

Quality Meat Scotland

Minutes from the Board Meeting on the 22nd February 2024

Quality Meat Scotland

Minutes of the 82nd Meeting of the Board

22nd February 2024
SARDC Boardroom

Present:

K. Rowell (Chair)
A. Irvine
A. Ivory
A. McGowan
C. Ruxton
E. Buckby
G. Wallace
I. Bentley
J. Duncan Grant
N. Jeffrey
P. Brown
S. Jarron

In Attendance:

S. Millar (Chief Executive)
D. Phillips (Standards Officer)
P. Byrne (Accountant) (Virtual)
H. Curran (Sponsor Team)
M. Colquhoun (Sponsor Team)

Minutes:

K. McCormack

Apologies:

Detail	Action
Welcome and Apologies Kate Rowell welcomed everyone to the meeting. There were no apologies.	
Declaration of interests in any agenda item The following Board members declared an interest as being Quality Assurance members and levy payers however these did not conflict with any agenda item: <ul style="list-style-type: none">▪ Niall Jeffrey▪ Kate Rowell▪ Adrian Ivory▪ Ann Irvine▪ Emma Buckby Ian Bentley declared an interest as being president of Scottish Association of Meat Wholesalers and on the Board of Scotbeef Ltd. Andy McGowan declared an interest due to him being a member on the Board of SAOS who established FIA and who are part of the ownership board of SARDC who own the rural centre where the QMS office is based.	

<p>The Board reviewed the proposed 24/ 25 budget and approved it however it was agreed that Debbie Phillips will share an updated version of the 24/25 budget for Boards approval following the decision from the QA fee structure proposal.</p>	<p>Debbie</p>
<p>Highlight Report & Implementation Plans 2023/ 2024</p> <p>The Strategic Management team presented highlights and challenges from working on their department’s objectives since September and highlighted recent updates which included:</p> <p><u>Corporate Services – Debbie Phillips</u> Debbie highlighted that the first part of our external audit is starting on the 26th February and will last for 3 weeks. This will be a controlled audit which is different to last years which will make it more efficient.</p> <p><u>Business Development – Sarah Millar on behalf of Tom Gibson</u> Sarah highlighted that Tom is currently finalising our ROI value on the Anuga trade show, with one exporter still to report, our current volume of new trade generated is over £22M.</p> <p><u>Communications & External Affairs – Sarah Millar</u> Sarah confirmed that we have had a great number of applicants for the Events Coordinator and Digital Communications Officer roles. 100 received for events and 30 for digital. We are looking to interview 6 for both with interviews planned in the coming weeks.</p> <p><u>Marketing – Emma Heath</u> Emma highlighted that the Brand plan is nearly finished. When finished she will share it with the Board and will setup an online meeting to talk through.</p> <p>Spring campaign ‘Meat 2.0’ Emma will share with the Board</p>	
<p>Draft Programme of Recurring Board Business 2024/ 2025</p> <p>The Board reviewed and approved the recurring Board business for 2024/2025.</p>	<p>Kirsty</p>
<p>QMS Committee Meeting Updates</p>	
<p>Beef & Lamb Marketing Advisory Group – 16th November</p> <p>Adrian Ivory gave an update for the Beef & Lamb Marketing Advisory group meeting which took place on the 16th November.</p> <p>Adrian highlighted the main topics which were on the agenda:</p> <ul style="list-style-type: none"> ▪ QMS Industry Workshops ▪ Marketing activity past and future 	

<ul style="list-style-type: none"> ▪ Health & Education activity ▪ Beef and Lamb industry insights, retail and shopper performance – presented by Abby Tong highlighting the Scottish premium running well above 2022 levels for beef and is up by 10% for lamb this year. ▪ Anuga Update – Presented by Tom Gibson ▪ QMS restructure update, Marketing and Communications separate departments allowing comms to be brought in house 	
<p>Pork Marketing Advisory Group – 23rd November</p> <p>Andy McGowan gave an update for the Pork Marketing Advisory group meeting which took place on the 23rd November.</p> <p>Andy highlighted the main topics which were on the agenda:</p> <ul style="list-style-type: none"> ▪ QMS Industry Workshops ▪ Marketing activity past and future ▪ Health & Education activity ▪ Key pork industry insights inc retailer and shopper performance – Iain Macdonald presented ▪ Anuga Update – Presented by Tom Gibson ▪ QMS restructure update, Marketing and Communications separate departments allowing comms to be brought in house 	
<p>Cattle & Sheep Industry Advisory Group – 16th January</p> <p>Niall Jeffrey gave an update for the Cattle & Sheep Industry Advisory group meeting which took place on the 16th January at United Auctions, Stirling.</p> <p>Niall highlighted the main topics which were on the agenda:</p> <ul style="list-style-type: none"> ▪ QMS restructure update – Tom Gibson highlighted Industry Development Department had joined with the Market Development Department and it now sits in the Business Development Directorate ▪ United Auctions autumn sales update – George Purves gave an overview of the autumn sales of cattle & sheep and where he sees the markets heading in 2024 ▪ Monitor Farm programme - Beth Alexander gave an update on Year 1 of the programme and what the focus is for the year ahead. ▪ 2024/2025 projects – Bruce McConachie gave an overview of the key projects for the year ahead including Meat Eating Quality. 	

