

British Frozen Food Federation

You can be sure it's fresh - if it's frozen



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**EXECUTIVE COUNCIL
Wednesday, 19th May 2010 at 1.50pm**

Present

Chair: Paul Freeston, apetito Ltd.
Peter Allan, Cargill Meats Europe
Vince Craig C/o McEvoy Foods Int'l Ltd.
Richard Majewski, Headland Foods Ltd.
Nick Shaw, Westbridge Foods Ltd.
Nigel Broadhurst, Iceland Foods Ltd.
Ali Hannaford, Paramount 21 Ltd.
Stephen Waugh, Ardo UK Ltd.

In Attendance: Brian Young, BFFF Hazel Cranidge, BFFF

Apologies: Paul Clarke, Kent Frozen Foods Ltd. Howard McEvoy, McEvoy Foods Int'l Ltd.
Alastair Salvesen, Dawnfresh Seafoods Ltd. Simon Spence, Universal FoodFinders Ltd.
Bill Wadsworth, Greggs Plc Adrian Whitehead, Brakes
Peter Ashford, Honorary Life Member Peter Day, Honorary Life Member

AGREED ITEMS AND ANY ACTION

	ITEM	ACTION BY:
2.	<p>TO ADOPT THE MINUTES OF THE PREVIOUS MEETING It was resolved to adopt the minutes of the Executive Council on 25th November 2009.</p> <p>PF welcomed Ian Crawford, Peter Allan and Richard Majewski to their first Executive Council meeting having been elected as WD Committee Vice-Chair, PIB Committee Vice-Chair and PIB Committee 3rd Representative respectively.</p>	
3.	<p>MATTERS ARISING BY reported that he had visited Peter Ashford who had written to tender his resignation as Trustee as he is no longer active in the industry. BY had assured Peter Ashford that he did not need to be active within the industry to be a Trustee. Also the duties of the Trustee are not extensive and as such, Peter Ashford has agreed to stay on in the position.</p>	
4.	<p>VERBAL REPORTS FROM COMMITTEES</p> <p>4.1 PIB Committee</p> <p>a Breakfast Session PA reported that the PIB Committee had a constructive meeting and had agreed to hold another breakfast session in September, as it had been very useful to all who had participated.</p> <p>b Key Issues Survey</p> <p>i Sustainability The Committee had reviewed the outcome of the key issues survey. The top issue had been sustainability and BY had agreed to write a project brief on how to promote frozen sustainability criteria to Government and NGO's.</p> <p>ii Promotional Mechanics SJS was to put together a brief to address the issue of promotional mechanics for discussion at the next meeting.</p>	

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2.

AGREED ITEMS AND ANY ACTION

	ITEM	ACTION BY:
4	<p>VERBAL REPORTS FROM COMMITTEES</p> <p>4.1 PIB Committee Contd.</p> <p>c LinkedIn Trial The Committee had also agreed to extend the LinkedIn trial until the September meetings.</p> <p>4.2 WD Committee</p> <p>a Olympic Delivery Authority (ODA) IC reported that David Silvey of the ODA had offered to present to BFFF members on the transport plans for the Olympics. The Committee had asked BY to arrange once the plans are definite.</p> <p>b Committee Representation IC reported that the Committee had requested the option to have a limited number of additional representatives attend meetings in an ex-officio capacity on an ad hoc basis when there were items of interest on the agenda. BY had agreed that this was a good idea and that it would also broaden understanding of how the committee structure worked.</p> <p>c Presentation from GS1 GS1 had presented to the WD Committee on the subject of bar coding. The Committee had then debated the subject of data integrity and had agreed that a small working group should be formed to scope the opportunity to promote and sponsor the adoption of GS1's standards.</p> <p>4.4 Audit Committee ABH went through the accounts to the quarter ended to 31 March 2010 and advised that it was an excellent set of accounts. All present agreed and unanimously agreed to adopt the accounts.</p>	
5.	<p>NEW PROJECTS FOR CONSIDERATION</p> <p>5.1 BFFF New Membership Category for Ingredient Suppliers BY outlined the plans to recruit new members in the Ingredient Supplier sector, which is an area that has not had much activity in the past. All present agreed with the proposal and the suggested action.</p> <p>5.2 BFFF Lobbying Plan BY reviewed the Lobbying Plan, which had been circulated with the agenda. It was agreed that this was an excellent plan, which should become part of the Executive Council agenda. It was agreed that any issues, which BFFF decide not to take action on, should be kept on the lobbying plan for future information.</p> <p>5.3 Proposed BFFF Insurance Scheme</p> <p>a BY put forward a presentation on a proposed insurance scheme (copy attached). Executive Council agreed that the scheme should proceed as it looked to be very beneficial to members and would provide another income stream for BFFF</p> <p>b ABH put her company forward as another volunteer for the project research.</p>	<p>BFFF</p> <p>BY</p> <p>BY</p> <p>ABH</p>

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AGREED ITEMS AND ANY ACTION

	ITEM	ACTION BY:
<p>5. 5.4 a</p>	<p>NEW PROJECTS FOR CONSIDERATION Contd. Proposed BFFF Business Conference BY advised that he had been investigating the possibility of a business focus seminar which would cover issues affecting frozen foods aimed at attracting 250-300 delegates. There would be capacity for approx 40 exhibitors and the seminar would take place in a separate room and possibly a meet the buyer hall. It was hoped to attract key industry figures such as Malcolm Walker of Iceland, the CEO from Brakes/3663, Ed Garner of Kantar Worldpanel, and Martin Glenn of Birds Eye. The theme would be 'coming out of the recession' and we would find a good motivational to finish the day off and then have an informal dinner with an after dinner speaker.</p> <p>b BY advised that he had spoken to 3 organisations about organising such an event on our behalf and all 3 had very different ideas on how to do so.</p> <p>c All present were in favour of a business conference and agreed that BY should proceed. BY to contact the 3 companies to obtain proper proposals with costings and to then circulate the details of the proposal from the company he felt would be best suited to our requirements.</p>	<p>BY</p>
<p>6. 6.4</p> <p>6.6 a</p> <p>b</p>	<p>CURRENT ACTIVITY UPDATE Potential New Members BY advised that so far this year, 75 new members had been recruited. 34 are due to the Wholesaler Buying Groups scheme and out of the remainder; Graeme Day attributed 10 to the regional seminars and was hoping for another 2 or 3 to join up before the end of this financial year. Executive Council asked BY to convey their thanks to Graeme Day for his tremendous work in this area.</p> <p>Training Courses a BY advised that so far, 5 Price Negotiation courses, 1 Telesales course and 1 refrigeration efficiency course had taken place which had been successful with excellent feedback. We have had to cancel three courses so far being Slips, Trips and Falls, Grocery Supply Chain Code of Practice and Advanced Persuasion due to lack of take up.</p> <p>b BY confirmed that BFFF will continue to market training courses where we feel there is a need and added that a sixth price negotiation course was planned for September.</p>	<p>BY</p> <p>HC</p>
<p>8.</p>	<p>ANY OTHER BUSINESS Executive Council thanked BY and the BFFF team for the progress being made and asked BY to pass on their thanks to the team.</p>	<p>BY</p>