

**MINUTES OF A MEETING OF THE COMMISSION HELD ON WEDNESDAY 23RD
MAY 2007 AT 10.00AM AT NEWFORGE LANE**

Present

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

In attendance

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

2007/05/1 Apologies

Apologies for non-attendance had been received from Mrs P. Kane and Mr G McCollum.

2007/05/2 Minutes

The minutes of the meeting held on 18th April 2007, taken as read, were approved by the Commission and signed by the Chairman.

Proposed: Mr N McLaughlin

Seconded: Mr J McGaughey

2007/05/3 Matters Arising

(i) *Agricultural Committee*

The Chief Executive reported that he has written to the Chairman of the Committee and requested a meeting with Committee to discuss the Task Force Work.

ITEMS FOR ACTION AND APPROVAL

2007/05/04 Red Tractor/AFS

The Chief Executive advised the Board that representatives of AFS would be joining the meeting at 12 noon.

The Board reviewed the Millward Brown FQA Research and retail price research which focused on Red Tractor FQA.

The board considered the areas which it wanted clarified by the AFS representatives, to aid its decision regarding LMC providing funding to AFS.

2007/05/5 Task Force Update

The Task Force questionnaire had been circulated with the latest Bulletin publication.

Action Point: The Board agreed that the next Bulletin should seek to have a joint statement from NFU, NBA and LMC clarifying the need for the

questionnaire and to encourage a good response. The Marketing Director will action this request.

The next Task Force meeting will be held on 29th May 2007 at Lissie House.

Action Point: The Board members were encouraged to use their influence to ensure a full attendance at the meeting.

2007/05/6 Classification Charges

A proposal to increase classification charges by 10% had been tabled.

Action Point: The Board approved the increase.

2007/05/7 Meeting with AFS Representatives

Mr D Clarke (AFS), Mr R Cracknell (AFS) and Mr E Mason (LMC) joined the meeting at 12 noon.

The Chairman welcomed the AFS representatives to the meeting and invited them to make their presentation.

Mr D Clarke, Chief Executive of AFS, give a brief history of AFS, where it is today and its plans for the future. He also give an indicative amount of £25,000 as being LMC's annual contribution to AFS overheads.

Action Point: Mr Clarke agreed to e-mail a copy of this presentation to LMC for distribution to all board members.

Mr R Cracknell, a non-Executive Director of AFS, addressed the meeting from his perspective as a processor sitting on the Board of AFS. He felt that AFS was a young body which had NFU and Farming Union support from all regions of the UK. The Red Tractor logo was a unifying mark, in the midst of a plethora of logos, which had tremendous retailer support. He commended the support of AFS work to the Board.

The Chairman thanked Mr Clarke and Mr Cracknell for their presentations and opened the floor for questions.

Board members raised a number of issues with the AFS representatives covering AFS Strategy, AFS Funding, Standards Policy, AFS Membership and value of the brand name.

Action Point: The board agreed to consider this matter further at the next meeting.

2007/05/8 AFBI Presentation

Dr G McIlroy, Dr L Farmer and Dr D Anderson from AFBI joined the meeting at 1:15pm.

Dr McIlroy welcomed LMC to AFBI's headquarters and give a brief presentation on the facilities and research studies available from AFBI. He extended an invitation to LMC to visit any of AFBI's research stations in NI.

Mr Clarke and Mr Cracknell left the meeting.

Dr L Farmer and Dr D Anderson give the Board a brief tour of the sensory testing unit in AFBI before returning to the Board room for a light lunch.

The meeting ended at 2:30pm.