**Board Meeting Minutes**
**Wednesday 6th November – 1.30p.m. – 3.30p.m.**
**FDF, 6th Floor, 10 Bloomsbury Way, London, WC1A 2SL – Room Machin**

**Present at meeting:**

| | |
|---|---|
| Tracy Brown | BCA Secretariat |
| Andy Kerr | OCR Commodities (Vice Chair) |
| Angus Kerr | Coffee ag Ltd (A&CC Chair) |
| Esme Knight | Costa (Comms Joint Chair) |
| Austin Sugarman | FFI |
| Rhodri Evans | Finlays |
| Martin Andreasen | JDE |
| David Rogers | Lavazza |
| Krisztina Szalai | Taylors of Harrogate (Sustainability Joint Chair) via Conf Call |

**SHED:** Sebastian Stokes

**1. Apologies for Absence**

| | |
|---|---|
| Tom Blackwall | Finlays (BCA Chair) |
| Nick Boxall | Complete Coffee (Technical Chair) |
| Ian Breminer | Complete Coffee Ltd |
| Kristine Breminer Isgren | Complete Coffee Ltd |
| Ian Bryson | Finlays |
| Chris Coates | Taylors of Harrogate |

**2. Competition Law Compliance**

It was proposed that the meeting would run under the revised FDF competition law compliance rules previously distributed, copies of the rule were available in the room.

**3. Minutes of the Last Board Meeting – 10th September 2019 Ltd**

No comments received – minutes approved. Proposed by AK, Seconded by DR.

**4. Matters Arising from Previous Meeting Minutes**

AS asked about event prior to the dinner was that for this year or 2020, TB and AndK noted for 2020.

**5. Communications Agency Update (Presentation Attached Separately)**

- **2019 Programme Update**

SS noted that the environment bill will likely be introduced in the next Parliamentary session, following the general election.

SS made reference to the recent BCA Activity including Brexit, Resources & Waste Strategy and Prospective Cup Charges.

SS noted recent coverage received, The Grocer, Daily Mail, The Times, BBC News etc. This also included articles regarding coffee prices.

SS stated that even though we don't have an official spokesperson for the BCA with the retirement of Chris Stemman, we have still been able to achieve coverage.

Total coverage to date 62 pieces to date across nationals and industry trade, so we are tracking well.

Wider activities have included partnerships with:-

- RVM Exhibition Conference 11-12 September 2019
- Coffee Shop Innovation Expo 19-20 November 2019

Once a new ED is in place, we will look to run the Bean to Bin Sustainability Event, at The Royal Institution, with leading Sustainability speakers.

KS asked if the Bean to Bin Sustainability Event will just be on the Circular Economy, perhaps this could be taken off line with the Sustainability Chairs to discuss what we do want to cover or focus on. SS added that when we have a date for the new Executive Director to start, we can look to set a date.

- **Overview of Communications Activity Planned for 2020**

SS noted that with Brexit possibly becoming a reality, a new Executive Director in place, this is where the BCA must then rally its members to work better together to overcome our common challenges and grow together.

2020 Programme will consist of:-

- A Core Programme (Press Office, Social Media, Media Training etc.)
- Plus, an Extended Programme (CEBR 2020 report)

SS discussed the 2020 Communications Programme timeline.

SS also noted that at the next Communications Committee Meeting (3rd December) we will be revisiting the issues heatmap for 2020.

**6. BCA Executive Director**

- **Recruitment Update (Report sent in from BCA Chair Tom Blackwall)**

The executive Director recruitment process continues to go according to plan with a view that we will be offering the successful candidate the position before the year is out.

The process so far has followed the steps below:-

1. OCR Commodities were engaged by the BCA to search for the next Executive Director.
2. OCR then carried out a search to create a Heatmap of candidates which was worked on for 2 weeks. The outcome of this process was a list and profiles of 20 potential candidates with a broad spectrum of experience and from a variety of industry backgrounds.
3. A conference call was then held between the Chair, Secretary and OCR. This was to discuss the heatmap, answer any questions and to get further clarity. OCR were also charged with coming back with more candidates within particular fields of experience. Following this process, a number of those identified in the heatmap were eliminated because the candidate profile was deemed to be not what we were looking for.
4. OCR were given 2 weeks to contact the potential candidates to seek discuss the job role and to seek further clarity from those who were identified as "of interest". Once again 9 candidates were highlighted in green as people who presently might fit the role of Executive Director. Candidates in yellow are not completely discounted, and being kept warm in case of inclusion at a later stage. The shortlist has been created from this.
5. We have a separate list of candidates who have been discounted, are not interested or have not responded.
6. The Shortlist and each individual's resume were then reviewed by the Chair, the Secretary, Austin and Krisztina and via conference call. Following this review, it was decided to move five candidates to first round interviews. These will take place via Skype during the weeks of the 11th & 18th November.
7. Following first round interviews an anonymous profile of each candidate will be distributed around board members to solicit feedback during the week of the 18th November.
8. It is expected that face to face interviews and candidate presentations will then take place in early December. On the interview panel will be the Chair, the Secretary, Austin and Krisztina.

