



International Blackcurrant Association

Best Berry for Life!

**Minutes of the 5th Annual General Meeting
of the International Blackcurrant Association
Held Tuesday 4th June, 2013,
commencing 4.15pm,
at the Panorama Hotel, Waldenburg (Württ),
Germany.**



Proceedings

The Board members of the International Blackcurrant Association (IBA) 2012-2013:

BOARD

Svend Jensen. President (Denmark)
Anthony Snell, Vice President (UK)
Mike Kearney, Vice President (NZ)
Florent Baillard (France)
Dirk Herdieckerhoff (Germany)
David Eder –representing Founding sponsor: Four Leaf Japan.
Franz Ennsner - Independent Board member (Agrana Juices)

Special Advisors to the Board:

Robert Blocki: representing the Polish Blackcurrant growers.
Masashi Yamamoto: representing the Japan Cassis Association.
Jim Grierson: the Immediate Past President of the IBA.

Accountant: Mike Kearney, Nelson, New Zealand.

Legal Advisor: P J Doody, Barristers & Solicitors, Christchurch, New Zealand.

Bank: Bank of New Zealand, Christchurch, New Zealand.

General Manager of the IBA:

Bill Floyd/Floyd Marketing Ltd,
312 Scott Street Blenheim, New Zealand.
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www.internationalblackcurrantassociation.com

Minutes

1. Welcome by President, Svend Jensen.
2. Apologies:
 - a. David Eder
 - b. Franz Ennser
3. Minutes of 4th AGM held in Scotland, May 2012:
 - a. Tabled as read: Moved Jensen/Seconded Kearney. Approved unanimous.
 - b. Svend explained that under the Rules of the Association the Board had created the positions of two Vice Presidents and appointed Anthony Snell (VP representing Northern Hemisphere) and Mike Kearney (VP representing Southern Hemisphere).
 - c. In addition the Board decided to increase its size to 8 elected positions for the 2013 AGM Election of officers.
4. Presidents Report: read by Svend Jensen.
5. IBA Financial Statement AFS: tabled by Mike Kearney.
 - a. Approved by AGM subject to correction for UK membership.
 - b. Moved Herdieckerhoff/seconded Snell. Approved unanimous.Discussion arising:
 - i. Mike explained that management costs would be reduced reducing Exec skype meetings from monthly to bi-monthly; the Country Association fees basically covered costs associated with general management, annual conference and country Associations activities. Sponsorships were required to cover costs of promotional tactics to grow market demand.
 - ii. Intention was to have a surplus at years' end.
6. General Manager's Report on activities 2012-2013 and planned activities for 2013-2014. Report received and discussion followed:
 - a. An IBA New Product Development Sector Group (NPD-SG) would be a key tactic developed through 2013-2015. This NPD-SG would be self-funding from sponsorships and "user-pays" events.
 - b. Manager to explain concept to Conference at Thursday's Plenary Session.
7. Change to IBA Rules: the IBA recommends that the Board positions be increased by one person to eight: this is allowable under the Rules of Association of the IBA (Rule 3/c/ii).
8. Moved Jensen/seconded Herdieckerhoff. Approved unanimous.
9. Election of officers:
 - i. Call for nomination of five directors.

- ii. Four existing directors retire by rotation : Anthony Snell, Mike Kearney, Florent Baillard, Dirk Herdieckerhoff. Each are eligible and offer themselves for re-election. Piotr Baryla offered himself for nomination to the new Board position.
- iii. Moved that Messrs Snell, Kearney, Baillard, Herdeickerhoff and Bryla be appointed Directors. Moved Jensen/Seconded Kearney. Approved unanimous.
- iv. Note that Messrs Ennser and Eder retained their independent Board positions and Svend Jensen retained Board position and Presidency.

10. General Business:

- a. No general business.

AGM closed 4.45pm

Bill Floyd General Manager – 4 June 2013.

Supporting information:

- 1. Minutes of the 2012 AGM held in Dundee, Scotland, May 2012.
- 2. Presidents Report 2013.
- 3. IBA Financial Statement 2013
- 4. General Manager's report on 2011-2012 activities and planned activities 2013-2014 for the IBA.

Minutes of the 4th Annual General Meeting of the International Blackcurrant Association

Held at the Apex Hotel, Dundee, Scotland, Tuesday 15th May 2012, commencing 4.15pm.

