

Food and Drink Wales Industry Board	
Date of Meeting:	Thursday 6 th September 2018
Time of Meeting:	9:00 – 16:00
Meeting Venue:	Meirionydd & Penllyn Rooms, WG Offices, Llandudno Junction
Chair	Andy Richardson

ATTENDEES:

<p>Welsh Government:</p> <p>Keith Smyton (KS) Dave Morris (DM) David Lloyd-Thomas (DLT) Andrew Martin (AM) Suzanne Pomeroy (SP) Enfys Jones (EJ) Nicholas Shilton (NS) Dilys Parker (DP) Lara Israel (LI)</p> <p>Presenters/Guest Speakers;</p> <p>Mark Grant (MG)–Drinks Cluster Linda Grant (LG) – BIC Innovation Fintan O’Leary (FO) – Drinks Cluster Ro Roberts (RR)- Communications</p>	<p>Organisations:</p> <p>Andy Richardson (AR) – FDWIB Chair Alison Lea-Wilson (AW) – Board Member Justine Fosh (JF) – Board Member (Via Teleconference) Huw Thomas (HT) – Board Member David Lloyd (DL) – Deputy Chair Norma Barry (NB) – Board Member James Wilson (JW) – Board Member Katie Palmer (KP) – Board Member Marcus Sherreard (MS) – Board Member</p>
<p>Apologies:</p> <p>Annitta Engel – Board Member</p>	

No.	Agenda Items
1.	<p>Welcome and Introductions</p> <p>AR welcomed board members to the meeting and noted apologies. Round table introductions were made and a welcome was made for Ro Roberts, communications expert.</p>
2.	<p>Minutes and Actions from previous meeting of 07/06/2018 FDWIB (18) M14</p> <p>Previous minutes were confirmed for accuracy by board members.</p> <p>NB informed the board that she may have a conflict of interest with her involvement with Bellyfull White Cider and Perry Society.</p>

The board reviewed the Action Log with particular focus on outstanding actions, coded red. The board noted and agreed the updated position regarding the outstanding actions and requested the Action log be updated accordingly.

Action: LI to amend the Action log to record actions completed.

Wider discussions took place about current issues impacting on the food industry. **JW** raised concerns about the Alignment of Government and the Industry in terms of the Seafood Strategy and the impact of Brexit

DLT reported he had discussed with the statistics team whether the increase in Welsh exports was a currency effect of a weaker Sterling / Euro / Dollar exchange rate or genuine growth. The statistics team were not able to model the currency interactions as these change daily and data is not available to link them to each individual trade transaction. However a proxy measure looking at the volume of exports showed growth in volume over the same period supporting the conclusion that exports had grown in amount as well as in Sterling value.

KP raised that Welsh Government had not published a formal response to the Brexit Paper. KP was concerned that the regulatory regime needs to be updated to manage post Brexit risks of operability failure and lower standards.

DLT noted the Welsh Government Food Division was not in a position to formally respond to another Welsh Government consultation due it being part of the same government. However behind the scenes there is close working between the Food Division, Public Health Division and FSA Wales.

FSA implications of Brexit. Discussions took place regarding the impact on food safety given skills shortage and cuts as a result of Brexit. It was noted that should the level of qualifications be reduced in order to increase employability this would have a definite impact on Food Safety and may ultimately result in levels of Food Safety being compromised..

Blas Cymru/Taste Wales

The Blas Cymru/Taste Wales event will take place on 19 – 20 March in the Celtic Manor resort Hotel. Blas Cymru needs more publicity and the plans for the event were discussed.

It was agreed the event will be a formal agenda item at the next Board Meeting in December. All Board Members will have a role to play in the Blas Cymru Event.

	<p>Tuck in event The success of the Tuck In Event was discussed. There have been lots of workshops held since the North Wales event. It has been agreed this will be replicated in South Wales</p> <p>FIWIB identity It was noted that there is a need to have a plan for how to engage with businesses using the FDWIB identity rather than being referred to as an arm of the Government. The appropriate governance mechanisms should be considered.</p>
<p>3.</p>	<p>Delivery Dashboard</p> <p>DM brought the Boards attention to policy about Slaughter Houses and informed them that colleagues in WG are considering the potential of a new grant, for CCTV in slaughterhouses to protect animal welfare.</p> <p><i>Observations from the board on the Dashboard:</i></p> <p>JW: the presentation of the delivery dashboard is not very clear and can become very confusing. JW suggested changing the draft settings.</p> <p>WG: issues need to be colour coded and simplified.</p> <p>NB: The Dashboard needs to be purely about what the board should be responsible for and what the board chooses to do. There is a need to know what WG officials are doing. Sector boards should be interacting with WG and FDWIB.</p> <p>A decision needs to be made around what the board should be consulted on. WG need to balance the amount of consultation, with enough to inform the board and keep them aware of developments.</p>
<p>4.</p>	<p>Action Plan 2</p> <p>The Chair reported meeting with Aled Jones, President, NFU Cymru in his introductory remarks. The meeting pointed to much common ground in terms of developing primary and secondary industries in ways which strengthened supply chains and worked with common brand values, with sustainability and wider public benefit being core themes and outcomes.</p> <p>DLT summarised the key issues and questions in the Board paper. Extensive consultative work over the summer, which would be concluded in September, pointed to three broad but main themes emerging:</p> <ul style="list-style-type: none"> • ‘Growing our businesses’ – long term approaches to developing stronger, bigger businesses and supply chains with better links with primary production, improving productivity and routes to market, and doing all this sustainably.

