THE BRITISH COFFEE ASSOCIATION

The Board Meeting Minutes
Wednesday 31st October 2018
Via Conference Call

Present at meeting:

Chris Stemman	BCA Executive Director
Tracy Brown	BCA Secretariat
Austin Sugarman	Fine Foods International (Manufacturing) Ltd
Lindsay Wright	JDE
Chris Coates	Taylors of Harrogate
Seb Stokes	SHED Communications
Alice Cannell	SHED Communications

1. Apologies for Absence

Ian Bryson	Finlay Beverages Ltd (BCA Chair)
Angus Kerr	Coffee ag Limited (A&CC Chair)
Kristine Breminer Isgren	Complete Coffee Ltd

2. Competition Law Compliance

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

3. Minutes of Last Meeting

The minutes of the last Board meeting were accepted without comment.

Proposed by AS – Seconded by CC.

4. Matters Arising from Previous Minutes

No matters arising.

LW asked what are the Objectives of the BCA for 2019, point added to the end of the meeting, Point 13.

5. Communications Agency Update – SHED Communications

- **2018 Communications Programme Update**

SS noted that SHED and the BCA had undertaken scenario planning with Members in regard to the possible 'Latte Levy' being imposed in the recent budget, held on 29th October 2018.

SS noted that we will however take the 'Single Use Plastics' issue back to the Sustainability Committee, the next meeting is scheduled for 5th December 2018, to discuss the impact further with Members.

<u>Bean to Bin and Beyond</u>

SS noted that there has been good Member engagement with this document. Some great coverage achieved from its announcement, it has positioned the BCA as a strong thought leader in this space, and builds further upon the 2017 Sustainability Mission. As a next step the BCA needs to utilise this document internally to start opening doors with perspective members, secure new member meetings and use this as an attractive reason to join the BCA.

Sustainability Committee
SS noted that this committee is the blue print for how we can shape other committees within the Association.

Many key speakers have been invited to attend and present at these meetings and have been very well received. Again, this idea should be rolled-out across wider committees.

SS noted that the BCA were shortlisted for an FDF award for its 2017 Sustainability Mission and that Bean to Bin will be entered next year.

Pods Survey
The survey was conducted in June amongst key members. One of the key findings was for the BCA to drive and facilitate internal collaborations between members to solve the bigger problems. One member has already expressed interest in presenting a potential collaboration.

SS noted that we hope to bring WRAP into the next Sustainability Meeting.

Coffee and the UK Economy
AC noted that the analysis conducted with CEBR provided thought leadership and press office opportunities. This will continue to be used throughout the remainder of 2018 and into 2019.

Press Office 2018
AC noted that having our own content to drive coverage really has worked well with the output seen across the media and in being able to be more proactive and on the front-foot to shape the media debate more.

AC noted that hopefully members have seen that we have shifted from very much a reactive press office to a proactive one.

BCA Website Overhaul
AC noted that we have been working with a website design agency. The website design has now been completed. The build will take place in November with hopefully launch by mid-December.

AC referred to some screen shots of areas within the website, which will also include a new blog section.

SS noted that the health content on the new website will be very much reduced, referring visitors to the Coffee & Health website instead.

- **2019 Programme Overview**

SS noted that having listened to Members feedback, and as we are reverting back to a core budget for 2019, we will look to focus on running a couple industry debate events for both current and prospective members. Such as debate would tap into experts across the industry such as DEFRA, ICO, CEBR etc to enable an educational session hosted by the BCA. Importantly this would be used to demonstrate relevance to current members, while being attractive to prospective new members.

SS added that we will continue to maintain a and focus on leading national and trade publications.

SS noted that to assist Members with their valuable time, perhaps we could look at using more interactive interfaces such as Slack to possible help reduce the number of face-to-face meetings.

LW noted that that had been such a marked improvement with coverage and quality of coverage achieved, well done to SHED for the all their hard work.

LW asked without extra budget in 2019, how long is the shelf life for the reports that have been already been done. SS noted that following conversations with CEBR the feel a year from now to review and repeat a new piece of work for 2020, AC it would be interesting to have both a pre and post Brexit report.

6. Update on 2018 & 2019 Fees

- **Management Accounts to 30/09/18**

CS noted that the surplus seems large at this time, as the fees relating to the dinner dance had not yet been realised in the accounts to 30/09/18.

- **BCA 2019 Draft Budget**

CS asked those on the call if there ware any questions in regard to the budget, and noted that for 2019 we have reverted back to a core budget for the Promotional Programme.

CS noted that we are working with members to ascertain exact figures for total membership fees for 2019

Currently we are looking at, and will be aiming for a breakeven scenario for 2019.

CS added that TB has been very successful in recruiting smaller members to the Association, we continue to work hard to recruit those medium to larger members.

- **Estate of Dr Euan Paul**

CS noted that the Estate of Dr Euan Paul continues to be very complex but we have been informed his Estate is effectively insolvent. It was decided that the BCA should not spend more money to engage a Barrister, but for the Solicitor to keep reminding the Executors of the Estate that we have a claim and have not gone away.

CS added that as per previous comments from Board meetings, it was agreed that the Euan Paul Individual Golf Trophy should now be renamed.

