POTATO COUNCIL COMMITTEE MEMBERSHIP AND TERMS OF REFERENCE	
Committee	**MARKET INFORMATION COMMITTEE**
Remit of committee	The Potato Council has appointed the Committee and authorised it to carry out the following functions on its behalf: ▪ To help identify industry needs and benefits ▪ To help develop the PCL's strategies for disseminating statistics and market information, and for improving market knowledge and ensure that the most appropriate collection methods are used ▪ To ensure statistical validity and relevance ▪ To secure effective integration with the industry ▪ To stimulate trade through objective and independent information ▪ To work with AHDB/MI team to ensure that sector requirements are delivered in full and benefit from best practice arising from the centralised function
Constitution	▪ 20 Committee members in total including PCL colleagues 4 Board members, 1 appointed by PCL to be Committee Chairman +PCL Chairman, ex officio ▪ Industry members making total up to 20 ▪ PCL Colleague Lead + 1 staff member **Additional members at the discretion of the Committee Chairman:** ▪ Any other representative that Committee Chairman wishes to invite to add value on a regular basis, for example NFU
Industry members	▪ Members are appointed in their own right, to represent the potato industry, not particular sectors or companies. ▪ Anyone unable to attend a meeting is entitled and encouraged to submit information and comments prior to a meeting, through the Committee Chair, who will ensure such information or comments are raised at the meeting and given due consideration. ▪ It is the Committee Chairman's responsibility to ensure that the balance of industry representation is appropriate. (Sole exception being the Seed Export Committee representative on the R&KT Committee)
Service	▪ Committee members are appointed for 3 years with an annual review of performance.
Performance of Committee members	▪ The structure and performance of Committee members shall be reviewed every 12 months. Any member that does not meet the contribution and /or attendance criteria shall not be reappointed for the following year. The Committee Chairman will make recommendations for change for approvall by PCL Board: ▪ **Attendance:** minimum 50% attendance. There will be no delegation; this is a personal appointment only. ▪ **Contribution:** actively participates in Committee discussions, feeds back

	opinion for consideration when absent, and brings ideas to the table.
Quorum	▪ 6 members: Not less than 1 Board member Not less than 4 industry members
Number of meetings	▪ A minimum of 2 per year with 3 recommended as optimal.
Committee succession planning	▪ A Committee member can serve for a period of up to 6 years, with a term of at least 3 years anticipated, with an option to serve a second period of 3 years. In some instances, the Committee Chairman can invite a member to extend their length of service beyond 6 years to protect specific areas of expertise, skills and knowledge. This is subject to agreement from the Board. ▪ In order to maintain continuity, only up to 25% industry Committee members should be "refreshed" at any one time. This may mean that some Committee members that would be eligible to step down are asked to serve longer than 2 x 3 year periods to facilitate this. This decision will be taken by the Committee Chairman.
Proceedings at meetings	▪ The Secretary shall circulate the agenda for each meeting, at least one week prior to the date of the meeting. ▪ Proceedings at committee meetings shall be reported, by its Chairman, to the Board on a regular basis. ▪ Decisions taken by the Committee are subject to ratification by the Board; particular consideration will be given to matters where there is a political dimension.
Committee members interests	▪ A member of the Committee should disclose any conflicts of interest at the beginning of each meeting and this should be recorded in the minutes. This should be a standing agenda item. ▪ The member shall not take part in any Committee decision relating to the matter in which he has an interest. However, he may be taken into account for the purpose of constituting a quorum for the meeting.
Confidential information	▪ There may be occasions when members of the MI Committee, in the course of their duties in this regard, become aware of information which is confidential or sensitive. Every member agrees, by accepting these terms of reference, not to disclose at any time (without limit) directly or indirectly to any person, company or other organisation whatsoever any such information of a confidential or sensitive nature, acquired in the course of membership of the Committee.
Potato Council Colleague Lead /staff role	▪ Each Committee will be staffed by Rob Clayton supported by members of AHDB MI team relevant to each agenda