



International Blackcurrant Association
Best Berry for Life!

**Minutes of the
International Blackcurrant Association
2014 Annual General Meeting,
Held at the Best Western Hotel Zubrowka,
Bialowieza, Poland.**

Minutes IBA AGM 2014:

Held Monday 2 June 2014 at Bialowieza, Poland, 3.10pm-3.50pm.

1. Svend welcomed delegates and observers: approx 50 attended.
2. Apologies from: Franz Ennser, Anthony Snell, Jun Fujikuma.
 - a. *Apologies be accepted, Moved Jensen/Seconded Grierson. Approved.*
3. Minutes of 2013 AGM taken as read. Discussion on Minutes 2013: none.
 - a. *Moved 2013 AGM Minutes correct: Moved Jensen/Seconded Grierson. Approved.*
4. Presidents Report read by Svend. Discussion on Report: none.
 - a. *Moved Presidents Report be accepted: moved Jensen/Seconded Baryla. Approved.*
5. IBA Financial Report; presented by Mike. Key points:
 - a. Sponsorship income developing.
 - b. Grower contributions kept same
 - c. All items down on Expenditure and costs stable.
 - d. *Moved Financial Report be accepted: Moved Kearney/Seconded Grierson. Approved.*
6. General Manager Report: taken as read and Bill only spoke to key matters-business:
 - a. Japan will have a new Association membership of IBA in 2014.
 - b. Agronomy and Plant-breeding information will be developed in 2014-2014 with significant sponsorship opportunities.
 - c. A new Poster Board will be created on the website for scientists
 - d. Austria Juice Blackcurrant New Product Development Unit a major development that could in time benefit the global industry.
 - e. Weremczuk's Global Production Chart continues to be an important information base for all growers and subject to EU regulatory approval historical pricing could be re-introduced.
 - f. New Holland's Blackcurrant Food Heroes initiative will help create new awareness of commercial opportunities for product developers and marketers.
 - g. Bill intends resigning in 2015 and the Exec is looking at replacement options:
 - i. Bill would still be available to consult or work on special projects for the IBA and or sponsorship activities and commitments.
7. Election of Officers:
 - a. Mike Kearney, Dirk Herdieckerhoff and Florent Baillard resigned as per the rotation requirement of the IBA and offered themselves for re-election.
 - i. *Moved Grierson/Seconded Baryla. Approved.*
 - b. Jens Pedersen nominated to the Board position left open by Svend Jensen's resignation.
 - i. *Moved Jensen/Seconded Grierson, Approved.*
 - c. Dirk Herdieckerhoff nominated for President.

- i. Moved Jensen/Seconded Grierson. Jim Grierson spoke to Dirk's qualities and suitability. No other nominations received, Approved.*
- d. Anthony Snell nominated for Vice President.
 - i. Moved Jensen/seconded Grierson.*
- e. Piotr Baryla nominated for Vice President.
 - i. Moved Kearney/seconded Grierson.*
- f. No other nomination received and Snell/Baryla confirmed as VP's.

8. General Business:

- a. Frequency of Conference discussed. Agreed that momentum needed to be continued and annual conference necessary. One 2-day event followed by major 3-day event. John Tavendale noted that NZ growers met annually but held their major Conference bi-annually. John Tavendale asked that all proceedings of the IBA be transparent and all members have the right to attend any meetings.

9. AGM closed 4pm.

MINUTES END

Bill Floyd, General Manager, IBA.

MINUTES IBA BOARD MEETING

Wednesday 9 June, 1pm-2pm.

