Thinking Behind Review of Industry Development
Background

- June Board agreed CE to review ID function
- Declining critical mass of livestock in particular beef cattle
- Given the change of industry supply dynamics is there potential for more QMS activity to be targeted at stimulating livestock supply?
Specific Strategies 2012/13

QMS will achieve the overall strategy by:

- Working with the industry to build markets
- Increasing the uptake of proven solutions to improve industry efficiencies
- Assisting the industry to inform consumers and satisfy customer expectations
- Creating confidence which promotes industry investment in its future
- Promoting economic and environmental sustainability
- Developing partnerships and where relevant leveraging additional resources
Old Structure

- Had evolved over time
- Had become complicated for example three different staff involved in assurance schemes
- Had a strong focus on science and innovation with three staff involved
- Did not have sufficient focus on “increasing uptake of proven solutions” or “creating confidence which promotes industry investment in its future”
ID Department Review: Stage 1 - Simplification

• Taken assurance out and combined all elements into a new role including brands licensing scheme

• Also, opportunity to include other areas of activity to fit in around the assurance work
New Role: Brands Integrity Manager

- Manage overall Assurance contract
- Manage consumer assurance schemes – cattle & sheep, pigs, haulage, processors, auction marts, feeds
- Manage and develop Brands Licensing Scheme *also*...
- Strengthening connections with FSAS & trading standards
- Animal welfare and management and development of relationship with Scottish SPCA
- Maintain overview of present and proposed legislative environment
ID Department Review: Stage 2 - Reorganisation

- Declining future income means limited scope for creation of additional staff resource
- Re-focus existing resource in science and innovation to delivery of “increasing uptake of proven solutions” and “creating confidence for industry to invest in its future”
Review of Industry Development Committees

- Good models exist in sheep and pigs
- Scottish Sheep Strategy Group
- Pig Forum
- Pig Forum Health Sub Committee

.....These Committees guide and focus the work of the ID team

No strong cattle focus
Review of Industry Development Committees contd

• Board has decided to:

• Stand down R&D Committee

• Create a new Scottish Cattle Industry Group

• Rename Scottish Sheep Strategy Group: Scottish Sheep Industry Group

• Rename Pig Forum: Pig Industry Group Scotland
• Rename Pig Forum Health Sub Committee: Scottish Pig Industry Health Group
Rationale for Re-focus

• Need to adjust resource to better reflect present industry need for concentration on knowledge transfer activities

• Changing research landscape

• QMS must focus on areas where we can maximise our impact in Scotland – increasing uptake of technology in practice
New Role: Knowledge Transfer Specialist

- develop and deliver a Scottish Cattle Strategy to facilitate improvements in the efficiency and sustainability of Scottish cattle (and sheep) enterprises
- develop farmers’ skills and knowledge through delivery of knowledge transfer/exchange programmes that demonstrate best practice
- encourage increased uptake and use of technology to improve efficiency of the Scottish cattle herd and sheep flock in relation to beef/lamb production
- create and build confidence in the future of the Scottish cattle and sheep industry
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• develop farmers’ skills and knowledge through delivery of knowledge transfer/exchange programmes that demonstrate best practice
• encourage increased uptake and use of technology to improve efficiency of the Scottish sheep flock and cattle herd
• create and build confidence in the future of the Scottish sheep and cattle industry
Summary of Re-structure

The following roles have been phased out:

• Livestock Development Manager
• Technical Projects Manager
• Science & Innovation Manager

We have created the following new roles:

• Brands Integrity Manager
• Knowledge Transfer Specialist
• Knowledge Transfer Specialist
NEW STRUCTURE ARISING

Chief Executive

Head of Industry Development
Johnny Mackey

Brands Integrity Manager
Suzanne Woodman

Pig Specialist
Allan Ward

Knowledge Transfer Specialist
Michael Blanche

Knowledge Transfer Specialist
Robert Gilchrist
Questions & Discussion