

MINUTES OF THE FOOD AND DRINK WALES INDUSTRY BOARD
25 September 2015
CARDIFF FOOD INDUSTRY CENTRE

IN ATTENDANCE

Alison Lea-Wilson (ALW)
Andy Richardson (AR)
Anitta Engel (AE)
Catherine Fookes (CF)
David Lloyd (DL)
Marcus Sherreard (MS)
Huw Thomas (HT)
James Wilson (JW)
Justin Scale (JS)
Justine Fosh (JF)
Katie Palmer (KP)
Dr Norma Barry (NB)
Andrew Slade, WG (AS) – Acting Chair
Peredur John, WG (PJ)
Ruth Akers, WG (RA)
Medwyn Roberts, WG (MR)

APOLOGIES

Rebecca Evans AC/AM, Deputy Minister for Farming and Food
Keith Smyton, Welsh Government
David Morris, Welsh Government
Buster Grant
Llior Radford

Item 1: Welcome and Introduction – Acting Chair

- Andrew Slade in his capacity as acting Chair welcomed everyone to the meeting and invited all attendees to introduce themselves as this was the first full meeting of the Board.
- The Chair highlighted the agreed process for electing a new Chair/Vice-Chair as follows:
 - Nominations for Chair & Vice-Chair to be invited at the December meeting; this would be followed by a secret ballot closing early January. The results would be announced in advance of the meeting on the 28th of January 2016.
 - Members would be allowed 1 vote for a candidate for 1 role.
 - If there was a tied vote the final decision would be made by Welsh Government Ministers.
- Members raised concerns regarding the time commitment required for the role of Chair. Members were informed that a role specification for the Chair/Vice-Chair would be supplied with the candidate pack.

Item 2: Minutes of meeting held 3rd June 2015 (FDWIB (15) M02)

- The minutes of the previous meeting were taken as a true and accurate record.

Item 3: Programme Board Update: Key Milestones and Timescales for delivering the Food and Drink Action Plan

- Members were updated on the Programme Board. The secretariat invited Board members to offer feedback on the dashboard to help improve its design and content.

Item 4: Live Industry Issues

- Members were updated on the recent dairy review which reported 26 recommendations, one of which was to establish a Dairy Leadership Board. This had now been set up and comprises 4 members, each responsible for a specific area.
- Organic Trade Board provided Board members with a presentation of their successful campaign to grow the organic market and their proposals to draw down significant European funding to grow the market further.

Item 5: Board Priorities

- Terms of Reference (ToR)
Secretariat to revise the draft Terms of Reference (ToR) and make available to members for Board away day in December.
- The Acting Chair pointed out that all the work of the Board would be bound by the Wellbeing of Future Generations Act (WFG). The need to adopt longer-term strategic thinking would become more important as a result. The ToR offered a good opportunity to reference the WFG Act, as had been done in the case of the Dairy Leadership Board.
- Ways of Working
It was agreed that the Board would continue to operate under Chatham House Rules, publishing short condensed versions of meetings online and providing Ministers with an annual report.
- In preparation for the Board away day Board members were asked to complete a proforma outlining their key skills-set, experience, networks, influences etc. This would help inform members ahead of the away day.
- Members discussed future guest speakers and agenda items.
- Members considered holding a Year of Food and Drink Wales in 2017.
- Royal Welsh Show - Food Division to consider possibility of having a similar showcase in public area and also the potential for a Board discussion with the RWAS in the future.
- During the lunch break, the Board were given a presentation by Ifor Ffowcs-Williams, CEO of Cluster Navigators. A programme of work is being undertaken in October to develop a range of clusters, including Shelf life, High Growth, Micro Businesses and Healthy Food which he will be leading.
- A new programme is being designed to use the Triple Helix approach (Public, University and Private sector) to Cluster Development to develop a business led approach, where resources are focused at delivering real commercial results for businesses, whilst ensuring support achieves wider Welsh Government strategic objectives.

Item 6&7: Identity Presentation Update by Heavenly & FRSA Brand Inspiration Limited

- Members received two presentations, one relating to the outcomes of consumer focus groups and engagement with retailers on the Food and Drink Wales identity by Heavenly, and the other a presentation by an independent marketing consultant on branding opportunities.

Item 8: Commissioner for Sustainability Presentation – Peter Davies

- Members were given a presentation on the Wellbeing of Future Generations Act and the role of the sector in leading green growth and on the SD Charter.

Item 9: Future meeting dates

- Secretariat to canvass dates for late October/early November for the away day. Next Board meeting to be held in Aberystwyth on the 3rd of December. Potential agenda items for future meetings to be shared.

Item 10: Any other Business

- Action: Food Division to begin preparations for a September 2016 conference.
- It was suggested that James Price, Deputy Permanent Secretary for Economy, Skills and Natural Resources, should be invited to a future meeting.