1. Welcome by President, Jim Grierson.
2. Apologies:
 - a. Jarrow Rogovin (USA); Wieslaw Blocki (Poland); Anthony Snell (UK); James Tavendale (NZ); Jane Lancaster (NZ); Greg Quinn (USA).
3. Minutes of the 3rd AGM held in Goes, Netherlands, May 2011.
 - a. Minutes approved (Moved Jensen/Seconded Eder).
4. Matters arising from the Minutes of the 2nd AGM:
 - a. A general discussion took place on membership by Eastern European countries. Jim Grierson congratulated Stan Pluta on his work in assisting the Polish industry to develop its own grower group.
5. Presidents Report:
 - a. Read and adopted (Moved Jensen/seconded Eder. Carried unanimous.)
6. Annual Financial Statement (AFS):
 - a. Adopted. (Moved Grierson/Seconded Jensen. Carried unanimous.)
7. General Managers report on activities of the IBA in the 2011-2012 year:
 - a. Taken as read and adopted (Moved Grierson/seconded Jensen. Carried unanimous).
8. IBA Rules of Association:
 - a. After general discussion the draft Rules amended to allow the President term to be 4 years. Draft then approved by vote. (Moved Grierson/Seconded Kearney/ Carried Unanimous.)
9. Election of officers:
 - a. Agreed to develop new Executive structure with two Vice Presidents (one responsible for Europe and the other for Asia/Australasia/North America).
 - b. Agreed to introduce a rotational approach to Board appointees: Jo Hitchley (UK), Dr Miyanaga (Japan) and Greg Quinn (USA) stood down as part of that rotation. Jim Grierson noted that valuable contribution all three had made to the founding of the IBA and especially, Dr

Miyanaga's vision in suggesting the IBA's strap-line, "The Best Berry for Life".

- c. Jim Grierson then advised he was not be seeking re-election as President.
- d. Nominations for the seven Board positions were:
 - i. Svend Jensen, Denmark (Moved Ennser/seconded Eder).
 - ii. David Eder, Four Leaf Japan (Moved Kearney/seconded Leith)
 - iii. Anthony Snell, UK (Moved Hitchley/seconded Hyatt)
 - iv. Dirk Herdieckheroff (Moved Eder/seconded Kearney)
 - v. Florent Balliard, France (Moved Jensen/seconded Eder)
 - vi. Mike Kearney, NZ (Moved Jensen/seconded Snell)
 - vii. Franz Ennser, Agrana (Moved Jensen/seconded Kearney)
- e. There being no more nominations the above were confirmed unanimously by the meeting.
- f. Nominations called for the position of President.
 - i. Svend Jensen nominated Grierson, seconded Mark Eder. No other nominations were moved. Meeting unanimously approved Jensen's appointment.
 - ii. Nominations for Vice Presidents were Anthony Snell and Mike Kearney (Moved Tavendale/seconded Stephens). No other nominations were moved. Snell/Kearney approved unanimously.

10. The Future Direction of the IBA:

- a. 'Growing a Prosperous Future' -strategy paper presented by Svend Jensen. Agreed that the Strategy paper form the basis of the Board and the Executive's planning.
- b. IBA Activities Programme for 2012-2013 – programme presented by IBA General Manager, Bill Floyd.

11. General Business:

- a. Agronomy Forum: report on the inaugural Agronomy Workshop presented by Rob Saunders, Forum chair.
- b. Marketing Forum: report by Bill Floyd, IBA general Manager.
- c. There was no other General Business

Meeting closed at 5.22pm.



International Blackcurrant Association

The Best berry for life!

Presidents Annual Report - Annual General Meeting/ June 2013

I am pleased to present the 5th Presidents Annual Report to members of the International Blackcurrant Association (IBA) after my first year as President.

In general the IBA has been developing internally as well as in its industry and marketing activities.

The Rules of the IBA were approved at our 2012 AGM and so now act as our formal platform. The overall key strategies of the IBA are now developed and these are being implemented gradually as our budget permits.

Internally we have established an Executive forum based on the GM, the President and 2 vice-presidents (northern and southern hemisphere).

We meet by Skype call every month, ensuring the close communication needed to develop and implement activities. But these Skype calls also require a lot of resources. The Board was elected on the basis of skills; and allows us to use experience at many levels. I'm happy to see all Board members contribute from their specific core areas.

One of our key-strategies is to support and develop the annual conference. The conference in Dundee 2012 was joined by more than 180 attendees, showing the high interest from all levels in the blackcurrant industry. Our conferences are a unique forum where we share knowledge and inspiration: they cover most aspects of the value chain from growers to marketers and customers. And so they are a fundamental part of the IBA activities. Thanks to the organizing team in Dundee, supported by our General Manager, Bill Floyd: this conference was a success.

