

MINUTES OF THE FOOD AND DRINK WALES INDUSTRY BOARD MEETING
19 September 2017

Item 1: Welcome – Chair

1. Chair welcomed all to the meeting.
2. Members ran through the Action Point Log from the meeting held on the 15th March 2017 and updated on progress of each Action.

Item 2: Minutes of the 15 March 2017 and 21 June 2017 Meeting's

3. The minutes were noted and accepted as an accurate record.

Item 3: FDWIB Strategy

4. SP ran through the draft Board strategy document which had comments included from members and WG officials.
5. It was agreed from the previous Board meeting that a “Vision Paper” should be developed and that a Task & Finish Group be established in the form of a work stream to work in partnership with Welsh Government officials.

Item 4: Work Stream Update

Customers & Markets

6. ALW updated the board on the key objectives laid out in the strategy.
7. Food Tourism was raised and it was suggested that more work needs to be done to link products to places. It was also suggested that Visit Britain could present to the board about their ‘food is great’ campaign.
8. KP raised concerns that the ‘food poverty alliance’ is in danger of folding due to lack of support. KP will include something in the strategy document to reflect issues of food insecurity.
9. NB gave an update on the Drinks Cluster and raised concern over the need for a collaboration to establish a winery in Wales and possibly be looked at under the Drinks Cluster.

Investment & Finance

10. HT gave an update on the meeting held with Finance Wales.
11. The sub group has agreed a new programme of work building on the conference.

Item 5: Update on Skills Conference

12. JF updated the Board members with details of the draft programme for the Skills Conference on 26th October.

Item 6: Delivery Dashboard

13. DM updated members on the excellent progress made towards achieving the £7bn target and the 'sub-targets' on the circulated Delivery Dashboard and gave an update on the additional £2.8m and what has been proposed for the money.

Item 7: Glynlifon Site Project

14. Martin Jardine and Dr Ian Rees updated the Board members with details of the Glynlifon Site Project that Grwp Llandrillo Menai are working on with Food Innovation Wales.

Item 8: Processing Gaps – Seafood Sector

15. JW gave an update on the Seafood Sector. Promar International conducted research into the added value of seafood in Wales and the recommendation from Promar was to develop / enhance co-operation. The report was not well received by the seafood advisory committee. They felt that the research made comparisons with other areas of the UK and overseas which were not representative of the situation in Wales. There are specific issues with consistency of supply due to the fleet size in Wales (smaller vessels) meaning that weather dependency is an even bigger issue than normal.

Item 9: Origin Green Update

16. DM provided an update on Origin Green and in line with this the "Wales Made" concept is being further developed to achieve a strong Welsh brand.

Item 10: Brexit Discussion

17. Board members discussed the opportunities and threats for Welsh Agriculture, Food & Drinks Businesses and strategic action plan from the joint FDWIB and Amaeth Cymru Brexit strategy day. The board felt that the strategy was a good starting point and that the approach was correct. They raised concerns that the phrasing was incorrect in places and the term 'actions' needed some consideration and might be better framed as 'outputs'.

Item 11: Food Connect Programme Update

18. AM gave an update on the proposed new Food Skills Cymru programme. Lantra are in process of drafting an application for £3m to support food and drink companies across Wales with skills and training. The programme would potentially run from Spring 2018 to 2023.
19. Food Skills Cymru must underpin the Skills strategy and the development and delivery must be in partnership with Skills Conference partners and leads.
20. Board agreed that a meeting with Lantra and Cywain would be useful in order for a Q&A session. Cywain can support the Market Workgroup, AM and ALW to discuss further.

Item 12: Trade Development Update

21. JB provided an update on the Trade Development Program. She explained that FD have updated the retailer program which now gives some consideration to each retailers strategy. She asked that board members consider attending some of the national and international St David's day events. There was also a request for board members to have more involvement in 'meet the buyer' activities..
22. The category management, 'Food to Go' report has been signed off and will be placed on the website.
23. 14 food & drink companies recently attended a meeting with Amazon.

Item 13: Modern Slavery

24. AR gave an update on Modern Slavery and the need for awareness raising of the requirement for training within Welsh businesses. The simplest solution would be to flag this up on the website.

Item 14: Communications & Engagement Update

25. Board members discussed the need for awareness raising.
26. It was suggested that 2/3 tweets should be sent during/ following the Board meetings.
27. Suggested that the Board to arrange company visits and follow with some PR.

Item 15: Any Other Business

28. All Board members to inform AR/SP if they no longer wish to continue their board membership by end of October 2018.
29. LM to send calendar requests for future meeting for 2018. The next meeting is scheduled for the 7th December.



ANNEX 1

ATTENDANCE

Andy Richardson (AR)
Huw Thomas (HT)
James Wilson (JW)
Alison Lea-Wilson (ALW)
David Lloyd (DL)
Norma Barry (NB)
Katie Palmer (KP)
Marcus Sherreard (MS)
Annitta Engal (AE)
Meilyr Ceredig (MC)
Justine Fosh (JF)

Officials

David Morris (DM)
Suzanne Pomeroy (SP)
Andrew Martin (AM)
Lyndsey Margetson (LM)
Jane Bonner (JB)

APOLOGIES

Catherine Fookes
Justin Scale
Buster Grant
Keith Smyton
David Lloyd-Thomas