



MINUTES OF THE FOOD AND DRINK WALES INDUSTRY BOARD
MEETING
7 December 2017

Item 1: Welcome – Chair

1. Chair welcomed all to the meeting and highlighted the changes to the Board: Catherine Fookes and Justin Scale have stepped down.
2. All other Board members should have received letters confirming their reappointment.

Item 2: Minutes & Action Log of the 19 September 2017 Meeting

3. The minutes were noted and accepted as an accurate record.
4. Members ran through the Action Point Log and updated on progress of each action with red or amber status.

Item 3: Delivery Dashboard

5. DM highlighted key points from the Delivery Dashboard and the progress made towards achieving targets.
6. Sector value of £6.9bn was achieved in 2016 (published in Sept 2017).
7. £7m sales recorded and achieved for TasteWales/BlasCymru. Preparations are underway for TasteWales 2019. It was agreed that DL and NB will represent FDWIB on the TasteWales Steering Group
8. EJ noted that Twitter and the newsletter have a combined reach of over 9,000

Item 4: FDWIB Strategic Plan 2018

9. SP noted that the FDWIB Strategic Plan 2018 was included in the Skills conference packs.
10. AR highlighted the importance of ensuring actions are picked up in the workstream activity
11. The supporting working document should include a progress status on objectives/delivery mechanisms. The Delivery Dashboard will be amended to reflect FDWIB strategic plan and use this to report progress
12. AR/SP to draft 2017 FDWIB Annual Report

Item 5: Vision 2025 update & workshop

13. The FDWIB is considering the industry vision beyond 2020
14. DLT noted that further work will be done on baseline data for the sector to support scenario modelling



15. Board members agreed that a workshop to scope industry ambition and direct future data requirements was the way forward
16. SP to organise Vision 2025 workshop before end February 2018

Item 6: Brexit Update – Fit for Market/Fit for Export

17. DM noted that the Food Division is proceeding with a number of projects under the “Fit for Market” programme heading which will help food and drink companies plan for Brexit/take advantage of future opportunities
18. A Brexit-ready scorecard is in development to help companies assess their preparedness for Brexit and plan for the future
19. AR noted that he attended the sector readiness meeting
20. AR updated members on the joint FDWIB Amaeth Cymru Brexit strategy document

Item 7: Drinks Industry Strategy

21. NB summarised feedback from Drinks cluster meetings
22. Feedback from attendees of the Drinks cluster meetings have been organised into 4 workstreams
23. NB summarised Wine producer meeting, with producers acknowledging that they need to work together on key issues
24. DM noted that Farming Connect have now agreed to work with wine producers which will help improve knowledge transfer
25. NB drafted wine strategy and noted the need to bring the wine producers together
26. NB reported that there will be a wine producers workshop in early 2018
27. BG highlighted the range/diversity of the Welsh brewing sector
28. DM noted an Industry Skills Partnership exists for the brewing industry
29. Drinks Cluster update will be included on the March agenda
30. NB and BG will report back on opportunities, threats and strategy for each sub-sector

Item 8: Communications & Engagement

31. Next skills conference scheduled for 8 February 2018
32. EJ noted that Board minutes are in the public domain on the Food & Drink Wales website.
33. The Food & Drink Wales social media channels also include FDWIB content
34. FDWIB will host 3 industry engagement events with industry
35. EJ circulated the planned activities around St David’s Day, including events in London and at retail head offices.

Item 9: People & Skills workstream

36. JF noted the conference in October was successful

37. JF presented the draft Welsh Food and Drink Sector skills plan and summarised the 4 key themes:
- Addressing the skills shortages that constrain productivity
 - Increase the uptake of apprenticeships in Wales through fit for purpose industry designed, appropriately funded and well-communicated apprenticeships
 - Improve the perception and understanding of the food and drink industry in Wales as offering an exciting career of choice
 - Address the challenges of a tightening labour market through innovation
38. All agreed that it is appropriate that the draft skills strategy focuses on productivity
39. DM reported that he had attended a recent presentation which highlighted work helping migrant workers achieve residency status.
40. SP highlighted a meeting with Education department working with pupils excluded from mainstream education and queried whether more could be done here
41. All agreed industry contributions regarding the key themes and objectives of the draft skills plans should be invited prior to the next conference

Item 10: Food Skills Cymru

42. Kevin Thomas from Lantra Wales talked through the outline plan for Food Skills Cymru
43. Priority will be given to courses which will help drive up productivity
44. Food Skills Cymru will be a delivery mechanism of the skills strategy
45. All discussed the need for connectivity between FSC and the Board and that JF should join the Food Skills Cymru steering group

Item 11: Customers and Markets workstream

46. ALW presented the Customers and Markets plan to members
47. ALW highlighted "Project Galvanise" as a key Board sponsored event aimed at selling into London.
48. AM noted that there will be an innovation mission from Wales to MIT in 2018
49. AR commended ALW for the work she had done on the strategy; he highlighted the need to turn it into a workplan and then how to report on it. The Delivery Dashboard was noted as the main mechanism

Item 12 - Business and Investment Workstream

50. Discussions were postponed until March 2018 meeting

Item 13 – UK Industrial Strategy

51. DLT circulated some notes on the UK Industrial Strategy prior to the meeting



52. DLT noted the proposed UK Food & Drink Sector Council and all discussed future engagement between the FDWIB and the proposed UK Food & Drink Sector Council

Item 14: Any Other Business

53. DL noted the additional Welsh Government overseas offices which will be opened and queried how the Board could support Foreign Direct Investment initiatives
54. All agreed to invite Food Division Head of International Business to the next meeting to discuss FDI and exports and how FDWIB can contribute/support initiatives/programmes



ANNEX 1

ATTENDANCE

Andy Richardson (AR)
David Lloyd (DL)
Alison Lea-Wilson (ALW)
Buster Grant (BG)
Norma Barry (NB)

By phone for Item 9

Justine Fosh (JF)

Officials

David Morris (DM)
David Lloyd-Thomas (DLT)
Suzanne Pomeroy (SP)
Andrew Martin (AM)
Enfys Jones (EJ)

Secretariat

Linda Grant

APOLOGIES

Keith Smyton (KS)
Huw Thomas (HT)
James Wilson (JW)
Katie Palmer (KP)
Marcus Sherreard (MS)
Annitta Engel (AE)