

# **Minutes of the Horticulture Forum Meeting**

**Monday 20 March 2017, 7:30 pm, Portadown Rugby Club**

**Chair:** Keith Crawford

**Present:** Peter Donnelly, Heather Stewart, Kieran Hughes, Hamilton Loney, Roy Lyttle, Adrian Magowan, Robin McKee, Barbara Erwin, John Shannon, Elaine Chapman (Minutes)

## **1. Apologies**

Patricia Erwin, Elaine Shaw, Paul Mooney, Patrick Taggart.

## **2. Minutes of previous meetings**

The minutes of the meeting held on 06 March 2017 were agreed.

### **21 November 2016, 10. AOB**

A photocopy of Dr Simmons presentation at the Fruit and Vegetable Workshop in October 2016 was given to members present.

### **30 January 2017, 3. Reception at Parliament Buildings**

Patrick forwarded the cheque to Fresh Graphics in payment for their design work. The cost was £117.60.

### **06 March 2017, 3. Balmoral Show**

The overall theme for the Balmoral Show horticulture exhibit is to be 'Horticulture for Health'.

Patrick issued a template to gather key data for use at Balmoral Show.

### **06 March 2017, 4. AOB**

Graeme Wilkinson from the DAERA Brexit Team is to attend the Horticulture Forum meeting on 27 June.

A Perennial representative is to be invited to attend the Horticulture Forum meeting on 11 September.

## **3. Financial Position**

Treasurer Elaine Shaw was unable to attend so an update on the financial position was not given. However approximately £4200 should be available once all invoices are paid.

## **4. Balmoral Show**

## Theme

The theme for the horticulture exhibit at Balmoral Show is 'Horticulture for Health'

## Banners

Cost of banners was discussed. Black Sheep have quoted that 3 x 1m boards will cost £45 + VAT with design costing £40 + VAT per hour. It is estimated that 3 hours will be needed to design 7 boards. Two prices are required for the NIRFP.

Each sector is to have a banner 3m x 1m in size designed to hang from the top of the marquee. It was agreed that the information on each banner should cover the following points:

- Seasonality (where appropriate)
- How much the sector is worth to the economy;
- The number of people employed;
- An interesting fact about the sector.

The banner will contain the name of the organisation represented on the Horticulture Forum and logo where available. A map of NI showing the apple growing area will be included on the top fruit banner.

The information for each banner will be taken from the sectoral details provided to Patrick. Banners will contain information on one side and photographs/images on the other.

*(Would it be appropriate to have the same details on either side of the banner as people could come through the marquee in different directions?)*

It was agreed that a long banner for the side wall of the marquee will not be produced.

**Patrick to produce first drafts of material for banners for each sector and agree these with Horticulture Forum members. All finalised banners will be forwarded to Black Sheep together with appropriate photographs for design and production.**

**Horticulture Forum sectors to source suitable photographs for the banners and forward to Patrick.**

**Patrick to check design with David Laidlaw to ensure it fits with the overall horticulture exhibit design.**

**Elaine Chapman to check Horticulture Forum pull up banners.**

## Marquee layout

Hamilton has got provisional agreement for the use of round tables from the golf club. White table cloths can also be provided if required. Each sector will have to agree its own requirements. The tables will be arranged around the marquee and the front of the marquee will be left open.

The use of apple boxes was discussed and thought to be a good idea but it was agreed that all sectors would use tables this year for simplicity.

Cut flowers and foliage, landscaping and ornamentals can use the marquee however the banners associated with these sectors could not be claimed for support under the NI Regional Food Programme if the application is successful.

### **Sectoral exhibits**

Seven horticulture sectors will be represented within the marquee. (Field vegetables, top fruit, soft fruit, mushrooms, landscaping, ornamentals, cut flowers and foliage). Each will have a banner over a large round table. Each sector is responsible for their own exhibit using the table provided.

### **Activities**

Sheila Lyttle has offered to hold an educational activity for school children attending the show on either one or two afternoons. This will have to be programmed into the RUAS educational trail for school children.

### **Patrick to discuss feasibility with David Laidlaw.**

Barbara tried a number of tasks that could be carried out by children at the exhibit including growing cress in an egg shell.

### **Leaflets**

Leaflets prepared for the event at Stormont are to be available at Balmoral Show. Their distribution at the show is to be controlled.

### **Patrick to forward costs of leaflet production to Barbara Erwin.**

### **Strawberry/apple juice reception**

An apple juice reception for VIPs attending the show was discussed. This may be appropriate on Thursday when guests maybe at the show for the DAERA Breakfast. Invitations to the reception are to be sent out after the next meeting.

Local strawberries will not be available for the reception.

Horticulture Forum representatives will be required to meet with VIPs and discuss horticulture issues with them while showing them the exhibit.

## **Rota**

The top fruit, field vegetables and soft fruit sectors plan to have a representative from their sector present in the horticulture marquee throughout the show. Cover will be more difficult for the smaller sectors including cut flowers and foliage. Sectors are required to organise representation on their stands as far as possible.

## **Set up and dismantling**

Show times and times for setting up and dismantling exhibits are provided in the Balmoral Show Exhibitors Manual. A copy will be sent to members with these minutes.

## **5. AOB**

There was no AOB

## **6. Date of next meeting**

7.30pm, **Tuesday 4 April** 2017 at Portadown Rugby Club.