

Quality Meat Scotland
Minutes of the 87th Meeting of the Board
20th February 2025
QMS Office, South Gyle

Present:

K. Rowell (Chair)
A. Ivory
C. Ruxton
E. Buckby – Virtual
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) - to and including
agenda item no.9

Minutes:

K. McCormack

Apologies:

A. McGowan
A. Irvine

Detail	Action
<p>Welcome and Apologies</p> <p>Kate Rowell welcomed everyone to the meeting. There were apologies from Andy McGowan and Ann Irvine.</p> <p>Gordon Wallace highlighted he had to leave the meeting for an hour at 2pm which meant he was not present for agenda items no. 15.4 - 20</p> <p>Jilly Duncan Grant highlighted she had to leave the meeting for an hour at 3pm which meant she was not present for agenda items no. 20 – 22.</p>	
<p>Additions to the Agenda</p> <p>The following item was added to the agenda under AOB by Kate Rowell:</p> <ul style="list-style-type: none">Board Succession Planning.	
<p>Declaration of interests in any agenda item</p> <p>The following Board members declared an interest as being Quality Assurance members and levy payers however these did not conflict with any agenda item:</p> <ul style="list-style-type: none">Niall JeffreyKate RowellAdrian Ivory	

<ul style="list-style-type: none"> ▪ Emma Buckby ▪ Jilly Duncan Grant <p>Ian Bentley declared an interest as being on the Board of Scotbeef Ltd.</p>	
<p>Minutes of Board Meeting on the 7th November 2024</p> <p>The minutes from the meeting on the 7th November were agreed as an accurate record of the meeting.</p>	
<p>Commercial in Confidence – Update on Action Points</p> <p>The Board reviewed the actions from the previous meeting and updates were given.</p>	
<p>Chairs Report</p> <p>Kate Rowell highlighted key information to the Board from her Chair’s report and updated them on key activities since the last meeting in November which included:</p> <ul style="list-style-type: none"> ▪ Winter Fair at Bridge of Allan hosted by ABP ▪ Agriscot ▪ The Scottish Craft Butchers AGM ▪ Scottish Agritourism Conference ▪ Presented at Moredun event attended by Princess Anne ▪ Meeting at Scottish Parliament re Lamb for St Andrews Day ▪ QMS Podcast ▪ Sheep Industry Advisory Group ▪ Climate & Nature Industry Leadership Group ▪ Beef Industry Leadership Group ▪ Meeting with SAOS to meet New Chair ▪ SAMW Lunch ▪ RBS Roundtable – WWF ▪ Call with Cab Sec and Minister Fairlie - Livestock Numbers ▪ SAOS Conference ▪ Scotland Office Burns Supper ▪ Taste of Scotland Event, Dover House ▪ NFUS Conference ▪ Farming roundtable ▪ ARIOB ▪ Farmers Guardian Column <p>Kate notified the Board that on the 5th March, herself and Sarah Millar are going to Scottish Parliament to meet with Professor John Gilliland Cabinet Secretary Mairi Gougeon and Minister Jim Fairlie to discuss livestock numbers and the environment.</p> <p>Kate highlighted we have invited the new NFUS Presidential team to our April Board meeting for an introduction meeting. Kate and Sarah will be having a virtual meeting with them over the few weeks.</p>	

<p>Kate advised that the topic of cattle numbers is becoming more and more important for everyone in the industry with it being discussed at every meeting and event that she attends.</p> <p>The Board had a discussion around the current beef prices and the effects on the farming side and the retail side.</p>	
<p>Chief Executives Report</p> <p>Sarah Millar highlighted key information to the Board from her report updating them on activities since the last meeting in November which included the following:</p> <ul style="list-style-type: none"> ▪ Reputation Manager recruitment. ▪ Monitor Farm Programme Manager (Maternity Cover) – ▪ Collaboration calendar <p>Sarah advised her proposals for speakers at this years Royal Highland Show. Sarah advised that Cabinet Secretary will be asked to speak on the Thursday which is usual practise.</p> <p>The Board were happy with the RHS speaker proposals.</p>	
<p>Financial Report 10 Months to 31st January 2025</p> <p>Paul Byrne presented the financial report for the 2024/ 2025 financial year to the 31st January 2025.</p>	
<p>Review of Reserves Policy</p> <p>Paul Byrne presented the reserves policy asking for the Board to review the proposal to maintain our appetite for risk at 'medium'.</p>	
<p>Approve Corporate business Plan and 25/26 Budget including paper on update on levy forecast models</p> <p>Sarah Millar presented the draft Corporate Business Plan and 25/ 26 budget highlighting each section and any changes from previous year.</p> <p>A suggestion was made in relation to page 18 section 12 - QMS and Programme for Government Themes – to change the paragraphs around so that the QMS paragraph is before Governments.</p> <p>Kirsty will make this change to the corporate business plan.</p> <p>The Board approved the Corporate Business Plan and 25/ 26 budget.</p> <p>This will now be sent to the design agency who will produce two versions, one with</p>	<p>Kirsty</p>

