

MINUTES

MINUTES OF A MEETING OF THE COMMISSION HELD ON WEDNESDAY 19 MARCH 2008 AT 10AM AT LISSUE HOUSE.

Present

Mr O Brennan (Chairperson)
Mr J McGaughey
Mr J Noble
Mr C Tweedie

In attendance

Mr D Rutledge
Miss S Blain
Dr M Tempest
Mrs Naomi Waite

2008/03/1 Apologies

Apologies for non-attendance had been received from Mr G McCollum, Mr N McLaughlin and Mr R Watson

2008/03/2 Minutes

The Board requested the following amendment.

2008/02/04 – ii Board members acknowledged the complicated nature of this NI agri-food industry initiative and expressed concerns regarding the commercial impact with consumers without a wide industry involvement and commitment.

Subject to this amendment, the minutes of the meeting held on 20 February 2008 were approved by the Commission and signed by the Chairman.

Proposed: Mr J Noble
Seconded: Mr J McGaughey

2008/03/3 Matters Arising

i. Red Meat Seminar

Commercially Sensitive - WITHELD

ii. Bluetongue

The Board discussed current developments regarding imported animals and bluetongue.

Action Point: The Chief Executive and Mr C Tweedie will arrange to meet with processors to discuss the problems regarding imported animals and any possible solutions.

Action Point: The Chief Executive will advise the Board on LMC's response and/or position following discussion with the processors.

iii. Blade Farming

The Technical Director circulated a paper to the Board reporting on the recent visit to Blade Farms in England.

CORE ITEMS FOR INFORMATION AND NOTING

2008/03/4 Marketing Report

The marketing report was noted.

2008/03/5 Technical Report

The Technical report was noted.

i. Eating Quality Project

Commercially Sensitive - WITHELD

ITEMS FOR ACTION AND APPROVAL

2008/03/6 Task Force Update

Commercially Sensitive - WITHELD

2008/03/7 Audit Committee

Mr J Noble was proposed as the new member of the audit committee. He expressed his willingness to accept.

Proposed: Mr C Tweedie
Seconded: Mr J McGaughey

Action Point: The Chief Executive will appraise the rest of the audit committee of the new member.

2008/03/8 Food Service Labelling

Action Point: The Board agreed that LMC should continue to support a legislative requirement for beef labelling and re-inforce the implementation through a form of policing.

2008/03/9 Greenfields

Mr C Tweedie declared a potential conflict of interest and left the meeting.

The marketing director circulated a handout and reported on recent meetings held with Greenfields working group, LMC, Bord Bia and Levercliff marketing consultancy.

Action Point: The Board agreed to proceed with Greenfields concept development work subject to commitments being received from Albert Heijn and Greenfields suppliers.

Action Point: The Board asked the Chief Executive to seek a legal opinion from DARD on ROI's PGI application and its implications for Northern Ireland.

Action Point: The Board also requested that LMC speak to ROI authorities regarding the PGI application.

Mr C Tweedie rejoined the meeting.

2008/03/10 Bulletin

The Marketing Director reported the comments of the main stakeholder organisations regarding the production and distribution of the LMC bulletin. Responses were mixed although there was a tendency towards publication in the farming press.

Action Point: The Board requested the Marketing Director to proceed with a tender process to publish the bulletin in farming press to establish potential cost / savings.

Action Point: The Marketing Director will circulate a copy of the letter sent to stakeholder organisations to Board members.

OTHER BUSINESS

2008/03/11 Date of Next Meeting

Confirmed that the date of the next meeting of the Commission would be on 16 April 2008 at 10am.

2008/03/12 Any Other Business

i. Competition Commission

Action Point: The Chief Executive circulated a draft letter to the Competition Commission. The Board was asked to forward any comments as soon as possible.

ii. Staff Matters

Action Point: The Board approved the proposed increase in annual leave to LMC employees with service of 12 years or more.

iii. Correspondence

The Chief Executive circulated a copy of a letter received by LMC from Mr M Kelly and a draft response.

Action Point: The Board approved the draft response subject to an amendment regarding provision of evidence.