Poland is now a financial member of the IBA. We are all very pleased to see Poland, as the major producer of blackcurrants, finally succeeded in organising a Foundation (the KSPCP) that can take responsibility in national as well as international affairs. The KSPCP has already achieved success in high-lighting the need of modernising the

national forecasts of annual production of berries in Poland. We appreciate the KSPCP's close connection to the IBA and this year we invite a member of the KSPCP to join an extended IBA board.

Connections to national news media are essential, and the recently established industry magazine, Jagodnik, is now a part of our Polish media communication network; providing access directly to the Polish regions.

The annual conference in 2013 has been extended with an Agronomist and Plant Breeders Forum. The Forum is an activity of the newly formed Agronomy & Plant Breeders Sector Group, a new organisation managed by Jim Grierson; and so a part of the IBA activities. Once established it will find its own development, giving close networking to its members, and linked to the annual IBA conferences. The Sector Group's activities will of course be of great interest to many, but we have to respect that much of their work will be in closed shop. I'd like to thank Jim Grierson for chairing the initiation of this Sector Group.

During 2012-2013 the IBA was significantly involved in planning the Sector Group's first Forum and this has added a lot of knowledge to our own Executive team; especially insight into Russian production and research. But, prioritising our resources means that Sector Group needs to be "self- running" and "self-funded".

Your Executive has to balance how to implement the various key strategies with limited financial resources.

Statement of account.

Revenues are achieved by (a) financial memberships at 45 % of total revenues, and (b) sponsorships 2013/14 at 55 %

Our budget 2013/14 indicates total revenue at €37200.

Unfortunately to achieve balance between revenues and expenses adjustment is needed and so the General Administration costs will be reduced by decreasing the numbers of Exec Skype-meetings from 12 to 6.

Development of Sector-Groups is still a key- strategy but not a main-priority. Instead we need them to be developed by voluntary support.

Our main focus is still: Conferences; general management; Country Associations; science/ market development. And of course, keeping close connections to members and sponsors.

In order to achieve more activities, we need more revenues and especially sponsorships would be welcome. Bill is working on this as a main-priority, but I'd like to call on all of you to act as ambassadors and introduce us to potential sponsors.

Summary:

The IBA is still developing as seen in 2012/13 with the success of our conference in Dundee, Poland becoming a financial member, assistance with the Ag/PB Sector-Group, and closer relations to Russia.

I'll like to thank the Board for their support, giving expertise and experience where needed.

Thanks especially to my Vice – Presidents for their contributions year round, proving sound focus advice and support. .

Thanks to all members and sponsors: your support makes it possible to maintain and develop the IBA.

And most of all thanks to our innovative General Manager, Bill Floyd, who works with great respect for our industry and the IBA's Vision.

I wish we had a larger budget to achieve more activities, but we have to be responsible and we have to make the best of what we have!

A handwritten signature in blue ink, appearing to read 'Svend Jensen', written over a horizontal line.

IBA President/Svend Jensen

7 May 2013

International Blackcurrant Association
Statement of Cash Performance
year ending March 31, 2013

		2013		2012
Cash Received			(EUR)	
European Blackcurrant Association	€	-	€	7,266
Sponsorship	€	24,263	€	13,491
Country Membership	€	14,000	€	8,000
Other Income	€	298	€	117
Total Cash Received	€	38,561	€	28,874
Cash Expenses				
Bank Charges	€	127	€	60
Conference Expenses	€	6,134	€	8,295
Management Services				
- General	€	12,360		
- Conference	€	7,348		
- Country Associations	€	1,670		
- Science/market development	€	3,674		
- Sector Groups	€	3,674		
- Sponsorship	€	4,676		
- Total Management Services	€	33,402	€	23,160
Accountancy	€	554	€	743
Communications - website	€	1,740	€	1,418
Total Cash Expenses	€	41,957	€	33,676
Cash Surplus/Deficit	-€	3,396	-€	4,802
Opening Cash	€	9,845	€	14,647
Closing Cash	€	6,449	€	9,845
<u>Sponsorship</u>				
Four Leaf Japan		€ 12,763	€	5,491
Agrana Juice Sales		€ 6,000	€	6,000
Jarrow Formulas	€	2,000	€	2,000
SFM Technology	€	-	€	-
Weremczuk		€ 3,000	€	-
CRT	€	500	€	-
Total Sponsorship	€	24,263	€	13,491
<u>Country Membership</u>				
NZ	€	2,000	€	2,000
UK	€	2,000		
Denmark	€	2,000		
France	€	2,000	€	2,000
Germany	€	2,000	€	2,000
Japan			€	2,000
Norway				
USA				
Netherlands	€	2,000		
Poland	€	2,000		
Total Country Membership	€	14,000	€	8,000

Prepared by Mike Kearney - 2 May 2013.

