

The International
Blackcurrant Association
Conference 2010,
Beaune, France.

The International Blackcurrant Association (IBA)

- A voluntary association of Blackcurrant grower groups, and Blackcurrant industry suppliers, processors, and marketers.
- The IBA is governed by the inaugural IBA Board formed at the 2008 New Zealand Conference and ratified at the Special IBA meeting in Nyborg, Denmark, June 2009.

IBA Country Membership

Confirmed:

(as at April 2010)

- Denmark (Danish Berry Board)
- France (French Produce organisation Assn)
- Japan (Japan Cassis Association)
- New Zealand (Blackcurrants NZ Ltd)
- United Kingdom (UK Foundation)

To be invited/confirmed:

- Australia
- Canada
- China
- Estonia
- Finland
- Germany
- Hungary
- Lithuania
- Netherlands
- Norway
- Poland
- Russia
- USA

The IBA Board

- President Jim Grierson (New Zealand)
- Vice President Svend Jensen (Denmark)
- Secretary-Manager: Bill Floyd (New Zealand)

- BOARD
- Florent Baillard (France)
- Wieslaw Blocki (Poland)
- David Eder (Four Leaf Japan)
- Dirk Heideckerhoff (Germany)
- Jo Hilditch (UK)

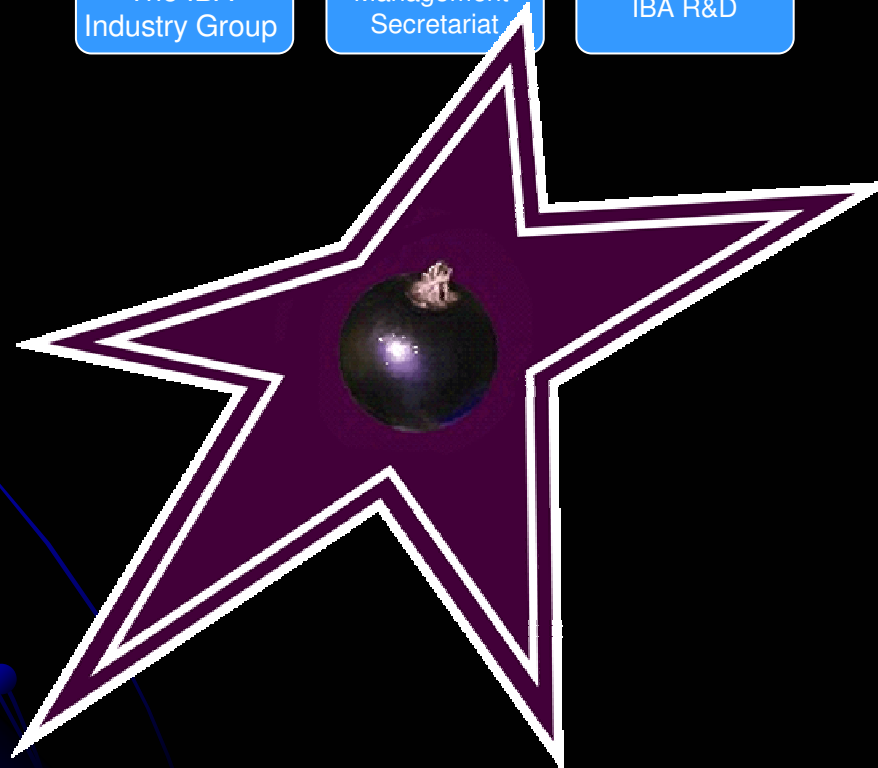
The Organisational Overview

The International Blackcurrant Association (IBA)

The IBA
Industry Group

Management
Secretariat

IBA R&D



Management of the IBA

- Floyd Marketing Ltd contracted as the IBA Secretary-Manager
 - Responsible for management of the IBA, the IBA Industry Group, and the IBA R&D.
 - Responsible for the development of effective communications/ meetings and activities and the implementation of the promotional activities.
 - Responsible for developing appropriate sponsorship opportunities to supplement membership subscriptions and fund IBA activities.
- **Financial Accountability-**
 - Floyd reports directly to the IBA President.
 - All costs to be approved by IBA President and Vice President before paid.
 - Two signatures required on all transactions once approved: Grierson/Eder.
 - annual accounts to be provided to the Biannual Conference and in the interim years to the Board by correspondence.


Country Associations

- Country Associations
- Annual membership set at €2000.00
- Where no Association exists the IBA will work with key people to develop one.
- IBA will encourage patronage of Associations to help growers get organised.
- Target is to have 10+ financial member countries.
- Country association that are not financial can attend IBA Board meetings and participate by invitation.
- Only financial country members can vote on any matter.

Sponsorships

- The Four Leaf Japan Co., Ltd. is the principal Sponsor of the IBA.
- Four Leaf has sponsored New Zealand, Copenhagen and Beaune.
- It's believe in our potential and its own Blackcurrant product development and promotion has earned it a unique and special place in our industry.
- The IBA will seek other sponsorships once the IBA website is operational: as a global organisation the IBA offers special advantages to industry service suppliers and to Blackcurrant Brand champions.
- Our target is to have 6 Sponsor champions supporting the work of the IBA over the next 12 months.

Government Funding

- The combination of exceptional scientific research plus the sustainable, low impact nature of Blackcurrant farming makes it a potential icon for regional agricultural development.
 - The IBA will identify and lobby with regional and international agencies to secure funding for its general horticultural and marketing activities.
 - This is a long-term goal and Country and Sponsor revenues are still required in the short term.
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The Benefits of Cooperative Agronomy

- Some answers to some growing issues can't be captured and profited from by any one person or company.
- So no one invests in finding the answers.
- These are the issues we should solve together.



DeCommoditising the Blackcurrant

- A commodity commands one price no matter where grown, no matter what care or investment in quality.
- For this industry to succeed Blackcurrants need to be **decommoditised!**
- Buyers need to know that not all blackcurrants are created equal:
 - Flavour & Colour
 - Bioactivity
 - Track & Trace
 - Sustainability
 - All create difference and different profit options.
 - That's how we have to create our future.

Them & Us: Who is the Real Enemy?

- The Country Members of the IBA need to understand that the real competitor is not each other: it is other fruits such as blueberries, cranberries and goji berries.
- AND especially drug companies synthesizing the magic natural molecules in our berries.
- We need competition between our growing countries and between the brands that market our magic. Good healthy competition that rewards innovation and investment.
- That healthy competition will ensure we beat the real rivals in the marketplace!

Conference Beaune, 2010

- The IBA is unique amongst global berryfruit industries.
- This Conference has an exceptional programme of speakers.
- Science research and marketing, and field agronomy and breeding.
- Enjoy this week: learn a lot, laugh a lot, love a little or a lot!
- Make friends and together we can help to make our future.