KS asked those present if there were any specific questions that they may wish to ask during the interview process? AndK noted that perhaps when we send out the anonymous profiles before the next stage of interviews then Members may have some questions that they may wish to be asked. If there are any specific questions, please feel free to email the Secretariat. AndK noted that if anyone has any specific concerns in regard to the recruitment, that they may want to raise, please also feel free to raise directly with him.

**Action: ALL**

**7. BCA Management Accounts to 30/09/19**

The Management Accounts were reviewed, no concerns raised.

**8. 2020 Activity Plan (Report sent in from BCA Chair Tom Blackwall)**

There are a number of priorities that the association should focus on over 2020. The priorities below have been developed after speaking to members to ascertain what they require from the BCA and what would give them the most value. The priorities below will dictate how we apportion the budget available to us so we need to ensure there is alignment across the board. All of the below are assuming that we will have a new ED in place by the end of Q1

**Priorities:-**

1. Review the scope, strategy and mission statement of the BCA
    - To ensure we do not stretch ourselves too thin and when we tackle an issue, we do it well.
    - To set us on the right course for the next ten years, enabling us to promote, defend and ensure the sustainability of our industry.
    - By involving the new ED this will create value, ownership and by in.
2. Build up a technical Resource Library
    - Create a system of call logging and an FAQ database to reduce duplication of work.
    - Build our horizon scanning capabilities for our membership.
3. Waste Resource Consultations
    - Ensure aligned, with other key stakeholders (such as the AVA), input into waste the government's waste consultations.
    - Create an effective lobbying strategy if required.
    - Defend the coffee industry and promote key facts to the media in relation the waste and recycling.
4. Member Recruitment and Retention
    - Create a schedule of current member visits for ED in order to understand member requirements.
    - Create a key targets list to ensure true representation of the entire industry.
5. Training & Education
    - Devise and deliver and value for money education programme including webinars, education material and industry discussions.
    - Create an open environment and easy access to education through collaboration.
    - Ensure needs of members are met.
6. Networking Events
    - Expand the coffee dinner to include some industry participation during the day. Include key note speakers and a forum for the future.
    - Increase participation in expos and coffee focussed events.
    - Create opportunities for next gen networking.

All present thought that the recruitment and retention aspect were key, and therefore extremely important that we have a new ED in place asap.

**9. BCA 2020 Working Budget**

The October draft working budget for 2020 was reviewed, MA, AS and DR felt that it needed refining before approval could be given, e.g. that a larger new membership fee target was required, and that additional income should be generated from the educational and industry events.

A limited budget for SHED to engage with the ECF Communications Committee was discussed, it was felt that engagement with the ECF was definitely worthwhile as long as it does not have too significant budgetary impact. Also discussed were the provisional budgets for Public Affairs activities with Matthew Orman of Harcourt, these were around Brexit and the Waste & Resources Consultation Phase 2, these would be on an as required basis for the set pieces of work in these 2 areas.

The Chair, Vice Chair and TB were asked to review the budget and resend out with these minutes for approval.

**Action: BCA Chair, Vice Chair & TB**
**Action: <u>ALL FOR APPROVAL BY EMAIL</u>**

**10. Technical & Regulatory Committee (Update from Rhodri Evans)**

- **Priorities & Horizon Scanning 2020**

It was noted that the T&R Committee have now re-developed the Technical & Regulatory Priorities & Risk Register. This now has a traffic light system of priorities with next steps and actions required. This will be continually updated as we become aware of issues.

RE noted we now have an alignment with the ECF in regard to timings of T&R meetings. RE added that he would be happy to continue to represent the BCA these future meetings should his time permit.

RE stated that following the T&R meeting this morning the key areas were reviewed:-

- **Origin Labelling**

There is a European Commission Guidance document and Q+A being developed, which should help to get a consistent approach to origin labelling, this will hopefully alleviate some of the current confusion.

- **Contaminants**
  - **Furan and its Derivatives**

Data collection by the ECF has been ongoing, and will help to modulate the discussions that are continuing. It is anticipated the European Commission will seek to implement Benchmark Levels for furan and its derivatives, as has been done for acrylamide

  - **Acrylamide**

The FSA survey came out in October, conclusions "**The acrylamide and furans results obtained in this sampling year do not increase their concern about the risk to human health.**"

For the 2021 report samples will be taken during 2020.

AA in coffee is now off the Prop 65 legislation in the US. The ECF are looking at utilising materials produced by the NCA during this process to have this removed from the European monitoring requirements.

  - **Methyl Acetate**

Seems to have been found in the roasting process, not just from the decaf process. Further work is ongoing to identify the source but it would appear it could be another process contaminant

- **Pesticides**
  - **Glyphosate**

The draft rapporteur Member State opinion has been published by Germany, with recommendations of maximum levels in coffee to go to 0.05 from 0.10, not an issue for most countries, but there are some third countries where the MRL is significantly higher. This is not going to go away.

