



MINUTES OF THE FOOD AND DRINK WALES INDUSTRY BOARD

17 March 2016

WELSH GOVERNMENT BUILDING, LLANDUDNO

IN ATTENDANCE

Andy Richardson (AR) Chair
David Lloyd (DL) Vice-Chair
James Wilson (JW)
Justine Fosh (JF)
Annitta Engel (AE)
Katie Palmer (KP)
Marcus Sherreard (MS)
David Morris, Welsh Government (DM)
Peredur John, Welsh Government (PJ)
Medwyn Roberts, Welsh Government (MR)
Enfys Jones, Welsh Government (EJ)
Moss Jones – Wales Animal Health and Welfare Group
Dai Davies - Wales Animal Health and Welfare Group

APOLOGIES

Alison Lea-Wilson
Catherine Fookes
Justin Scale
Huw Thomas
Buster Grant
Norma Barry
Llior Radford
Andrew Slade, Welsh Government
Keith Smyton, Welsh Government
Ruth Akers, Welsh Government
Rebecca Evans AM – Deputy Minister for Farming and Food

Item 1: Welcome

- Chair welcomed everyone to the meeting.
- Minutes of the last meeting were taken as a true and accurate record.

Item 2: Action Plan Delivery Dashboard

- The Board were given an update on the Programme Board which detailed the actions underway, highlights and progress made emphasising both the evolving nature of the document and the classic programme design format.

Item 3: Customers and Markets Work Stream

- Marcus Sherreard delivered a presentation on behalf of the workstream group. Purpose of the workstream is to target the right market with the right messages so that people buy more Welsh food and drink, 7 priorities identified:
 - Connectivity for Welsh Food Businesses



- Addressing Export Underperformance
- Marketing/Branding
- Engaging with key retailers
- 'Welshness' of key categories
- Creating a matrix of megatrends against sectors
- Developing 'Hero Products' for 'Halo Effect'.
- The Board agreed that this was the 'way forward' for this workstream.

Item 4: Business and Investment Workstream

- Annitta Engel delivered a presentation on behalf of the work stream group. The aim will be to tie their work to the goals of the Wellbeing of Future Generations Act, and the Customers and Markets workstream, and they currently consider that the work hits 5 of the 7 goals.
- Key priorities for the workstream are to work with Food Divisions Business Team to understand/map out the opportunities that are currently out there for businesses.

Item 5: People and Skills Work Stream

- Justine Fosh delivered a presentation on behalf of the work stream group. The purpose of the group is to address the skills gaps that will have the biggest impact on industry growth and developing activity that will have an impact in the short and medium term. Relevant to the Wellbeing of Future Generations Act (3 of the goals specifically). Challenges around skills are in four broad categories:
 - Labour market.
 - Industry structure.
 - Industry attitudes to skills.
 - Skills system too complex
- Skill gaps, areas of recruitment difficulty, and areas where assistance is required were identified and discussed, based on Cardiff Met research dated July 2015. Group have decided to prioritise action in the 4 key areas driving competitive advantage and added value:
 - Technical product based skills and food science
 - Engineering
 - Production efficiencies
 - Commercial skills to drive new business

Item 6: Communications and Engagement Work Stream

- Katie Palmer delivered a presentation on behalf of the work stream group. Highlighting that priorities can't be established until a clear direction is received from the other work streams regarding the support that they need.
- They have stated their purpose, which is to "support the marketing information of the Welsh Food and Drink Industry and the work of the Welsh Government and its Industry Board".
- An initial SWOT analysis was discussed.
- Need time to think about what the plan would look like, when the outputs from the meeting are clarified.



- It was confirmed that the Board can use FourCymru for PR purposes, subject to budgetary constraints.
- Enfys Jones delivered a presentation on the work of the Food and Drink Wales Comms team. Summarised the purpose of the newsletter, the website, bilingual Twitter accounts, and press notices. Calbee case study was then shared with the Board.

Item 7: Living Wage Proposal / Courtauld 2025 Proposal

- Katie updated on Living Wage Proposal / Courtauld 2025 Proposal. Press notice has gone out on Board sign up to C2025. As signatories, the Board have a seat on the WRAP steering group.
- Living Wage - does the Board have a role in mitigating the effects of the introduction of a Living Wage, what's the Board's perspective, and what should the focus of communication be in this regard? Board felt there was a need for a 'thought leadership piece' on this issue, highlighting the issues.

Item 8: Presentation – Moss Jones and Dai Davies – Wales Animal Health and Welfare Group (WAHWG)

- The Chair welcomed Moss Jones and Dai Davies to the meeting who were going to present on the work of the Wales Animal Health and Welfare Group (WAHWG). Members were given a short presentation and given the opportunity to ask questions and discuss collaboration and partnership working.

Item 9: Live Industry Issues

- The Board discussed the sugar tax issue. Felt more detail was needed about what it means for Wales.
- Question raised regarding the Board's position on BREXIT. Decision made to survey the industry, via the Food Industry Centre's database. Likely to base the survey on the questions recently used in the Food and Drink Federation's recent survey.

Item 10: Growth Ideas

- Chair felt that there should be initiatives driven by the Board, therefore asked for ideas to be pitched to members at each meeting.
- Suggested ideas were:-
 - extending the seasonality of lamb with 'all year round British' being the underlying concept
 - marketing start ups, specifically those turning recipes into products. Access to industry means that a good opportunity is presented for increased engagement in this regard.

Item 11: Board Reflection

- Board progressing well with actions now being taken but needed to establish appropriate engagement with the industry.

Item 12: AOB



- Discussed a possible Board event in September, concentrating on the Industry Board presenting it's work; a Food Matters Live workshop and a surgery session with the Industry.
- Welsh Government Food Division presence has been confirmed for the Royal Welsh Show this year, and will be showcasing food and drink as per last year and hosting trade and development meetings. The Board discussed their presence at the Show and how their interaction with the Industry.