

Minutes annual general meeting

Artis Centrum Hotel Vilnius, Lithuania

10th June 2015
3:50pm – 4pm



1. Welcome by President

Dirk Herdieckerhoff welcomes delegates and observers, approximately 25 attended.

2. Apologies from :

Anthony Snell, Vice President, United Kingdom
Mike Kearney, Treasurer, New Zealand
Franz Ennser, Independent Director, Austria Juice
Florent Baillard, Director, France
Bill Floyd, New Zealand
Jim Griensen, New Zealand

3. Minutes of 6th AGM held in Bialowieza, Poland, June 2014

Tabled as read, no comments arising. (*approved unanimous; moved Dirk Herdieckerhoff, seconded Jens Pedersen*)

4. President's Report

By lack of time, the report has not been presented completely, but was summed up by DH.

5. IBA Financial Statement 2014/15

Presented at the board meeting, but following objections from Poland, the financial statement had to be checked before being submitted for vote. No alters to the initial financial statement had to be made, it was thus submitted to all voting countries via email. Approved unanimous. (*Dirk Herdieckerhoff, seconded Piotr Baryla*)

6. Retiring General Manager's Report on activities 2014-2015

Presented by DH. After 8 years of successful work, Bill Floyd had to resign for health reasons. The IBA owes him a lot. Report received, no discussion followed.

7. Incoming General Manager's introduction

The IBA Executive carried out a selection process for a new General Manager and appointed Stefanie Sharma as the new IBA GM.

8. Election of officers:

Anthony Snell and Piotr Baryla both stand for continuing vice-presidency, all board members stand for recondution. Approved unanimous. (*Moved Dirk Herdieckerhoff, Seconded Piotr Baryla*)
Piotr Baryla suggested Dirk Herdieckerhoff for continuing as president for the next year. Approved unanimous. (*Moved Piotr Baryla, Seconded Jens Pedersen*)
Non-serving officers reconducted unanimous. (*Moved Dirk Herdieckerhoff, Seconded Piotr Baryla*)

9. General Business:

Comment John Tavendale: the IBA should have a policy to bring blackcurrant to the forth with **generic advertising**. Whenever selling blackcurrant, the same slogan should be put forward and promoted worldwide. A certain percentage of the IBA income should be spent on it.

The participants of the AGM agree that **more promotion work** is necessary. Stefanie Sharma informs that the IBA budget is not high enough to allow generic advertisement in magazines or on TV: the cost of such ads is horrendous (at least 2000€ for one page in a minor magazine). She suggests that every country representative should start **press relations** and put them forward for their own country. A thread to advise countries how to deal with press could be included on the IBA's website. The participants of the AGM agree that there should be a common language, with the same message being spread. The IBA General Manager should provide information material.

Dirk Herdieckerhoff explains how the **annual conferences** are handled: a grower-orientated conference 2-day conference on a rather European level one year, another more market-strategy orientated 3-day worldwide conference the other year.

- Invitation for **3-day conference in Kent** by Anthony Snell for **2016**. Dirk Herdieckerhoff will confirm the place and dates with Anthony Snell and inform the board about the decision.
- **Conference 2017**: Invitation from **Ukraine**. Piotr Baryla is not sure if it is good to keep Ukraine for a small conference now, given the current political situation. An invitation exists also from **Norway**, maybe the place could be changed. John Tavendale adds also that Ukraine is not yet a paying member. Heiko Danner informs the assembly that there is also an informal invitation from **Austria** for a small conference. The Exec will decide on the place and inform everyone at the Kent conference.
- **Conference 2018**: suggested to be in France.
- Jun Fujikuma informs the General Assembly that a **Japanese blackcurrant association** has been established, and Bill Floyd been contracted as adviser to this association. He officially **invites the IBA to Japan**, where another conference could be held, either in **2018 or in 2020**, if wanted.

Minutes end

Stefanie Sharma, General Manager IBA