- **Diacetyl**

The HSE potentially coming forward with a safety notice, which currently seems to have stalled, the BCA are in the process of finalising its Position Statement and Q&A on this, which will be circulated for T&R for their comments, required by 15/11/19.

**Action: TB / T&R**

**11. Sustainability Committee (Report from Co-Chairs Victoria Moorhouse & Krisztina Szalai)**

- **Priorities & Horizon Scanning 2020**

KS noted that in the summer a survey was run within the BCA Sustainability Committee, on what they felt BCA should be focussing on. We went through the 3-pillars on what the BCA should perhaps have a view on or a position on, including

**Resilience at origin**

- Climate smart farming
- Attracting youth/ next generation in coffee
- Plant science and crop resilience
- Green coffee futures market / price transparency– BCA point of view

**Responsible sourcing**

- Modern slavery and human rights – (to be covered at the next meeting in December)
- Role of certifications and beyond certifications
- Living wage/ living income

**Circular economy**

- Influencing policy (govt Waste and Resources Strategy) – BCA point of view
- Reuse and recycling
- Waste management – zero to landfill

**12. Trade & Logistics Committee (Report sent in from Chair Mike Watson)**

- **Priorities 2020**

The focus areas for the future are:-

- Monitoring the shipping industry- and feeding into the ECF issues that we face given increasing consolidation
- A focus on standards of recycling etc in warehousing- we have heard about cups and the shipping industry is moving towards greener fuel etc - what has been forgotten is what warehouses can do - and this was brought up at a recent meeting
- We need to try and recruit a new insurance member, as their feedback into the Committee is very important.
- Monitoring Brexit and passing to members as much info as possible (that's if it still happens!!)
- The Trade and Logistics Committee is an informal forum for members in whatever sector to turn up to in order to bring their grievances and concerns, and to work with the BCA to try and resolve. Also, for members to send representatives who are perhaps are starting out in the industry, to listen and ask about these issues - which helps them in the long run without it being a training course.

**13. Arbitration & Contracts Committee (Report from Angus Kerr)**

AK noted that key to the success of what he feels is one of the best arbitration services will be:-

- Education – encourage younger member employees to engage in BCA activities – possibly through social events linked with a talk on contracts and dispute resolution.
- To arrange regular arbitrator workshops, possibly informal get togethers.
- Take an active part on ECF contracts committee to promote BCA arbitration service.
- Contact Guillaume Zbinden from Next Gen in regard to possible joint webinars.

- **Posting Request**

AK noted that we a situation where an Award given has not been honoured, and a Posting has been requested. We have given the defaulting party 21 days to comply to this Award, if they do not, we ask the Board for permission to Post as per the European Coffee Contract. All those present agreed to the Posting request.

**14. Member Retention & Recruitment**
AndK noted that the Chair has been very active in the process of recruitment of new members, this will also be a key element of the new Executive Director role.

A discussion was held in regard to a review of the current fee structure, again this would be headed up by the new Executive Director.

MA noted that he felt that perhaps a pay as you go structure would be the best way to go forward, you pay for what you are interested in, to make it relevant and worthwhile for members or potential members.

AS noted, that he had previously raised, for consideration, the BCA having a commission only Membership Sales / Marketing person to expand the membership base, which could in turn might take some of the burden from the larger members of the Association. AndK felt that this could be a very good solution for the BCA.

**15. Member Services**

- **Dinner Dance 2019**

TB noted that we are now in the final stages of preparation for the dinner. Guest names are being collated, final confirmation now received in regard to access timings and use of rigging, cabaret and band technical requirements being finalised. Only 2 member payments now outstanding, these have been chased. It is expected barring any unforeseen expenditure that we will see a surplus of around £16k.

- **Arbitration Seminar 2020**

AndK & AK noted that we are looking at running a seminar in conjunction with Next Gen and the SCA, a concise seminar by webinar, a higher-level overview (not too in-depth), but to also sell the benefits of the BCA Arbitration Service. This will be around March or April of 2020.

- **Dinner and Conference 2020**

Andk noted that the dinner in 2020 will be at The Landmark, and space has been secured at the venue during the day to run a conference prior to the dinner.

A discussion was held about how the BCA might possibly work with the SCTA moving forward in regard to future dinners. Further discussions required.

**16. Dates of the next 2020 Board meetings:**
**Tuesday 10th March 2020 – BCA Board Meetings – 11.00a.m. - 4.00p.m.** - FDF, 6th Floor, 10 Bloomsbury Way, London, WC1A 2SL – Room Machin

- Technical Meeting / AGM / Board Meeting

**Wednesday 4th November 2020 – BCA Board Meetings – 11.00a.m.-4.00p.m.** - FDF, 6th Floor, 10 Bloomsbury Way, London, WC1A 2SL – Room Cleminson

- Technical Meeting / Board Meeting