



The Board Meeting Minutes
Tuesday 12th March 2019
Room Machin - FDF, 6th Floor, 10 Bloomsbury Way, London, WC1A 2SL

Present at meeting:

Chris Stemman	BCA Executive Director
Tracy Brown	BCA Secretariat
Angus Kerr	Coffee AG Ltd (A&CC Chair)
Austin Sugarman	Fine Foods International (Manufacturing) Ltd
Lindsay Wright	JDE
David Rogers	Lavazza
Julie Gallacher	Nespresso
Howard Crosskey	Nestlé
Chris Coates	Taylors of Harrogate
Seb Stokes	SHED

1. Apologies for Absence

Nick Boxall	Complete Coffee Ltd (Technical Chair)
Ian Bryson	Finlay Beverages Ltd (Chair)
Kathryn Costello	Bewley's
Tom Blackwall	Finlay Beverages Ltd
Eli Kraus	Loudwater Trade & Finance Ltd

1. Competition Law Compliance

It was proposed that the meeting would run under the revised FDF competition law compliance rules previously distributed.

2. Minutes of Last Meeting

The minutes of the last Board meeting were accepted without comment.
 Proposed by AS – Seconded by LW.

3. Matters Arising from Previous Minutes

No matters arising.

4. Communications Agency Update – SHED Communications

• **2019 Communications Programme Update**

SS gave an update on plans for the year ahead.

BCA Sword vs Shield

BCA to encourage responsible consumption when it comes to enquiries around Public Health England's sugar reduction campaigns. Black coffee / espresso has no added sugar and has almost zero calories.

4 x consultations have been initiated – 3 with Defra across DRS, PRN and the postcode lotter of UK recycling, and 1 with the Treasury on plastics tax. The BCA has been coordinating with the FDF and Packaging Federation on two position statements.

BCA has ramped up media work around lobbying government to take No Deal off the Brexit table and to try and provide clarity. FDF letter to Michael Gove, the BCA was a co-signatory. CS went on BBC Radio 4 and coverage also seen within The Guardian.

Plummeting coffee prices have raised media attention. The BCA has had input and balanced articles around industry commitment to rural livelihoods and long-term farmer resilience.

Press Office

20 pieces of coverage for the BCA to date.

FDF Awards 2019

Submission went into the FDF in February for 'Bean to Bin and Beyond' in the Environmental Leadership category. Awards ceremony to be held on the 19th September.

BCA Comms Channels Review

• Website

The new BCA website has gone live.

Opportunities to drive traffic via

- Blogs
- Social Media
- And for Member Engagement

• Twitter

Increased the number of followers by over 50%.

A useful tool for engaging stakeholders, members and non-members.

• Email

An essential tool, but we have taken away an action to make the emails 'pop' more and make subject titles a bit more consistent.

• LinkedIn

Currently no BCA presence so there is an opportunity to do that this year in 2019.

But we will be reliant on Members and Committee Chairs to promote and engage with this channel.

LW noted that within the AGM it was discussed that Committee Chairs need to have a job description and that we could incorporate engagement through LinkedIn as part of this.

Action: BCA

BCA Industry Event

SS explained that into the budget this year we have managed to fit in an industry debate event.

To provide a thought leadership opportunity for the BCA to drive new membership and engage with its current membership.

Following the last Sustainability Meeting, we will look to revitalise Bean to Bin and Beyond – The Key Challenges Facing UK Coffee.

- A review of the circular coffee economy.
- The future of recycling in the UK
- Overcoming the coffee price 'crisis'
- Brexit

The event will likely take place in early July. We are looking at holding the event at The Royal Institution. SHED to lead on the event itself, Member Services have agreed to provide budget for a drinks reception following the event, and well as each providing their Top 10 targets of potential members.

Coming Up Next Quarter

- **March**

Educational Seminar

Trade Media outreach, and we will be tweeting out during the event.

Brexit

Position statement, and reactive quotes, interview ready preparation.

London Coffee Festival

Social content creation and possible new member meetings to be arranged.

- **April**

UK Coffee Week

Media alert based on the CEBR economic data.

Opportunity for the BCA to reconvene the Brexit Working Group.

- **May**

Coffee Leader Summit

CS attendance at the event.

Industry Debate

Preparations and logistics underway.

DR noted that in regard to coffee pricing, being referred to it being a 'coffee crisis'. SS noted that this was not the BCA's vernacular but was currently being referred to this by the ICO and SCA, the title will be amended.

AS noted, that in the AGM we talked about Membership Retention and Recruitment, and where this could fit it. SS thought that this definitely sits within Member Services and the lead needs to come from there, the Communications programme can assist with the recruitment, but felt that it could not be driven by the PR agency.