implementation plans and one without. The version without the implementation plans will be put on our website.	
Draft Programme of Recurring Board Business 2025/ 2026 The Board reviewed and approved the recurring Board business for 2025/2026. The Board agreed to move the November dates from the 5 th and 6 th to the 26 th and 27 th November. Kirsty will update the diary invites to reflect this change.	Kirsty
QMS Committee Meeting Updates	
Appeals Panel – 14th November 2024 Sarah Millar gave an update from the Appeals Panel Committee meeting which took place on the 14 th November 2024. Freda was unfortunately unable to attend but it was agreed that she would be sent all the practise case files and would meet online at another date with Dennis and Amy to go over it.	
Brands Integrity Advisory Group – 16th December 2025 Peter Brown gave an update for the meeting on the 16 th December	
Sheep Industry Leadership Group - 8th January 2025 Kate Rowell gave an update from the Sheep Industry Leadership Group meeting which took place on the 8 th January 2025. Kate highlighted key information from the meeting: <ul style="list-style-type: none"> ▪ 14 out of 18 spaces are filled, 3 TBC. ▪ 10 group members attended ▪ Map the Market Presentation prepared by Iain Macdonald and delivered by Tom Gibson. ▪ Reviewed all 24 recommendations outlined in the 2016 Sheep Sector Strategy and agreed actions to follow up on. ▪ 3 key focus areas identified – the demand for sheep benchmarking/enterprise costing, the need for animal health and welfare focus, and stabilising sheep numbers ▪ Next meeting for Chair, Board Rep and QMS to agree next steps 	
Climate and Nature Industry Leadership Group - 13th Jan Emma Buckby gave an update from the Climate and Nature Industry Leadership Group meeting which took place on the 13 th January 2025. Emma highlighted key agenda items and information from the meeting:	

<ul style="list-style-type: none"> ▪ 16 out of 18 spaces are filled, 2 TBC. ▪ 13 group members attended. ▪ Presentation from Prof John Gilliland on ArcZero baselining project ▪ Presentation from Carrie Ruxton on the links to health ▪ Presentation from Lucy Ozanne on the current policy landscape ▪ Exercise defining what climate and nature means for them, followed by a group SWOT analysis. ▪ Key themes were identified including the significant role of data, the importance of our messaging to various stakeholders and thinking holistically and harmonising practices between farming and nature ▪ This work is currently being analysed and a next steps meeting taking place ▪ Next meeting for Chair, Board Rep and QMS to agree next steps. 	
<p>Beef Industry Leadership Group - 29th Jan</p> <p>Adrian Ivory gave an update from the Beef Industry Leadership Group meeting which took place on the 29th January 2025.</p> <p>Adiran highlighted key agenda items and information from the meeting:</p> <ul style="list-style-type: none"> ▪ 14 out of 18 spaces are filled, 2 TBC. ▪ 13 group members attended. ▪ Group completed a pre-work exercise identifying key challenges and opportunities currently facing the beef sector. This was analysed and key themes created ▪ Presentation from Iain Macdonald on Map the Market. ▪ Did a poll to allow the group to select 4 key themes from the pre-work to focus on during the day – educating farmers on productivity and profitability, labour, market development and supply chain regulation and pricing. ▪ Key discussion topics – need for transparency in the supply chain, demand for enterprise costing/benchmarking, Scotch difference for consumer and producer, integrated supply chain ▪ Next meeting for Chair, Board Rep and QMS to agree next steps. 	
<p>Scottish Red Meat Industry Resilience Group - 18th February 2025</p> <p>Kate Rowell gave an update for the Scottish Red Meat Industry Resilience Group meeting which took place on the 18th February 2025.</p> <p>Kate highlighted the main topics which were on the agenda:</p> <ul style="list-style-type: none"> ▪ Lucy Ozanne gave an update on Skills and Education research ▪ Sarah Millar gave an update on the Cattle Modelling project ▪ Pre work - What are our asks of the Minister ▪ Ministerial discussion with MSP Jim Fairlie ▪ Breakout Groups – Policy analysis: what is working and where is the gaps? ▪ Breakout Groups feedback and discussion 	

Remuneration Committee – 22nd January 2025 Pete Brown gave an update for the Remuneration committee meeting which took place on the 22nd January 2025.	
Strategic indicators Sarah Millar presented the Board with an update to the strategic indicators.	
Update Report & Implementation Plans 2024/ 2025 The Strategic Management Team highlighted some of their key activities since the 26 th October which included: <u>Corporate Services</u> <ul style="list-style-type: none"> ▪ 24/ 25 year end audit - Two weeks controls audit complete. This will allow a more streamline process during the three-week audit in May. Audit starts 15th May. ▪ New IT Support tender was awarded <u>Business Development</u> <ul style="list-style-type: none"> ▪ Gulfood Trade show in Dubai – Gordon Newlands is currently at the show. We are sharing a stand with AHDB. Gordon has a lot of good meeting lined up, more info to follow. <u>Marketing</u> <ul style="list-style-type: none"> ▪ Marketing Society Star Awards – Three entries entered: <ul style="list-style-type: none"> ○ INTEGRATED MARKETING - When you know, you know ○ MEDIA - When you know, you know ○ MEDIA - Meat & 2.0 <u>Communications & External Affairs</u> <ul style="list-style-type: none"> ▪ Scotch Ambassadors - More than 4000 pupils and educators engaged with since August using Make it Scotch Ambassadors 	
Business Development - Game Changer Projects Tom Gibson presented a paper with an update on the Game changer projects his department are working on.	
Cattle & Sheep Standards The Board approval of the Cattle & Sheep Standards 2025 was put on hold due to the	

<p>current status of waiting to hear from UKAS on reviewing and approving them.</p> <p>Without formal UKAS sign off, we cannot ask the Board to formally agree to the standard changes as originally planned for this meeting February Board meeting.</p> <p>The Board will keep the papers for information at this stage. We hope to be in a position to approve the standards at the April Board meeting however this is tbc until we hear feedback from UKAS.</p> <p>Kirsty will add the Approval of Cattle & Sheep Standards 2025 to the April Board agenda.</p>	Kirsty
<p>There being no further business, the meeting was closed.</p> <p>The next Board meeting date is Thursday 24th April 2025.</p>	