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Pre Board Meeting
Wednesday, 14th May 2014

Present

Chair: Vince Craig, c/o McEvoy Foods Int'l Ltd
Chris Binge, Fairway Foodservice Plc
Ian Crawford, 3663
Brian Young, BFFF

Nigel Broadhurst, Iceland Foods Ltd
Ian Stone, apetito Ltd

In Attendance: Hazel Cranidge, BFFF

Apologies: Peter Allan, Cargill Meats Europe
Vanessa Lewis, Summit Foods Ltd

Ali Hannaford, Paramount 21 Ltd
Adrian Whitehead, Brakes

AGREED ITEMS AND ANY ACTION

	ITEM	ACTION BY:
1.1	Chair Of Meeting As our President, Peter Allan was unable to attend due to work commitments, Brian proposed that Vince Craig should chair the meeting and all present were in favour.	BoD
1.2	Senior Independent Director Brian informed the meeting that the Board needed to appoint a Senior Independent Director and proposed Vince Craig. All present were in favour and Vince was duly elected as Senior Independent Director.	BoD
2	Declarations of Interest There were no new declarations of interest.	
3	Agree Minutes of the Last Meeting The minutes from 5 th February 2014 were agreed to be a true and accurate record and duly adopted. There were no matters arising not covered by the agenda.	
4	Chief Executive's Report	
4.1	FSDF Brian updated the Board on the current situation where we have been working to collaborate more closely between our two organisations and all present agreed that we should continue to do so.	BY
4.2	Industry Forum We have had a fantastic response to the first industry forum with 52 delegates from 33 companies attending to date.	
4.3 a	Enthuse Shoppers Project Brian updated the Board of developments since his report circulated prior to the meeting. Some progress has been made but it remains challenging.	

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AGREED ITEMS AND ANY ACTION

	ITEM	ACTION BY:
4.4	Foodservice Market Read	
a	CGA are hoping to be able to produce their first report in July and are still working on recruiting additional wholesalers and wholesale buying groups.	
b	It was suggested that a way to attract more wholesalers would be to track top line data similar to how retailers do with IGD. Brian and Ian Crawford to discuss with CGA.	BY/IC
4.5	Wabel Frozen Summit	
	The summit that Brian attended earlier in the year had been very positive with the speed dating element working well. Brian is now in discussions with Wabel to hold a joint event in 2016.	BY
5.	Financial Report	
5.1	Proposed Budget for 2014/15	
a	Brian advised that BFFF has taken on additional activities including EU lobbying and Primary Authority as well as the promotion campaign. These activities require additional funding and so impact upon the budget.	
b	The commercial team, in conjunction with Brian, will be implementing a new strategic plan to attract new members and in particular to prioritise producer members.	BY/GD
c	The Board discussed some interesting opportunities to further enhance member benefits.	
d	The Board agreed that the plan to reduce the risks from the 2014/15 budget would be managed by Brian and asked for updates at future meetings.	BY
e	The Board unanimously agreed to adopt the proposed budget for 2014/15.	BoD
5.2	Proposed Subscription Levels for 2014/15	
	Brian advised that the proposed subscription levels included an increase of 2% due to the current economic climate. The Board unanimously agreed to adopt the proposed 2014/15 subscription levels.	BoD
5.3	Quarterly Accounts to 31st March 2014	
	There were no queries concerning the accounts and the Board unanimously agreed to adopt the quarterly accounts to 31 st March 2014.	BoD

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AGREED ITEMS AND ANY ACTION

	ITEM	ACTION BY:
6.	Commercial Report	
6.1	Dinner Dance Brian reported that the total number of attendees would be approx 750 and that sponsorship raised this year is at its highest level.	
6.2	Windsor PNM Event In previous years this event has been very popular and a great way to introduce potential members to the benefits of BFFF. This year is proving slightly harder to recruit attendees but we are hopeful of an attendance of approx 20 delegates which will ensure the event is worthwhile.	
6.3	Exhibitions	
a	BFFF are now the only trade association at IFE that the organisers pay to exhibit, which is a huge investment for them. If Fresh RM decide to give us notice after IFE2015, they still have to honour the contract for the 2017 show.	
b	Brian advised that he and Graeme were reviewing what BFFF did at IFE such as launching research, repeating the Ice Wall and enabling SME members to have a pod on our stand.	
6.4	2015 Conference Themes & Speakers Brian circulated a draft programme for the Board to review. All agreed that it was very aspirational and would be very interesting and of benefit to members.	
7.1	T&L Expert Group	
a	Vince reported that the T&L Group had met that morning and spent a lot of time discussing the implications of the latest BRC Standard v7 which comes into effect from July 2015.	
b	The impacts of the Food Information Regulation for Consumers is still ongoing however the guidance written by BFFF is due to be approved by Defra shortly which will help members.	
7.2	H&S Expert Group	
a	We are holding a Fire Primary Authority seminar on 20 th May which is a major step forward for our H&S services and will be of great benefit to members.	
b	The annual H&S seminar in July has had good interest already and has a great line up of speakers and topics.	
7.3	Promotion Expert Group	
a	Brian advised that the promotion group had met on 1 st May to review the proposals for the 2014/15 campaign. Representatives were present from Dr Oetker, Iceland, Bidvest 3663 and Paramount 21. The group had debated the proposed activities and agreed that the following projects should be undertaken:	

AGREED ITEMS AND ANY ACTION

	ITEM	ACTION BY:
7.3	<p>Promotion Expert Group</p> <ul style="list-style-type: none"> • Convenience Comparison to look at how caterers can meet universal infant free school meals with limited resources and facilities. • Food Security Research which will look at the role frozen can play in food security and rising food prices. Depending on the results and the costs, we may consider launching this research at the House of Commons. • Continue to develop Cool Cookery • More work on frozen tasting as good as fresh. The group have suggested a different approach ie to team up with site such as Mumsnet to broaden our reach to consumers. 	
b	Pelican are revising the proposal to take into account the group's feedback and revising the costs accordingly, however it will not be any more than the proposed budget.	
c	Both Bidvest 3663 and apetito have done their own work into the free school meals initiative and would be willing to share this with Pelican to help the campaign.	HC
d	The Board unanimously agreed the budget for the promotion campaign of £45,000.	BoD
8	<p>Member Issues</p> <p>Brian advised that this will be a standing agenda item to allow an avenue for any issues arising from either the PIB or WD sector to be fed back to the Board.</p>	HC/BoD
9.	<p>Any Other Business</p> <p>2014/15 Dates</p> <p>The following dates were agreed:</p> <p>3rd July 2014 – Teleconference</p> <p>9th September 2014 – Teleconference</p> <p>26th November 2014 – London meeting (Bidvest 3663 have offered to host)</p> <p>7th January 2015 – Teleconference</p> <p>4th March 2015 – Meeting at Chesford Grange (after Business Conference)</p> <p>6th May 2015 – Meeting (Iceland have offered to host)</p>	HC
9.1		
9.2	<p>Board Dinner</p> <p>All agreed that an annual Board Dinner would be beneficial. It was agreed that the first dinner would be held on 2nd March 2015 (the day before the Business Conference).</p>	HC
9.3	<p>Board Pack</p> <p>It was agreed that the presentation of the Board Pack was appropriate.</p>	HC
9.4	<p>Contact Details</p> <p>All present were in agreement that contact details be shared amongst Board Members.</p> <p><i>NB Those not able to make today's meeting have all given their agreement prior to the meeting.</i></p>	HC