

TAG is a group of industry experts and representatives who meet at least three times a year to discuss standard setting for farm, market, transport and abattoir standards. The group consider legislation, existing standards, market activity and industry requirements when making decisions about ABM standards. The varied expertise provided by TAG ensures that the standards are practical and achievable whilst meeting the requirements of consumers.

Ian Frood

ABM Chairman/Farmer



Expertise: Cattle and Sheep Production

Ian Frood is married with two children and operates a family orientated tenant beef, sheep and cereal farm on the Essex coast. Ian has an honours degree from Reading University and a PhD in Animal Growth & Development. Ian is currently the Chairman of ABM and has been heavily involved in assurance since 1995. He also represents livestock producers both at regional and national level, being Chairman of the NFU East Anglian Regional Livestock Group. Ian is involved with Defra's Implementation Group on ID and Traceability, its Animal Health & Welfare Strategy and is the Chair of the Department's Electronic Identification Group. He also sits on the Management Board of the British Cattle Movement Service (BCMS). Ian is a Liveryman of the Worshipful Company of Coopers in London and is Chairman of his local Comprehensive School.

Brendan Harrington

Esca Food Solutions

Expertise: Meat Processing

Brendan's previous employment was within the butchery and slaughtering sector. After undertaking further education he progressed to management levels within the industry. In Nov 2004, Brendan took on the position of Supplier Auditor. He is responsible for Auditing 32 abattoirs, de-boning plants and several farms who supply ESCA food solutions throughout Britain and Eire, carrying out full technical, animal welfare, HACCP and traceability audits on behalf of ESCA and McDonalds.

Barry Woof

A E George & Son

Expertise: Livestock Haulage

Miriam Parker

Welfare Consultant



Expertise: Animal Welfare

Miriam is a livestock producer and an Agricultural Scientist. After qualifying from Edinburgh she spent a number of years in practical livestock management and with the Scottish Agricultural Colleges, Livestock Production Department. Miriam was Technical Director of the Humane Slaughter Association for 13 years, undertaking a number of training and technology transfer projects to improve animal handling and slaughter methods including the production of award winning video material. In 1989 she was granted a Nuffield Farming Scholarship and travelled to the USA to research animal handling systems and in 1995 she was awarded a Waitangi Fellowship to New Zealand, once again to study animal handling and system design. In 1997 she received the RSPCA/British Society of Animal Science Award for Innovative Developments in Animal Welfare. Miriam served as a member of the Farm Animal Welfare Council for 10 years and in 2006 was awarded an MBE for services to farming. In 2000, Miriam established Livestockwise, a company providing specialist advice in the areas of animal production, handling, transport and slaughter with a particular emphasis on animal welfare and quality assurance.

Clare Smith

NFU Farm Policy Adviser

Expertise: Livestock Production

In Feb 2007, Clare began her role within the NFU as Assistant Food Chain Adviser, where she is involved in the development of farm assurance, the Red Tractor logo, the SALSA scheme, Organics and labelling. Clare has a BSc degree in Agriculture and Marketing and has work on a variety of livestock and arable farms in UK and Australia. Previous position held have been with ABM as Technical Assistant and the Food Animal Initiative (FAI) where she was in charge of running a 4200 bird free range egg unit and developing direct sales.

John Dracup

St Merryn Meats

Expertise: Livestock procurement & Processing

Mike Lees

Consultant

Expertise: Meat Processing

In 1975 Michael joined a small local abattoir - City Meat Wholesalers Ltd situated in Shropshire. Initially he worked in all departments from the slaughter hall through to dispatch and after 1 year, was appointed Dispatch Manager. By 1978 Michael had progressed to a Salesman with the responsibility of the sale of 1000 lamb carcasses daily, mainly to the wholesale trade. A year after, he was promoted to Sales Manager. In 1985, the company was purchased by Anglo Beef Processors, Michael continued in his role as Sales Manager until 1993 when he was made a Commercial Manager for the site at Ellesmere. He was responsible for all at the site including livestock, fresh meat, packaging. The year following he was appointed the position of Assistant General Manager. Michael left the Ellesmere sit in 1997 and took up a new position of General Manager at ABP Perth which at the time slaughtered and de-boned between 800 to 1200 cattle per week, with the products being sold to Asda, Sainsbury, Somerfield and CWS. Michael left ABP in 2003 and has since been a self-employed consultant in the food industry. Amongst his other attributes, Michael has a Professional Trainer Certificate with the Chartered Institute of Environmental Health (CIEH), a pass for the Advanced Food Hygiene Course and as a result has undertaken teaching of various CIEH and MTC courses.

Peter Morris

NSA Chief Executive

Expertise: Sheep Production

Peter Morris is the Chief Executive of the National Sheep Association. Prior to this he was the Marketing Manager for Shearwell Data, a company involved in animal identification and information work. Previously a policy adviser for the NFU in the South West, specialising in livestock, Peter's roots are in beef and sheep farming through both the family farm and the management of an estate in Shropshire with a large sheep flock and suckler cow enterprise.

(Source: www.southwestfoodanddrink.com)

Lesley Stubbings

Sheep Consultant

Expertise: Sheep Production

Bruce Daniel

Leek Auction Market

Expertise: Auctioneering

Bruce was brought up in a vet's household with a life long interest in farming and the countryside. He is a chartered surveyor with over 40 year's involvement in Livestock Markets. In 1968 Bruce started as a Trainee with Bruton Knowles and in 1973 commenced work with Heywood & Sons as a partner responsible for Branch Office and cattle market. In 1991, he left this position and is now partner in a 5 man practice of Rural and Commercial Surveyors, with responsibility for health and safety, Quality Assurance, Building Surveyor and Property Valuations.

Other appointments/committees

Member Peak National Park Board, Council Member Livestock Auctioneers Association, Chairman Manifold Valley Agricultural Society, Examiner for the Rural Practice R.I.C.S., Panel Member Agricultural.

Graham Godbold

Shropshire Trading Standards

Expertise: Legal Enforcement**Ian Baker**

Hampden Veterinary Hospital

Expertise: Farm Vet

Senior partner in the farm animal department of a large multidisciplinary veterinary practice in Buckinghamshire and past-President of the British Cattle Veterinary Association.

Gordon Meek

Farmer

Expertise: Cattle and Sheep Production

Gordon is married with 2 daughters and lives on his family farm consisting of arable, sheep and beef (finishing purchased stores and suckler herd) supplying Q guild private butchers, local wholesalers and major retailers. In 1998 he was an NFU County Chairman and member of the National Livestock committee for 6 years. Gordon has also held positions on the RPA Ownership Board and was the Director of North Country Primestock.
