



**Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10am at Tŷ Rheidol, Aberystwyth on Thursday 6 October 2022**

- Present:** Cath Smith (Chair)  
Melody Chapman, Gareth Wynn Davies, John T Davies, Rhys Davies, Jack Evershed (Teams – departed the meeting at 11am), Prys Morgan, Emlyn Roberts and Claire Williams
- By Invitation:** Rhys Pugh (Welsh Government)
- Executive in attendance:** Gwyn Howells (Chief Executive Officer - CEO)  
Julie Davies-Jones (Secretariat)  
Rachael Madeley-Davies (Head of Sustainability & Future Policy)  
Jon Parker (Head of Supply Chain Delivery)  
Laura Pickup (Head of Strategic Marketing & Connections)  
Bryan Regan (Head of Finance & Corporate Governance)

The Chair welcomed all to the Board meeting.

1. **Welcome and Chair's Comments**

The Chair gave an update on the key events and meetings she had attended since the previous Board meeting:

11 July 2022 - Trade Policy Advisory Group meeting, Cardiff

18 – 19 July 2022 - Royal Welsh Show

26 – 27 July 2022 – The Chair and CEO attended the NSA pre-event dinner and the NSA Sheep event, Malvern

9 - 10 August 2022 - Anglesey Show

6 September 2022 – Welsh Government Covid Enquiry Forum via Teams

8 September 2022 – HCC Board Teams update

10 September 2022 - Usk Show

14 September 2022 – The Chair and CEO partook in the Welsh Government / HCC quarterly Governance meeting via Teams.

2. **Apologies for absence**

Apologies noted from Board Member Huw Davies and Maria Richards, Welsh Government.

3. **Introduction to the new Senior Leadership Team**

On behalf of the Board, the Chair welcomed HCC's newly appointed Senior Leadership Team (SLT) to the meeting.

The new SLT formally introduced themselves to the Board:

Rachael Madeley-Davies, Head of Sustainability & Future Policy  
Jon Parker, Head of Supply Chain Delivery  
Laura Pickup, Head of Strategic Marketing & Connections  
Bryan Regan, Head of Finance & Corporate Governance.

4. **Declarations of Interest**

There were no new Declarations of Interest.

5. **To approve the minutes of:**

- a. *The Board meeting held on Thursday 7 July 2022 (HCC 1088)*
- b. *The Board Teams update meeting held on Thursday 8 September 2022 (HCC 1089)*

The minutes of the above meetings were taken as read, approved by the Board and signed by the Chair.

6. **Matters arising from Items 5a and 5b above**

5a – Thursday 7 July 2022 Board meeting

*Year-End Review of the HCC Operational Plan 2021 / 2022*

The following KPIs would be kept under review by the Executive and the Board would be updated when information and / or data became available:

- Increased Welsh red meat procured by public bodies in Wales. Evidenced by information provided by public body procurement services
- Reduction in waste produced by Welsh red meat processors.

**Ongoing Action: CEO (Red Meat Executive)**

*Revised HCC Business Plan 2022 / 2026 and HCC Operational Plan 2022 / 2023*

The CEO informed that the Minister had approved the revised documents.

*RMDP Monies Update*

The Board was informed that the monies for HCC's RMDP grant claims for the period July and September 2021 had been received.

7. **HCC Reports**

- a. *Activities (HCC 1090)*

The above was taken as read with key HCC activities highlighted by the Executive.

- A positive response had been received to HCC's Farmer Intentions online survey aimed to gather data to further understand the current impacts of rising farm input costs on farming businesses. To date over 400 responses had been received. Results would be fed back to the Board in due course.

**Action: Head of Sustainability & Future Policy**

- Arrangements were in hand for HCC's presence at the SIAL Trade Fair, Paris 15 – 19 October 2022. This was the first international trade event that HCC had attended since the start of the Covid-19 pandemic in 2019.

b. To receive an update on arrangements for the HCC conference – Thursday 10 November 2022

The Head of Strategic Marketing & Connections summarised on the above:

Arrangements were in hand for the conference which once again would be held at the Members' Centre, Royal Welsh Showground, Llanelwedd. The conference would commence from 3.20pm and the Board were invited to arrive by 2pm for a pre-conference briefing session. Themes for the conference would focus on sustainability and the Welsh Way in the context of trade and global food security.