	<ul style="list-style-type: none"> • ‘Promoting Wales the Food Nation’ – raising the sector’s profile, developing and working to a strong set of brand values with USPs, with production standards and traceability through the supply chain vital, and links to tourism. • ‘Benefitting our people and society’ – using grants and other supports as levers for change so the sector delivers for the wider well-being goals. <p>The themes developed the initial ideas presented in the Board’s June workshop further by broadening and deepening them. The Board noted the findings and agreed with the general approach, grouping of issues, and early ideas for actions. Board members complimented the quality of the paper and the work done so far. Some exceptional comments were made:</p> <ul style="list-style-type: none"> • Fisheries need to be taken into account as part of the supply chain join-up as they are part of the primary production sector. The importance of focussing on the well-being goals being driven through the supply chain. <p>The importance of Protected Food Names (PFNs), and how they might be impacted by Brexit and the UK’s need to consider developing its own PFNs. Members also noted the importance of developing and promoting the uniqueness of Welsh produced food in general hand in hand with brand values. The Board noted proposals for defining the food sector in SIC and agreed it should be the activities listed at annex 3, including the additional SIC codes at Table 2 of that annex. The Board noted early modelling of what this would mean for sector turnover values.</p> <p>The Board agreed the suggested list of green KPIs at Annex 4 should be adopted. Board members would provide any further thoughts by 21 September on whether any amber or red KPIs at Annex 4 should be used also.</p> <p>Board members agreed to provide any further thoughts on the paper by 21 September.</p>
5.	<p>Work Stream Updates</p> <p><u>People and Skills Update</u></p> <p>The Board were updated on the values work, there is a need to identify upcoming funding.</p> <p>Push all board Members with the pledge and how to really develop the good news stories</p> <p>It was noted that communication between Sector Skills Council and the businesses needs to be improved.</p> <p>DL updated the board on the progress of the Valleys Initiative. It was noted that 94 new people from the valley area joined the initiative. Cardiff Met has</p>

	<p>been developing knowledge. The Summer School was a great success.</p> <p>The work being undertaken in this area re Tuck in was deemed as excellent and the work should be pushed throughout wales</p>
<p>6.</p>	<p>Board Structure</p> <p>The Board discussed the structure and governance arrangements for its constitution and agreed the there were issues such as industry sponsorship and that terms of reference should be reviewed. <i>The following observation were made:</i></p> <p>NB stated that she joined the board as member on the the view that the board would become independent from Government.</p> <p>HT discussed the views of the Cabinet Secretary and wanted recommendations before making further comment. Other than this he believes that the Board is working well.</p> <p>KP believes there could be timing issues relating to Brexit with the Board becoming independent. Option 2 that was discussed it was noted that the Board is already placed working with WG.</p> <p>DL believes that the WG has a bigger picture than the board and is useful in that is has those links. The Board being an industry board, is only focused mainly on their own areas. There were discussions around the Clusters.</p> <p>DM raised the question of time frames. The independency of the Board is a process. It was suggested that there should be a year extension before making a decision, DM agreed that there should be a review of the terms of reference and that they should serve the sector.</p> <p>JW suggested co-ownership between the Board and WG.</p> <p>JF suggested that the Board should be more representative of the sector. There needs to be more focus on being completely part of the industry and encouraging more cluster membership.</p> <p>MS would rather the Board be independent from WG.</p> <p>It was noted that there should be a creative partnership between WG and the Board, Clusters have mentioned that they would like to contribute financially for some elements.</p> <p>The Board has agreed that they would not make a decision on this matter today and therefore the status quo should be maintained for the time being.</p>
<p>7.</p>	<p>Drinks Strategy Presentation</p> <p>Mark Grant presented to the Board the work from the Drinks Cluster on developing a Drinks Strategy. The aim was to seek the boards view on the</p>