7. Member Services

- **Golf Day 2018 Accounts**

TB confirmed that due to few less players this year, and because of this having to pay additional green fees to be able to have a 2-tee start, we saw a slightly smaller surplus this year.

- **Networking Swingers Golf Event 2018 Accounts**

TB noted that this was a 'toe in the water' at an additional networking/social event outside the Golf and Dinner. We made our numbers, those who attended seemed to thoroughly enjoy the evening, and as hoped was at breakeven.

- **Dinner Dance 2018**

TB noted that as previously confirmed the Dinner Dance is totally sold out. Things are now in the final stages of organisation, with TB to chase table hosts for the guest names. Fingers crossed we have another great evening.

- **Educational Seminar 2019**

TB noted that we have nearly completed the speaker line up for the event from 26th-28th March 2019. Unfortunately, we did initially lose a couple of speakers at the ICO meeting in Kenya next year has now been moved and will coincide with out dates.

CS added that we are at about half way with bookings, and encouraged members to send their personnel to what is an interesting course into coffee "From Tree To Cup".

- **Golf Day 2019**

TB noted that Members Services at currently investigating a new venue for 2019, taking on board comments about moving the event around the M25.

The date that we are aiming for is Friday 5th July 2019.

- **Dinner Dance 2019**

TB noted that we have confirmed Friday 29th November 2019 for the Dinner, again to be held at The Dorchester. To be noted other venues have been looked into but the option most would prefer other than The Dorchester - The Great Room at The Grosvenor – the minimum numbers are just too high.

- **Networking/Social Event 2019**

TB noted that Members Services are looking at other networking/social activities in 2019.

TB and CS asked those present and the whole membership, if they have any suggestions for further events in 2019, please do let the Secretariat know who will in turn feed this through to the Member Services Committee.

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

- **Technical & Regulatory Priorities**

CS noted that a T&R conference call was held early today, with Acrylamide, Furan and Diacetyl at the top of the agenda.

CS noted that we will be reissuing the priority issues document that will give members a full update.

9. Sustainability Committee

- **Bean To Bin and Beyond White Paper**

CS noted that the launch of the white paper, and was widely well received.

CS added that we will look to work with WRAP in regard to the plastics pact, this has yet to be debated and decided on by the Sustainability Committee.

CS noted that he feels the Sustainability agenda will only grow with the current European focus on plastic packaging.

10. Trade and Logistics Committee

CS noted that following the recent T&L Meeting, and reviewing the state of play one of the main issues was the issue with shipping and haulage, and the now lengthy delays with shipping and containers sitting in ports. Also raised was the issue in regard to increased pest infestation.

There was also serious concern around what may happen with customs procedures following next March. Without a deal between the EU and UK will be treated at a third country, and this will be a nightmare scenario. The FDF have been successfully publicising this topic in the media.

11. Brexit Working Group

<u>Report by Chris Stemman</u>

CS noted that the Government are very much split in their opinions. DexEu are confident the Chequers White Paper will form the basis of the UK withdrawal deal however the other Government departments are more focussed on a No Deal Brexit. It appears that most companies are looking at and planning for the worst-case scenario of No Deal.

The EU Council Meeting in December it is extremely important to move things forward and realise an exit agreement for next March.

CS noted that he has been answering queries on a one to one basis with Members in regard to concerns that they may have.

CC asked if there is a specific BCA Brexit Working Group, CS noted at this time he reports into the Trade & Logistics Committee and takes and questions and queries from there.

CC noted that he continues to work and attends meetings with a number of governmental departments.

12. Arbitration & Contracts Committee
CS noted that that A&CC is extremely quiet, and with the low price of coffee has meant no Arbitrations registered this year. London Arbitration is not the only centre that is quiet at this time.

Post Meeting – Ratification of additional A&CC Member – Ricardo Santos or Riccoffee UK Ltd is sought. If any objections could Members please contact the Secretariat, if none received appointment will be ratified.

Action: ALL

13. Objectives of the BCA for 2019.
CS noted that in regard to 2019, following the presentation from SHED you can see the outline for the 2019 programme. CS noted that he has yet to meet with Chair, Ian Bryson to confirm his thoughts and direction.

LW noted that perhaps we ought to gauge opinion and thought before meeting with IB. CS write to the Members that do engage, and want to have a voice as to what they want the BCA to work on/action for 2019, this may will then generate more Member involvement and attendance at meetings.

AS noted perhaps the current structure of the Committees needs to be more aligned with Members issues.

LW added that perhaps a couple of areas we need to focus on are to assist Member Services and their wider remit, also to give further assistance to SHED in regard to Communications. We definitely need to have a more diverse range of Members involved in BCA committees. If the BCA are talking about an issue that is key to a Member, people will join in. CC agreed that this is definitely the case.

In a separate discussion CS noted that we have had some advice in regard to making the BCA an incorporated Association. He will follow this up with the Executive Committee, as this would involve additional costs.

14. Dates of the next 2019 meetings:
- **Dates for 2019 To Be Confirmed**

CS noted that physical meetings seem to be an issue for people, in planning dates for 2019 do Members wish to see physical meetings continue. Those on the call feel that physical meetings were preferable.

Physical Board Meetings have now been confirmed for:-
- Dates for 2019
    - **12th March 2019 - FDF**
    - **6th November 2019 - FDF**