



Towards Sustainable Growth: An Action Plan for the Food and Drink Industry 2014-2020

The Food and Drink Wales Industry Board

The Vision

Our vision is that of an industry demonstrating strong leadership, growing sustainably, fuelled by cutting edge research, innovation and knowledge transfer, developing products with a global reputation for quality and safety. This encapsulates food businesses of all sizes, with varying ambitions. The vision is also one of green growth where businesses are the custodians of our natural resources, are environmentally and socially responsible, producing safe food to secure improvements in the health and vitality of the people of Wales.

The Mission

The Food and Drink Wales Industry Board has been established to be the representative voice of the industry in Wales. The Board will play a key role in ensuring we embed sustainability, competitiveness, efficiency, productivity, profitability and food safety throughout the industry. The Board will also provide direction, encourage networking and share vital information. Eventually becoming independent of government. It will take shared ownership of 'Towards Sustainable Growth' and report on its progress to Welsh Government Ministers.

The Board

Chair – to be appointed from the following members

Members

- Norma Barry
Director, InsideOut: Organisational Solutions
- Annitta Engel
Director, D.B.G.E Limited
- Catherine Fookes
Campaign Manager, Organic Trade Board
- Justine Sarah Fosh
Chief Executive Officer, Improve
- Buster Grant
Managing Director, Brecon Brewing
- Alison Lea-Wilson
Director, Cwmni Halen Môr Môn
- David Lloyd
Director, Food Industry Centre, Cardiff Metropolitan University
- Katie Palmer
Sustainable Food Cities Coordinator, Food Cardiff
- Llior Radford
General Director, Village Dairy/Llaeth y Llan
- Andy Richardson
Head of Corporate Affairs, Volac
- Justin Scale
Managing Director, Capestone Organic Poultry Limited
- Marcus Sherreard
UK Sales Director, Dawn Meats
- Huw Thomas
Managing Director, Puffin Produce
- James Wilson
Director, Bangor Mussel Producers

We want to see growth in the industry driving change across Wales, helping us to achieve our ambitions of tackling poverty while creating a place for food at the centre of our vision for the future of Welsh society.