	strategy they commissioned ahead of the presentation to the drinks cluster.
8.	<p>‘Brexit and Our Land’</p> <p>The Board noted the focus on ‘public goods’ and ‘environmental services’ but felt it was not qualified to comment on matters of detail, these being outside its expertise. However members took the view that a radically different approach was needed for agriculture, the CAP having had its day and the industry needing to become much more business focussed rather than reliant on subsidy. Consultation questions were thought unfocussed and the paper lacked any detail of what the proposals would mean in cash investment terms.</p> <p>The Board welcomed the strong emphasis on economic resilience. There were concerns that small companies and farms will fail to compete on a global scale and a market pressure for bigger more efficient farms may force lower standards to meet the demand for cheap food. Action to improve economic resilience should be a priority and action should also maintain and improve production standards.</p> <p>The Board was concerned that an appropriate balance is struck between public goods and economic resilience. Making that judgement is made harder by not knowing yet what the effects of Brexit are.</p> <p>The Board was concerned that similar consultations had not been published for the fishing sector, support for the private sector in general, and social policy. The Welsh Government needed to connect these issues to have a strong focus on national prosperity and social cohesion.</p>
9.	<p>Innovation Strategy</p> <p>MS presented to the board. There was a recap of the previous innovation talk from last meeting. Discussions took place around the need for work to be completed in this area that can also link into work flows. MS discussed the need for case studies to highlight the benefit of being practical and sensible.</p> <p>It was brought to the Boards attention that it is very difficult to access the support needed as a start up company. The route into innovation could be improved and could be used better.</p> <p>The links with the Food Innovation Wales need to be made stronger and need to be utilised more.</p> <p>MS stated that he needs support in order to know what to do.</p> <p><i>Board Observations;</i></p> <ul style="list-style-type: none"> • AR discussed the conference and that it was very positive. It was clear that there is a lot of uncertainty by Brexit.
10.	Update on Brexit Workshop Planning

	<p>The board was updated on the next Brexit Work Shops to be held on 8th and 9th of November. There will be one in Wrexham and one in Swansea.</p> <p><i>Board observations;</i></p> <p>Some think that there is risk that things will change, Katie thinks send invite regardless with a caveat that it could be cancelled if landscape changes. A lot of businesses don't have a mitigation plan, therefore the Brexit toolkit could be helpful.</p> <p>Domestic customers are enquiring if the supply chain is safe. There are consumer concerns with regards to Food Safety legislation following Brexit i.e will UK have the legislation and structures in place to ensure continuity of current Food Safety standards.</p>
11.	<p>Communication Plan & Brand Update</p> <p>Communication Plan</p> <p>Ro Roberts (RR) presented the Communication Plan to the Board. There were many items discussed that RR want the Board to think about;</p> <ul style="list-style-type: none"> • Board can please contact RR to pass on details with the media. It was discussed which board members have received media training. • It was raised that all board members need to be involved. It was also raised that the board do not comment on WG policy. • RR would like to build a bigger picture of the board, and play to each of the members strengths. <p>The discussions were based around ideas and ways to take the Communication Plan forward.</p> <p><i>Board Observations;</i></p> <ul style="list-style-type: none"> • EJ agrees that humanising the board is very important to make them approachable to the industry. • KP brought the boards attention to the vegetable conference that the board could be involved in as it would be good publicity. <p>Brand Update/Values</p> <p>It was discussed that the presentation that was delivered wasn't great. The focus wasn't there and it wasn't very informative. It was noted that we already have a brand. The brand is underpinned by legislations such as, well-being act and future generations act. Brand values sit at generic schemes, it needs to be decided whether they will sit with industry or government?</p> <p>Conclusion</p> <p>There is a long journey for the brand values, there are issues such as climate change on farms, social agenda and community, that will all have an effect on</p>

	<p>a sustainable brand value.</p> <p>There have been bids for the EU transition fund from the WG. This fund is to support issues that are directly related to Brexit. There is also an extension with an additional EU bid project of £4million for a major program of work.</p> <p><i>Board Observations;</i></p> <p>AR stated that accreditation and brand values are the foundation, all things aside from this are extra. The brand owners are Visit Wales.</p> <p>The deadline for the completion of the brand values work is that it will all be signed off and completed by the Royal Welsh Show 2019. There is a need for a properly balanced brand.</p> <p>Action: AR suggested that the brand value work completed by Nick Miller needs to be revisited and DM need to discuss Brexit with AR.</p>
12.	<p>AOB</p> <p>It was agreed that the FDWIB twitter account will be called '#FDWIB'.</p> <p>It was agreed that the next meeting will be held at Tiny Rebel. The evening event will be there and speed dating set up as before.</p> <p>It was agreed that RR is to attend future board meetings, whilst the contract is ongoing.</p>