

British Frozen Food Federation

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



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EXECUTIVE COUNCIL

Wednesday, 24th November 2010 at 1.15pm

Present

Chair: Paul Freeston, apetito Ltd.
Peter Allan, Cargill Meats Europe
Vince Craig C/o McEvoy Foods Int'l Ltd.
Peter Day, Honorary Life Member
Alastair Salvesen, Dawnfresh Seafoods Ltd.
Stephen Waugh, Ardo UK Ltd.
Nigel Broadhurst, Iceland Foods Ltd.
Ian Crawford, 3663
Ali Hannaford, Paramount 21 Ltd.
Ian Stone, apetito Ltd.

In Attendance: Brian Young, BFFF Hazel Cranidge, BFFF

Apologies: Peter Ashford, Honorary Life Member Howard McEvoy, McEvoy Foods Int'l Ltd.
Bill Wadsworth, Greggs Plc Adrian Whitehead, Brakes

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 15th September 2010 and there were no matters arising.</p> <p>Paul welcomed Ian Stone to his first Executive Council meeting and congratulated him on his appointment as PIB Committee Vice-chair.</p>	
4.	<p>VERBAL REPORTS FROM COMMITTEES</p> <p>4.1 PIB Committee Peter Allan reported that the committee was now back to full strength and that Ian Stone had been elected Vice-Chair and Vanessa Lewis had been elected as the PIB Committee's 3rd representative. It had been a good meeting and the Committee had agreed that a brief be developed for a marketing seminar to promote the research from the promotional campaigns.</p> <p>4.2 WD Committee Ian Crawford reported that Allen Watts had been elected as the WD Committee's 3rd representative. The committee were very supportive of the foodservice promotion plans and had asked for key bullet points of benefits to incorporate within businesses marketing information.</p> <p>4.3 Technical & Legislative Vince Craig advised that he was delighted to report that recruitment of a successor for Ian Farley had been very positive and Brian would be meeting the successful candidate later today to talk through terms. If both sides are happy then the start date would be March 2011. Brian thanked Vince Craig for his assistance with the recruitment process.</p> <p>4.4 Audit Committee Ali Hannaford reported that the Quarterly Accounts to 30 September 2010 had been previously circulated and proposed that they be adopted. All present were in favour. Peter Day added that these were the best accounts he had seen during his time with the Federation.</p>	

Contd.

2.

AGREED ITEMS AND ANY ACTION

	ITEM	ACTION BY:
5.	<p>STRATEGY REVIEW</p> <p>Brian presented a review of BFFF's strategy (a copy of which is attached) covering all of the strategic pillars. The following action was agreed:</p> <p>a) Ian Crawford to supply Brian with contact details for SalesOut who are aspiring to replicate Nielson's retail service in the foodservice sector.</p> <p>b) The lack of industry key issues coming forward from the sector committees was a concern and it was agreed that the WD Committee should take time at the next meetings to ascertain the three big issues for each business and then for the top 5 issues to be discussed to see where action can be undertaken.</p> <p>c) Executive Council queried whether the committee structure was working and Brian agreed to review the structure for discussion at the February meetings.</p> <p>All agreed that the overview of the strategy was excellent and that overall the Federation was doing extremely well.</p>	<p>IC</p> <p>BFFF/WD Cttee</p> <p>BY</p>
6.	<p>UPDATE ON NEW PROJECTS</p> <p>6.1 BFFF New Membership Category for Suppliers Brian advised that a suppliers seminar was being held on 1st December in Peterborough and we have 29 potential member delegates from 17 companies, which is an excellent result.</p> <p>6.4 Business Conference Brian confirmed that the Business Conference was due to be launched in the next week and feedback so far was very positive.</p> <p>6.5 BFFF/HSE Slips Seminar Brian reported that 58 out of 59 delegates attended the Slips Seminar and it had been a very interesting and positive day. He added that it was a model that worked and would be utilised for future seminars.</p>	<p>BFFF</p>