<p>Scottish Red Meat Industry Resilience Group –1st February</p> <p>Kate Rowell gave an update from the recent QMS Scottish Red Meat Industry Resilience Group meeting which took place on the 1st February.</p> <p>Kate highlighted the main topics which were on the agenda:</p> <ul style="list-style-type: none"> ▪ Good Food Nation ▪ Agriculture Bill ▪ Red meat study ▪ Election ▪ Successful Meetings with MSP's 	
<p>Remuneration Committee – 6th February</p> <p>Pete Brown gave an update for the Remuneration committee meeting which took place on the 6th February.</p>	
<p>Pig Forum – 13th February</p> <p>Gordon Wallace gave an update for the Pig Forum meeting which took place on the 13th February.</p> <p>Gordon highlighted the main topics which were on the agenda:</p> <ul style="list-style-type: none"> ▪ AM visit to East Coast Viners – Looked at the work that is being done looking at pig production and feed efficiency along with improving the sustainability of producing pigs. ▪ Industry Issues – The group discussed: Lack on invest to buildings and infrastructure. Biosecurity and some producers feeling processors are not supporting them. ▪ Pig health & welfare – Grace Webster gave an update highlighting still being concerns about disease risk including E. Coli and Swine Dysentery ▪ Project update - Bruce McConachie gave an update confirming projects have a health and welfare focus. ▪ Pig Production Benchmarking software - Bruce McConachie advised of potential changes. 	
<p>Cattle & Sheep Standards Setting Body – 12th December</p> <p>Andy McGowan left the room due to conflicts of interest.</p>	

<p>Niall Jeffrey gave an update for the Cattle & Sheep Standards Setting Body meeting which took place on the 12th December.</p> <p>Niall highlighted the main topics which were on the agenda:</p> <ul style="list-style-type: none"> ▪ Market industry insights, retail and shopper performance – presented by Abby Tong ▪ Supply Chain Insights – Dave Walker presented benchmarking information on where our scheme sits against 12 other assurance schemes. Key areas highlighted to take forward for consideration were animal welfare and sustainability. ▪ FIA – Stephen Sanderson presented the possibility of changing the assessment period and discussed spot checks ▪ Campaign for Responsible Rodenticide Use (CCRU) – Kathryn Kerr gave an update. 	
<p>Chief Executives Report</p> <p>Sarah Millar highlighted key information from the report to the Board since the last meeting in November.</p> <p>Sarah advised that we have confirmed to bring in a Project Manager for this years Royal Highland Show. They will start of with 1 day a week then moving on to 2 days to then to attend and manage the show. They will be the first point of contact and will be the overall manager however the QMS team will do the day to day running.</p>	
<p>Report on Cop28 Dubai</p> <p>Due to time, it was agreed to move this agenda item to a virtual meeting on its own for Sarah to give her presentation to the Board.</p> <p>Kirsty will look at an 1 hour one evening in the coming months.</p>	<p>Kirsty</p>
<p>Chairs Report</p> <p>Kate Rowell updated the Board on some of the key meetings and activities that she has been a part of over the past couple of months which included:</p> <ul style="list-style-type: none"> ▪ Oxford Farming Conference ▪ Cabinet Secretary Mairi Gougeon visit to Ayrshire Monitor Farm ▪ Cabinet Secretary Mairi Gougeon visit to Aberdeenshire finisher ▪ Glasgow farm vet congress ▪ John Lamont MSP visit to Dumfries Monitor Farm ▪ NFU conference in Birmingham 	

<p>There being no further business, the meeting was closed.</p> <p>The next two Board meeting dates:</p> <ul style="list-style-type: none">▪ Thursday 25th April 2024▪ Thursday 6th June	
---	--