AS added that perhaps for a different discussion but we may need to look at remunerating someone to work on this. LW asked do we need an injection from someone outside the Association to drive this forward, as we all know Members are busy with their day jobs. AK noted that perhaps we could offer someone 20% of the recruited companies first year membership fee to whoever someone might bring in. JG noted that perhaps we have an existing Member's referral scheme. AK agreed that with some sort of incentive we could make this work. LW noted that perhaps we need to get an independent person in even for just 6 months to get this off the ground.

SS also raised the question about the BCA having no Public Affairs presence, and this seemingly being relevant to the Members. LW noted that this was a fair point, and Member's want to see the BCA lobbying as an Association, but how would we engage with them. LW asked is SHED any people within their remit to work on PA. SS noted that they do work with people including Matthew Orman. LW asked that perhaps we need to approach Matthew to get his feel on things and how he could work with us as we don't have the expertise within the Association.

Action: SHED

SS noted that Committees that seem of relevance to the Membership are:-

- Sustainability
- Trade & Logistics (Brexit)

CC noted on the above topics how does the BCA work with / interact with the likes of the Packaging Federation and the FDF.

SS and CS noted that there are currently frequent questions from Member's in regard to Brexit, and the BCA tries to assist wherever possible, even if it is to direct to certain sections of the website, or try and find the right contact within Defra or HMRC. Until we have something concrete, we are limited to the advice that we can give.

5. Member Services

• Dinner Dance 2018 Accounts

TB noted that for 2018 we saw a surplus of £20,568.61. DR noted TB did extremely well to achieve this surplus, which lends us in good stead for the event in 2019.

CS noted that AK has previously raised about the Dinner Dance being a separate entity or Ltd Company.

• Educational Seminar 2019

TB confirmed that we have 25 attendees so far, and are at now breakeven for this event. We have a great programme in place for 2019.

• Golf Day 2019

TB confirmed that as yet we have not been able to find a venue for either the 28th June or our preferred date the 5th July, all the golf courses so far targeted by AR and TB have been full.

AS will send some further suggestions through to the Secretariat.

Action: AS

• Dinner Dance 2019

TB noted that we have confirmed Friday 29th November 2019 for the Dinner, again to be held at The Dorchester.

TB confirmed that at present we only have around 6-7 tables available.

TB will now start to work on sponsors for the event, currently we have 2 companies who have very kindly confirmed they will sponsor again in 2019.

• Networking/Industry Event 2019

As noted above in the presentation given by SS of SHED.

6. Technical & Regulatory Committee (see TRC Minutes / Priority Issues for full update)

• Technical & Regulatory Priorities

CS noted we had a meeting this morning including a presentation from Oritain, once we have a copy of the presentation we will circulate. They use forensics to determine fraud in food, textiles and pharma.

Action: BCA

7. Sustainability Committee

CS noted that the Sustainability meeting last week, where we hear from José Sette from the ICO in regard to the issues around Coffee Pricing. We also reviewed the priorities heat map for 2019. This was to try and help focus where the Association can add value.

8. Trade and Logistics Committee

CS noted that we had a written report from Mike Watson last week.

What has become increasingly apparent with the increased consolidation in the shipping lines is that they have become increasingly beurocratic and inflexible. This is borne out by the comments made at recent T+L meetings with Members mentioning increasing frustration with the fact that these larger ships arrive and there are not enough trucks to get the containers off the pier and shipping companies are reluctant to grant extra free time - they have the consignees over a barrel.

CS added that we have an issue in the UK with HGV drivers and a shortage of them, as those from abroad are choosing not to come and work in the UK now.

9. Brexit Working Group

Report by Chris Stemman

CS noted that he is still sending out Government Guidance to the Trade & Logistics distribution, as well as answering individual questions from the membership. The level of no-deal Brexit planning seemingly taking place means the government are focussed on a no-deal!

10. Arbitration & Contracts Committee

AK confirmed that at last we had an Arbitration registered. In regard to Arbitration it is not surprising that things are quiet, as coffee prices continue to be down. AK noted that it could take something small like an adjustment in the Brazilian currency that could see the market go up.

AK added that we will be looking to run an Arbitration Workshop, suggestions have been to hold again the day before the Dinner Dance.

Action: TB/AK

TB asked for Ratification of the A&CC Committee – Mark Ayling from Complete has confirmed that he will be re-joining the A&CC. All Present Agreed.

TB asked for Ratification of the current Panel of Arbitrators. – All Present Agreed.

11. Dates of the next 2019 Board meetings:

- **Added Meeting - Tuesday 4th June 2019 – Combined Executive Committee and Board Meeting – 11.30a.m.-1.30p.m.** – FDF, 6th Floor, 10 Bloomsbury Way, London, WC1A 2SL – Room Machin
- **Wednesday 6th November 2019 – BCA Board Meetings – 11.00a.m.-3.00p.m.** - FDF, 6th Floor, 10 Bloomsbury Way, London, WC1A 2SL – Room Machin