



MINUTES OF THE FOOD AND DRINK WALES INDUSTRY BOARD

28 January 2016

IN ATTENDANCE

Andy Richardson (AR) Chair
David Lloyd (DL) Vice-Chair
Justin Scale (JS) Vice-Chair
Alison Lea-Wilson (ALW)
Buster Grant (BG)
Huw Thomas (HT)
James Wilson (JW)
Justine Fosh (JF)
Katie Palmer (KP)
Marcus Sherreard (MS)
Dr Norma Barry (NB)

Andrew Slade, WG (AS)
Keith Smyton, WG (KS)
David Morris, WG (DM)
Peredur John, WG (PJ)
Ruth Akers, WG (RA)
Medwyn Roberts, WG (MR)

APOLOGIES

Annitta Engel
Catherine Fookes
Llior Radford
Rebecca Evans AC/AM, Deputy Minister for Farming and Food

Item 1: Welcome – Acting Chair

1. Andrew Slade (AS) welcomed everyone to the meeting and the minutes of the last meeting were agreed subject to minor changes.
2. The results of the ballot to appoint a new Chair/Vice Chair for the Industry Board were announced. Andy Richardson (AR) was elected as new Chair, with David Lloyd and Justin Scale elected as Vice-Chairs.
3. Incoming Chair thanked the Board for the vote of confidence and indicated that he is looking forward to working with everyone and welcomed such a strong deputy team.

Item 2: Follow-up to away day held on 3 December 2015

4. Feedback from the away day was very positive. It was agreed that it was good to have a forum of this kind, to enable free flowing discussions on key issues. It was important to establish their identity as a Board, and what they represent. Members discussed the following:

Purpose Statement

- The Board revised the purpose statement as follows:

“The purpose of the Board is to grow, promote and enhance the reputation of the Welsh food and drink industry to deliver the ‘Towards Sustainable Growth: An Action Plan for the Food and Drink Industry 2014-2020’.

This plan targets 30% growth in the industry by the year 2020 which the Board will work towards achieving through:

- *Working in partnership with Industry and Government to develop markets, promote growth and safeguard our natural resources;*
- *Developing a skilled workforce and an innovative industry with cutting edge products and processes;*
- *Working within the spirit of the Well-being of Future Generations (Wales) Act 2015;*
- *Being an effective and useful part of Industry and Government;*
- *Improving perception of Welsh food and drink.”*

Measures of Success

Members refined the measures of success. All 48 actions in the Action Plan will feed directly into them:

- 30% growth by 2020 delivered in accordance with the spirit of the Well-Being of Future Generations (Wales) Act 2015 (WFG Act);
- The Board should be an effective and useful part of industry;
- Improve perception of Welsh food and drink as ‘a place to be’ and as a desired source of food and drink.

Work Streams

A recommendation from the away day was that the Board should consider forming specific workstreams. The following were agreed:-

People and Skills – Justine, David, Justin.

Business and Investment – Huw, Annitta.

Customers/Markets – James, Alison, Marcus, Catherine.

Communications and Engagement – Buster, Norma, Katie.

Llor currently unassigned and Andy not allocated a group as Chair.

September 2016 Report

Peredur John (PJ) informed the Board that the expectation is that the Board will provide a report for Ministers detailing its activities and the outputs and outcomes achieved, as

per Action 1 of '*Towards Sustainable Growth*'. This could be delivered in a seminar or mini-conference in September.

Item 3: Live Industry Issues

5. The Board were updated on the following areas of work:-
- the work of the Sea Fish Wales Advisory Committee
 - issues surrounding the new apprenticeship levy when it comes into force

Item 4: Programme Board Update: Key Milestones and Timescales for delivering the Food and Drink Action Plan

6. David Morris (DM) updated Members on progress made to date against the target actions within Towards Sustainable Growth.
7. The WFG Act is now the guiding hand in terms of the outcomes we want to achieve, and we need to specifically address the 7 wellbeing goals which arise from the Act.

Item 5: Presentation – The National Procurement Service, Mark Grant

8. Mark Grant National Procurement Service (NPS) presented the Board with an overview of the NPS's current involvement with the public sector food and drink spending.

Item 6: Presentation – Food Waste Prevention - WRAP Cymru, Hugh Jones.

9. Presentation by Hugh Jones detailing WRAP's work and vision.
10. Hugh invited the Board to sign up as Courtauld 2025 Engagement Partners in light of the shared mission of embedding sustainability, efficiency and food safety throughout the industry.

Item 7: Future Meetings – Business and Dates

11. Next meeting to be held on 17 March at the Welsh Government office in Llandudno Junction.

Item 8: AOB

12. Members Discussed:-
- A future presentation on Clusters
 - Role of Board at the Royal Welsh Show.