Attending:

Dirk Herdieckerhoff (President)
Florent Baillard
Mike Kearney
Piotr Baryla (Vice President)
Jens Pedersen

Apologies:

Jun Fujikuma
Anthony (Vice President)
Franz Ennser

Observers:

Wieslaw Blocki
Robert Blocki
**** (KSPCP translator)

Minutes-

1. IBA Conferences. Agreed that:

a. 2015 Conference

- i. 2-day Conference for 2015 to be in Lithuania
 - 1. This Conference would continue the model established in Germany, with low cost and geared to be suitable for European growers with emphasis on agronomy & plant-breeding matters.
- ii. 2015 Japanese Science Summit
 - 1. IBA will support a Science Summit in Japan in 2015 if organised by the newly formed Japan Blackcurrant Berry Association/Beneseed Japan Ltd. But this Summit will be a unique, stand-alone event and not part of the IBA's annual Conference programme.

b. 2016 Conference

- i. Full 3-day Conference to be held in England
- ii. This Conference to have a strong market-development focus.

c. 2017 Conference

- i. Agreed Ukraine a possibility for 2-DAY Conference for 2017; and this is to be discussed with Ukrainians at the 2015 Conference.

d. 2018 IBA Conference

- i. Full 3 day Conference to be held in Loire Valley, France.

e. IBA support to Conference Committee's:

- i. It was agreed that host countries for the above Conferences are to receive a €2000 cash-float from the IBA to assist advance planning and costs.
- ii. This €2000 is required to be repaid to the IBA if Conference has surplus funds.
- iii. Anthony emphasised that the focus of the IBA and Conference content needed to be on assisting established growers and stimulating market demand rather than encouraging new plantings and supply.

2. Trade Shows

- a. General discussion on desirability of a blackcurrant presence at the likes of Fruit Logistica and Anuga
- b. Bill advised that there were significant costs if IBA tried to do it alone and likely simply not possible with existing membership/sponsorship income, but the new Austria Juice Blackcurrant New Product Development Unit could have a presence as part of an Austria Juice-Anuga presence: Bill to investigate this potential with AJ.
- c. EXPO MILAN 2015
 - i. Noted that New Holland, as part of its IBA sponsorship, intended to use Blackcurrants as part of its major sponsor presence at Expo Milan. It was agreed that this was a unique opportunity for the IBA and Bill to work with Marco Vai (New Holland) on suitable promotional concepts.
 - ii. *Note: Marco/Florent/Bill met after this Board meeting and it has been agreed that Florent will supply a dozen Blackcurrant bushes in pots to NH to use as part of their horticultural display. Bill to discuss consumer goods and health information that NH can use.)*

3. IBA Governance

- a. Agreed that Mike would continue as Treasurer working outside the IBA Executive.
- b. Agreed that Executive would be Dirk/Anthony/Piotr/Bill.
- c. IBA General Manager position
 - i. Agreed that Bill would continue as General Manager till June 2014 and be replaced at the 2014 Conference.
 - ii. Following candidates for position suggested:
 - 1. Karen Haumann (recommended by Svend Jensen)
 - 2. Sarah Calcutt (recommended by Anthony Snell)
 - 3. Stefanie Sharma (recommended by Florent Baillard)
 - iii. Bill to write a job description and provide in-depth background information for both Board and candidates.

4. IBA “Blackcurrant Positioning Platform’

- a. Bill gave a brief summary on how ‘Stress’ should be the IBA’s generic positioning platform for blackcurrants.
- b. This stress platform would bring together research on use of blackcurrants for : dietary stress/physical stress/mental stress.
- c. This ‘platform’ is one not claimed by any other food group
- d. It is a broad platform and encompasses most published research.
- e. Individual countries and companies are not stopped from doing their own positioning on other platforms: it is up to the IBA to be successful in making the ‘stress’ platform successful and desirable.
- f. Exec to discuss and confirm on next Skype.

5. IBA Website

- a. Agreed website needed to be more relevant to growers and agreed each country to give a weekly/bi-weekly or monthly (depending on season (report on growing conditions and any items of news to other Country members.
- b. Bill to set up and develop contacts for each country.

6. IBA Executive Skype meeting: 5 August 2014.

Minutes End

Bill Floyd, General Manager, IBA.