International Blackcurrant Association (IBA)
GENERAL MANAGERS REPORT
Activities 2012-13/Planned Activities 2013-2014

1. Report on the IBA Strategic Programme

Activities have been monitored on 6 platforms: Country Associations; Conference; Sector Groups; Health & Science; Promotion; Sponsorship; Executive (Governance & Administration). Activities shown within Financial year (1 April – 31 March), and not calendar year.

a. Country Associations:

- i. Nine countries are members of the IBA: Denmark; France; Germany; Japan; Netherlands, New Zealand; Norway; Poland; United Kingdom.
- ii. Another eleven countries are known to produce commercially grown blackcurrants and or have research institutes focussed on blackcurrants and participate in IBA activities: Australia; Canada; China; Estonia; Hungary; Latvia; Lithuania; Russia; Ukraine; USA; Uzbekistan.

iii. Achievements 2012-2013:

1. Poland assisted to become a full financial member; IBA President participated in meetings in Poland.
2. IBA President assisted new Polish organisation to develop new networks with key international processors.
3. Contacts initiated with Russian researchers and Russia's own blackcurrant growers Association.

iv. Planned 2013-2014:

1. Develop contacts with Russia and look at values for Russian in full membership of IBA.
2. Initiate discussions with USA industry to develop USA Country Association.
3. Monitor industry developments in other countries and options for membership through research institutes if no grower groups.

b. Conference:

- i. The major annual industry event. At Dundee in 2012 it was agreed that a full Conference will alternate with a biannual Horticultural Conference each year.

ii. Achievements 2012-2013:

1. Dundee Conference 2012 rated a major success by all participants.
 2. Inaugural Biannual 2-day Horticultural Conference concept agreed to alternate with full 3-day Conference.
 3. IBA Global Production Database formalised as a key part of all future Conferences with information updates on IBA website.
- iii. Planned 2013-2014:
1. IBA assisting the German Committee to develop the programme, secure registrations and publicity: June 2013
 2. IBA to assist KSPCP (Polish Growers Association) with planning for Conference 2014.
 3. Production database will be refined on an on-going basis as better information available.

c. Sector Groups:

- i. Achievements 2012-2013:
1. IBA Agronomy & Plant Breeding (A&PB) Sector Group formed with own memberships database. Prestigious group of scientists secured as presenters for inaugural Sector Group Forum.
- ii. Planned 2013-2014:
1. A&PB Forum in June: significant research synergy expected to result from this initiative and positive publicity expected to be secured with both trade-specialist and general media.
 2. IBA policy is to assist potential sector group members to develop their own self-funding entities: we believe two sector groups could be A&PB and a new sector group to do with Product Development.

d. Health & Science:

- i. Achievements 2012-2013:
1. Research from Dundee published on IBA website.
 2. IBA assisted research organisation with introduction to brand marketer for long-term project development.
- ii. Planned 2013-2014:
1. Monitor published research for news potential as part of IBA promotional activities.

e. Promotion:

- i. Achievements 2012-2013:

1. IBA website providing information base for all activities.
 2. General media release distributed January 2013: limited success outside of IBA membership highlighted need for 'real news'.
 3. IBA assisted French Cassissium generate good publicity within France.
- ii. Planned 2013-2014:
1. Working with German Committee to maximise publicity from Conference and Forum in June.
 2. Will use networks created with A&PB Sector group to generate positive media release re Blackcurrants and Climate Change.
 3. Will provide media releases late 2013-early 2014 to support KSPCP with Conference in Poland.
- f. Sponsorship:
- i. Achievements 2012-2013:
1. Four Leaf renewed (but reduced from €16250 to €6500)
 2. Jarrow sponsorship renewed €2000.
 3. New sponsorship from Agrana Juices (€6000), Weremczuk (€6000), CRT Currantbase (€1000).
- ii. Planned 2013-2014:
1. Liaise directly with each Country Association: identify companies that are champions of blackcurrants within those countries and would benefit from being sponsors.
 2. IBA manager will be paid on commission only, and not time spent, for securing sponsorships.
- g. Executive (Governance & Administration):
- i. Achieved 2012-2013:
1. New Exec Committee formed (President/2 Vice Presidents/General Manager):
 - a. Has monthly Exec Skype Conference and Minutes reported to IBA Board.
 - b. IBA management services contracted to Floyd Marketing (FML). FML works on hourly rate and position is part-time.
 2. IBA Board meeting held prior to Conference 2012.
 3. IBA AGM held prior to Conference 2012: IBA Rules approved by AGM and used by Exec.

ii. Planned 2013-2014:

1. Exec Committee monthly Skypes to be bi-monthly and not monthly.
2. Annual Board meeting and AGM in Germany.

Report Ends
7 May 2013