

MINUTES OF THE FOOD AND DRINK WALES INDUSTRY BOARD
30 June 2016
NATIONAL BOTANIC GARDENS, CARMARTHEN

IN ATTENDANCE

Andy Richardson (AR)
David Lloyd (DL)
Annitta Engel (AE)
Justine Fosh (JF)
Alison Lea-Wilson (ALW)
Katie Palmer (KP)
Huw Thomas (HT)
James Wilson (JW)
Catherine Fookes (CF)
Buster Grant (BG)
Lesley Griffiths AM, Cabinet Secretary for Environment and Rural Affairs
Keith Smyton WG (KS)
David Morris WG (DM)
Peredur John WG (PJ)
Ruth Akers WG (RA)
Daniel Thomas WG (DT)
Enfys Jones WG (EJ)

APOLOGIES

Llior Radford
Norma Barry
Marcus Sherreard
Justin Scale
Andrew Slade

Item 1: Welcome – Chair

- Chair welcomed everyone to the meeting. In introducing Lesley Griffiths AM, the newly appointed Cabinet Secretary for Environment and Rural Affairs he provided the Board with an overview of her portfolio and his initial appraisal of the Brexit. Members were given the opportunity to ask questions and discuss issues which were of importance to the industry.
- The Cabinet Secretary emphasised her support to the work of the Board and reflected that she was pleased to have Welsh food and drink as part of her portfolio.

Item 2: Minutes of Meeting held 17 March 2016 FDWIB(16)M05

- Minutes of the last meeting were taken as a true and accurate record.

Item 3: Action Plan Delivery Dashboard & Board Dashboard

- The Board were given an update on the Programme Board which detailed the actions underway, highlights and progress made emphasising both the evolving nature of the Dashboard document and the classic programme design format.
- The Chair provided Members with copies of the Delivery Dashboard which outlines the progress to deliver the Action Plan to date.

Item 4: Presentations - Tim Benton – UK Global Food Security Champion & Nina Purcell Food Standards Agency Wales

- The Chair welcomed Professor Tim Benton and Nina Purcell to the meeting.
- Professor Benton gave a short presentation of the environmental impact in consuming food and drink in the UK and emphasised the need for a greater focus on healthy consumption and much less food waste.
- Members were given the opportunity to ask questions and discuss collaboration and partnership working.
- Nina Purcell provided an outline of the role of the Food Standards Agency (FSA) referring to their primary role in defending the rights and safety of the consumer. The presentation focused on how the FSA is adapting and changing its regulatory work to meet modern needs and utilize the latest technology and outlined examples of risk and risk enhancing events.
- The Board were invited to consider how they as a Board would want to become more actively involved in the work of the FSA.

Item 5: Customer & Markets Workstream

- Members were advised that there is great scope in working closely with Horizon Nuclear with potential to offer Welsh food and drink to up to 9000 nuclear industry workers who will be developing the site.

Item 6: Business & Investment Workstream

- Annitta Engel presented on behalf of the workstream a survey sent out to the Welsh food and drink industry in respect of funding opportunities. The results provided an indication of the potential challenges faced by the industry and the skills gap as a result of perceived funding inadequacies.
- Questions were asked in respect of the take up by the Welsh food and drink industry of available funding.

Item 7: People & Skills Work Stream

- Justine Fosh outlined the perceived skills gap prevalent in the Welsh food and drink industry.
- The work stream group are considering if there are lessons to be learnt in how the dairy industry is utilising the modular format in developing technical dairy skills.

- The Board noted the various initiatives which are aimed at attracting schoolchildren to the food and drink industry, an example being the "Tasty Careers" website. More companies need to be involved in such initiatives in attracting appropriate students.
- Members discussed the perceived lack of opportunities for those wishing to undertake a career in horticulture with currently only one university offering an appropriate course.

Item 8: Mari Stevens – Visit Wales – Identity

- The Chair welcomed Mari Stevens Welsh Government Head of Marketing to the meeting, who updated the Board on the new approach to the corporate Wales brand. The "This is Wales" presentation highlighted the aim of moving on from the concept of Wales being seen as a little old country to that offering a positive view with new outlook and elevated status.
- The Board fully supported this work and were keen to work with WG to ensure the new brand/identity is available to the Food Division and the Board/food and drink industry as soon as possible.

Item 9: Communications & Engagement Work Stream

- Consideration was given to content and regularity of production of a newsletter.

Item 10: Lorna Friis Biotechnology and Biological Science Research Council (BBSRC)

- The Chair welcomed Laura Frills' to the meeting who presented on the work of the Research Council with a focus on three priorities:-
 - Agriculture and food security
 - Industrial biotechnology and Bioenergy
 - Bioscience for health

Item 11: Live Industry Issues

- The Board discussed the review of Hybu Cig Cymru which was due to be published and noted that consideration of the review would be of pertinence to their work.
- Members requested that Kevin Roberts who led the review and who is also the Chair of the Agricultural Partnership Group be invited to the next meeting.

Item 12: Growth Ideas/AOB

- Members discussed the following:-
 - Organic red meat – Catherine Fookes explained to the Board that it could be argued that the production of organic red meat generates meat which is not used or eaten by consumers. Most organic red meat consumers only want the best cuts and the best steaks. Consideration should be given as to how to make best use of the entire carcass and Catherine will provide outline proposal on organic carcass cuts.

- the current state of the Welsh pork industry and whether there could be scope to increase pork production in Wales.
- the concept of mobile farmers markets, where it was suggested that there may be merit in setting up a new transportable farmers market which would offer greater accessibility to consumers. As a result members to consider proposals on how to champion mobile farmers markets.
- A forthcoming research of farmers markets will help inform this work.