

SBA Board meeting held on Thursday 3 October 2013

Present: Mr S Henderson (SH), Chairman ,Mr D Barron(DB), Mr J Bell (JB), Mrs J Hutchison (JH)), Mr P Lambert(PL), Mr D Mitchell(DM), Mr N McCorkindale (NM), Mr J Stewart (JS),Mr A Wright(AW).

In Attendance: Mr A McGowan (QMS), Mr D Todd (DT).

Apologies were received from Mr G McFadzean.

A brief summary of the issues discussed, information reported, decisions taken and points raised are as follows: -

Beef Labelling

- Mr Andy McGowan of QMS gave a presentation on beef labelling and branding summarised as follows: -
 - The labelling issue was not straightforward.
 - There were 4 main categories of beef labelling used : -
 - i. "Scotch" which indicated that the beef was Farm Assured and the animals were born, reared and slaughtered in Scotland.
 - ii. "Scottish" which indicated that it was born, reared and slaughtered in Scotland but was not Farm Assured and could include dairy beef and cow beef.
 - iii. "Red Tractor" which indicated that the animals had spent at least the last 90 days on a Farm Assured farm in the UK.
 - iv. Beef with the Saltire shown on the packaging indicated nothing in particular.
 - Changes to the Country of Origin legislation did not affect beef.
 - Consumers value provenance above all other categories such as animal welfare and the environment.
 - The "Scotch" branding was important for the export market, sales in the South East of England and premium brands.
 - The "Scottish" branding was having a detrimental effect on the quality reputation of the "Scotch" brand.
- Following a discussion it was agreed that the SBA would request that QMS undertake a review of labelling and assurance schemes.

Minute

- The minute of the previous meeting was approved.

NBA / AGM Update

- At the NBA trustees meeting some changes in the NBA operation had been agreed.
- The NBA AGM had taken place.
- David Tomlinson had been elected as Chairman of the NBA at a Trustees meeting immediately following the AGM.

Finance & Membership

- The NBA had provided a list of former SBCA members who had paid their subscriptions.
- A letter would be inserted with the Beef Farmer magazine asking members to update their contact details.
- Only 3 members of the NBA in Scotland had not become members of the SBA.
- A deal had been negotiated with the Moredun Institute that would mean each member would receive a quarterly fact sheet and 6-monthly magazine from Moredun.
- A draft promotional brochure was circulated with a number of helpful comments and suggestions made. The intention was to have the brochure ready for the Winter Fair.

- An update was given on the current financial position of the SBA.

Website

- It was reported that the website was approximately 2 weeks away from going live.

Market Report

- It was reported that beef prices had recently shown an increase as had the price of store and breeding cattle.

Events

- Steps were being taken in an attempt to obtain stand space at AgriScot.
- Negotiations were taking place on the cost of sponsoring classes and stand space at the Winter Fair.

Sponsorship

- A sponsor's package was to be compiled for discussion at the following meeting.

Stakeholder Groups

- A law was to be introduced enforcing BVD testing and banning movement of PIs.
- A meeting was to be held to discuss changing the wording on the BVD Health Declaration form.
- A case of Schmallerberg in Aberdeenshire was causing concern.
- Advice had been issued on vaccination against IBR.

CAP Reform Policy

- A meeting of the Cross Industry Working Group was to be held to discuss the renegotiated CAP. A number of areas need to be considered summarised as follows: -
 - If the minimum stocking density (MSD) of 0.06ha was used it would use up a lot of the budget and if the intention was to get rid of "slipper farmers" the MSD should be set higher.
 - NFUS were proposing that there should be coupled payments for sheep.
 - If the French scheme was followed 65% of the payment would be made on the first 45ha of any claim. This would have a positive outcome for farms of less than 250ha.
 - Scotland was going with no upper limit on capping.
 - Scotland has to set national modulation before the end of the year. It was noted that degressivity will not be progressive and any money levied will go to Pillar 2.

Any Other Business

- The publication of an interim report on red tape in agriculture was imminent.