There would be a Board Q&A following the Chair's address with the opportunity for delegates to ask questions on HCC's proposal to increase the Levy rates with effect from 1 April 2023.

Confirmed speakers were David Henig, Director of the UK Trade Policy Project at the European Centre for International Political Economy and Professor John Gilliland, Devenish Nutrition, Queens University Belfast.

The Senior Leadership Team would also give a series of presentations on the Welsh Way, Global Brand Development and Supply Chain Support (based on the Red Meat Development Programme).

The Board would be updated on arrangements in due course.

**Action: Head of Strategic Marketing & Connections**

c. Market Bulletin Summary (HCC 1091)

The above was taken as read.

d. Financial – Income and Expenditure and Balance Sheet to 30 June 2022 (HCC 1092)

The above was taken as read by the Head of Finance and Corporate Governance.

e. Forthcoming events (HCC 1093)

The above was taken as read.

8. **To receive an update on the proposed Levy increase consultation process (HCC 1094)**

The above was taken as read and presented by the Head of Sustainability and Future Policy.

The following was proposed by the Executive:

**Consultation**

HCC planned to commence an 8-week consultation on 24 October 2022 (ending 16 December 2022), to gauge industry views on the proposal to link Levy rates to inflation, using a tracker, to ensure that Levy income was maintained in real terms. It was proposed that Levy rates each financial year would reflect average annual inflation in the previous calendar year, as measured by CPIH. This mechanism would be used to determine Levy rates from 1 April 2023 onwards.

- An online survey would be accessible on the HCC website for an 8-week period from 24 October 2022 to 16 December 2022.
- An industry stakeholder meeting (HCC's Industry Liaison Group) would be held on the 27 October 2022.
- 5 open meetings to be held across Wales between 31 October and 25 November 2022 proposed in the following areas:
  - Gwynedd
  - Denbighshire
  - Builth Wells (HCC Conference: 10 November 2022)
  - Carmarthenshire
  - Monmouthshire

**Recommendation to the Minister for Rural Affairs**

Following the closing date of the discussions / consultation (16 December 2022) a summary document on industry feedback would be prepared and shared with the Board at the meeting on 12 January 2023. The recommendation of the Board on future rates would then be made to the Minister for Rural Affairs.

Subject to Ministerial approval, industry would be notified of Levy rates for 2023 / 2024 on 1 March 2023 (giving businesses one-month notice of any change).

Any change in Levy rates would be applied from 1 April 2023.

Following roundtable discussion, the Board agreed to the proposed consultation / engagement process and timeline. However, it was felt that there was a lack of knowledge amongst stakeholders on the remit of HCC and the activities it undertakes on behalf of the industry and work was needed on this. The Board agreed that the Executive would need to present a substantive case for the proposed increase and have open and frank discussions with stakeholders. Comments were taken on board by the Executive and further work would be undertaken ahead of the scheduled engagement meetings.

9. **HCC Committees**

Marketing Advisory Committee

- a. *To adopt the minutes of Marketing Advisory Committee meeting held on Tuesday 28 June 2022 (HCC 1095)*

The above was adopted by the Board.

Communications Committee

- b. *To adopt the minutes of the Communications Advisory Committee meeting held on Thursday 8 September 2022 (HCC 1096)*

The above was adopted by the Board.

10. **Any other business**

HCC Board Evaluations

The Chair informed that the above required to be undertaken over the coming weeks and contact would be made with the Board to arrange meetings.

11. **Dates of forthcoming meetings**

It was noted that the meeting scheduled for 2 November 2022 would be rescheduled for during mid-November 2022.

**2023**

HCC Board meeting - Thursday 12 January 2023.

**Signed.....**  
**Chair of HCC**