenticeships are to be marketed and uptake encouraged.
21. The Dairy Apprenticeship is to be launched at the Skills Conference.
22. An overview on Tasty Wales was given with the use of Ambassadors visiting Schools. KP questioned if a younger audience could be targeted. The next marketing activity will be Tasty Wales brochures mailing.

23. A Skills Conference is being organised for Spring 2017 with small businesses in attendance / training. This could possibly be linked to the Apprenticeships.

Item 7: Customers and Markets Workstream

- 26 Processing gaps were discussed. Research is being progressed following a request from the Cabinet Secretary with the aim of developing strategies for growth potential and diversifying. It was agreed a strategy for identifying key players and opportunities should be linked into the review of the Action Plan.

Item 8: Four Cymru Presentation

24. Four Cymru presented on options for Communication and Engagement. The purpose of the options is to communicate the work and objectives of the board and listen to industry. Members were encouraged to attend events to promote the work of the Board. The following tools were agreed:
- * Regular communiques, highlighting progress of the Board
 - * Press Notices being issued after any particular success stories/ events or conferences.
 - * A short fast paced video clip highlighting the work of the Board
25. CF requested if regular tweets could be sent from the Food Drink Wales twitter account on the work of the Board.

Item 9: Clusters Update

26. ALW updated the board on the work of the Clusters. More than 380 companies are now engaged with five Cluster groups being developed and progressing along different lines at different speeds.
27. The Cluster groups provide an opportunity for two way communication between the food and drink industry, the Cabinet Secretary and the Board.
28. An informal quarterly report will be written to help inform any decisions being made.
29. Board members were encouraged to attend Cluster meetings.

Item 10: Research Update

30. Susie Abson, Data Analyst, WG provided an update on Research being commissioned by Food Division / Welsh Government. Work is currently ongoing to look at research requirements in order to develop a Research Plan for the up-coming financial year. The Board were invited to feed into the Plan.
31. Research being commissioned currently:

- Welsh Drinks sector Investigation
- Eggs with a focus on the opportunities to add value in Wales
- Consumer research looking at the value of “Welshness” with the aim of defending Welsh listing in retail.

Item 11: Welsh Agriculture Partnership Group

32. Kevin Roberts, Chair of the Welsh Agriculture Partnership Group provided an overview of the group including the background, strategies and approach adopted. The referendum results were discussed and it was re-iterated that the strategy remains but timescales will change. A position paper is being developed to be linked to “Taking Wales Forward”.
33. It was agreed there is an overlap between the Food & Drink Agenda and the Group with a need to ensure that common activities are co-ordinated.

Item 12: Innovation, Investment & Growth

34. Linda Grant, BIC Innovation provided an overview on the recent Innovation, Investment and Growth Conference. Evaluations are currently underway with good early feedback being received.
35. Engagement is vital in order to secure long term outputs.
36. It was agreed that Mentoring workshops to provide training to companies on how to engage with investors would be an excellent tool if the conference is to be repeated in the future.
37. Follow-up engagement would be very beneficial possibly to be linked into the Blas Cymru / Taste Wales event.

Item 13: Live Industry Issues – Recruitment in the food service sector

38. Peter Fuchs of the Welsh Culinary Association and Creative Director at the Celtic Manor provided an overview of the barriers within the food service sector. Barriers include poor work / life balance and high staff turnaround.
39. These barriers could potentially pose a substantial threat to the sector. Work has begun to look at what other non-hospitality sectors are doing to encourage people to join the industry.

Item 14: Growth Ideas

43. KP presented on the Peas Please initiative. Peas Please is a UK wide initiative which aims to bring together farmers, retailers, fast food and restaurant chains, caterers, processors and government

departments with a common goal of making it easier for everyone to eat vegetables.

44. Numerous workshops are planned with members of the Board being encouraged to attend. A discussion took place on sponsorship and ideas were discussed.

Item 15: Any Other Business

44. The need for a Wine Ambassador for Wales was discussed. NB agreed to take on this role.
45. It was discussed and agreed that Communication and Engagement should be co-ordinated by officials. Therefore members of the Communications and Engagement workstream are to join other workstreams with the exception of NB who has taken on the Wine Ambassador for Wales role.
46. It was agreed a strategy for developing the Drinks Industry was required. Therefore a meeting is to be arranged with the wider drinks industry in the New Year.

ANNEX 1

ATTENDANCE

Andy Richardson (AR)
Norma Barry (NB)
Catherine Fookes (CF)
Justine Fosh (JF)
Alison Lea-Wilson (ALW)
David Lloyd (DL)
Katie Palmer (KP)
Marcus Sherreard (MS)
James Wilson (JW)
Buster Grant (BG)

Officials

Keith Smyton (KS)
David Morris (DM)
Suzanne Pomeroy (SP)
David Lloyd-Thomas (DLT)
Emma Herratt (EH)

APOLOGIES

Justin Scale
Annitta Engel
Huw Thomas

ANNEX 2

Additional comments to Previous Minutes

RA suggested that the outcomes of the Brexit workshops would be available after the 3rd Oct round table

CF expressed her view on using the FG Act and Evt Act as a framework and ensure that public subsidies should go to the public good: i.e to pay for environmental improvements, flood prevention, etc.

CF suggested that to deal with Food Poverty and Obesity which currently cost the NHS over £4bn per year we need to tackle WHAT we are producing and HOW we are producing it. Brexit gives us this opportunity and Wales should seize it.

CF questioned when the HCC sub brand policy would be developed. Clarification and a follow up is required on timings.