

**MINUTES OF A MEETING OF THE COMMISSION HELD ON WEDNESDAY 18
APRIL 2007 AT 10.00am AT LISSUE HOUSE**

Present

Mr Owen Brennan (Chairman)
Mr G McCollum
Mr J McGaughey
Mr N McLaughlin
Mr R Watson

In attendance

Mr D Rutledge
Miss S Blain
Mrs N Waite

2007/04/1 Apologies

Apologies for non-attendance had been received from Mrs P. Kane and Dr. M Tempest

2007/04/2 Minutes

The minutes of the meeting held on 21 February 2007, taken as read, were approved by the Commission and signed by the Chairman.

Proposed: Mr J McGaughey

Seconded: Mr G McCollum

The minutes of the meeting held on 21 March 2007, taken as read, were approved by the Commission and signed by the Chairman.

Proposed: Mr N McLaughlin

Seconded: Mr R Watson

2007/04/3 Matters Arising

(i) *[WITHHELD – COMMERCIALY SENSITIVE]*

(ii) *Changes to the dates of the Board Meetings*

A new schedule of future meetings for 2007 was circulated.

Action Point: The Board approved the new schedule.

The Chief Executive advised the Board that LMC had received an invitation from AFBI to hold the next Board meeting (23 May 2007) at Newforge Lane. The Board agreed to accept the invitation.

Action Point: The Chief Executive will accept the invitation and the Board will note the new venue for the May meeting.

(iii) *Cattle Condemnations*

Action Point: The Chief Executive will follow up with the Technical Manager to ensure that LMC's response had been sent to DARD.

Action Point: The Chief Executive will keep Board members advised of the current situation and any developments.

(iv) ***Food Service Industry Research***

The Head of Marketing informed the Board that proposals received to date indicated a cost of around £13,500.

Action Point: The Head of Marketing will prepare paper for the next Board evaluating the proposals received.

ITEMS FOR ACTION AND APPROVAL

2007/04/4 Taskforce

The Chief Executive updated the Board with progress to date. McKinsey and Company has been appointed as the consultant and is currently finalising the programme and planning. The project is due to formally start on 23 April 2007. The Head of Marketing has met with McKinsey personnel to develop a press release which will then be approved by the Taskforce.

Action Point: The Board agreed that LMC attendees at Taskforce meetings will prepare a monthly comprehensive briefing paper for the Board meeting. Board members should maintain contact with the Executive to keep themselves informed as to the projects progress. LMC attendees will also bring comments from the Board to Taskforce meetings. The Board was keen that two way communication should continue for the duration of the project.

2007/04/5 Balmoral Show

The Head of Marketing updated the Board with the proposed arrangements for Balmoral Show. The Board considered how to maximise publicity for the Taskforce project.

Action Point: The Board suggested that LMC consider arranging an event on the morning of the DARD breakfast to explain the Taskforce project. DARD should be consulted regarding the content of the Minister's speech at the DARD breakfast so that LMC can have maximum opportunity for any complementary action.

Action Point: The Board agreed that LMC should seek to hold a series of events during the course of Balmoral for both the political and media interests to inform as wide an audience as possible on the Taskforce project.

2007/04/6 LMC Open Day

The Head of Marketing advised the Board that McKinsey and Co had indicated that the timing for the production of its final report would be early September 2007.

Action Point: The Board agreed to hold separate events for the LMC Open Day and the launch of the Taskforce report. The Board agreed that the LMC Open Day will be held on 10 August 2007.

The Board discussed the extent of any involvement by other organisations in the LMC Open Day.

Action Point: The Board agreed that the Executive should consider using the Open Day as a venue for the final of a YFC competition. The Head of Marketing will approach the YFC to discuss this proposal.

Action Point: The Board agreed that involvement by other organisations should be limited to those who have a very direct relationship with LMC.

The Board was keen that the LMC Open Day would be an enhancement of the previous event and whatever was arranged should be done with professionalism.

2007/04/7 Taskforce Conference

Following the Head of Marketing's comments regarding the McKinsey & Co report the timing of the Taskforce conference was discussed.

Action Point: The Board agreed to the Head of Marketing's proposal of Friday 14 September 2007 which will tie in with the weekly Bulletin publication. The LMC will approach the RUAS to hire its conference centre as the venue.

Action Point: The Board requested that the Head of Marketing seek to arrange a series of stakeholder roadshows in October 2007 in co-operation with the UFU and NBA to disseminate the Taskforce report recommendation.

2007/04/8 RPA Agreement

Action Point: The Board approved the principle of a 'cost per man' day and the draft schedule of costs.

ITEMS FOR INFORMATION AND NOTING

2007/04/9 Business Plan Monitor

Noted.

Action Point: The Chief Executive will inform the Board when the next FQAS committee meeting will be held.

Action Point: The Board agreed that LMC should arrange quarterly briefings with marketing personnel of processors as this would be a useful forum to exchange knowledge and maintain industry contacts.

Action Point: The Board agreed to invite Mr J Speers (DARD) to a Board meeting at least once or twice a year. The Chief Executive will arrange.

2007/04/10 Reports

The following reports were noted:

Marketing

Classification Services

Agency Services

Technical

Cattle and Sheep Slaughterings

(i) Cattle and Sheep slaughterings - average cold weights

Action Point: The Board requested that future reports should show the spread of cold weights, highlighting how many carcasses fell outside the ideal weights.

(ii) Technical

The Chief Executive circulated the labour report (LMC / Promar study) which had just been completed.

Action Point: The Board will consider the report over the next month and have full discussion at the next Board meeting. The Technical Manager will provide a briefing document to members before the next meeting which will also outline the next steps.

2007/04/11 Date of Next Meeting

Confirmed that the next meeting of the Commission would be on Wednesday 23 May 2007 at 10am at Newforge Lane.

2007/04/12 Any Other Business

(i) *Veterinary Advisor*

The Chief Executive advised the Board that three applications had been received.

Action Point: The Board agreed that the interview panel will consist of: Chief Executive, Technical Manager, Mr R Watson – Board member.

(ii) *Publication of the LMC strategic plan*

The Chief Executive advised the Board that DARD had not yet approved the LMC strategic plan. The problem which DARD had was associated with resource accounting and the use of LMC reserves. A letter was expected from DARD indicating the detail of the problem.

Action Point: The Board requested that the Chief Executive keep the members informed if a letter is received and the issues raised. The Board expressed concern lest LMC would be deemed to be acting improperly in using resources in contravention of government requirements.

(iii) *Beef Industry*

The Board is aware of concern in the beef industry in regards to the low prices being paid to winter finishers. Producers want to know why this is happening as decisions will need to be made soon for next winter.

Action Point: The Board agreed that the issue will be an agenda item at the next Tri-partite meeting between LMC, UFU and NIMEA. The Board recommended that the outcome to this discussion be reported through a joint statement from the participants.

Mr D Gray joined the meeting at 1.25pm

(iv) *Chairman of Audit Committee*

The Chairman welcomed Mr Gray to the meeting and introduced him to Board members. The Board congratulated him on his appointment as an independent Chairman of the Audit Committee and looked forward to his contribution to the development of audit committee process.

Action Point: The Board agreed to Mr Gray's proposal that an alternate Audit Committee Member be appointed to the Audit Committee. This will be arranged at the next Board meeting.

Mr Gray left the meeting at 1.45pm

The meeting ended at 1.50pm.