



(HCC 797)

Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10.00am at Tŷ Rheidol, Parc Merlin, Aberystwyth on Thursday 11 January 2018

- Present:** Kevin Roberts (Chair)
Gareth Wynn Davies, John Davies, Helen Howells (via teleconference), Rachael Madeley Davies, Catherine Smith, Claire Williams and Ogwen Williams
- By Invitation:** Christianne Glossop (Welsh Government)
Gary Haggaty (Welsh Government)
Martin Williams (UK Export Certification Partnership – UKECP)
Gareth Wilson (Welsh Government)
- Executive in attendance:** Gwyn Howells (Chief Executive Officer - CEO)
Julie Davies-Jones (Secretariat)
Kirsten Hughes, Red Meat Executive (Items 8 and 9)
- Management team:** Rhys Llywelyn (Market Development Manager)
Bryan Regan (Corporate Services Manager)
John Richards (Industry Development and Relations Manager)
Owen Roberts (Communications Manager)

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

The Chair welcomed all to the meeting in particular Martin Williams, UKECP and Prof. Christianne Glossop, Chief Veterinary Officer for Wales (CVO), Welsh Government.

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

Farming Unions County Meetings

- 2 November 2017 – NFU Cymru Annual Conference
- 7 November 2017 – FUW Glamorgan evening meeting
- 9 November 2017 – HCC Annual Conference and FUW Gwent evening meeting
- 16 November 2017 – FUW Montgomeryshire Farming Conference
- 28 – 29 November 2017 – RWAS Ltd Winter Fair, Llanelwedd
- 6 December 2017 – FUW Carmarthen evening meeting

- 7 December 2017 – First Minister’s European Advisory Group
- 13 December 2017 – 2SFG Carcass Competition (Judging panel)
- 3 – 4 January 2018 – Oxford Farming Conference 2018
- During the period, the Chair and CEO participated in teleconferences on Levy Repatriation (Item 11 refers).

It was noted that constructive feedback had been received from stakeholders and both Farming Unions following attendance by the Chair and Executive / Management team at County meetings.

2. **To receive a presentation on the work of the UK Export Certification Partnership (UKECP)**

Martin Williams, Project Manager and lead on meat sector support gave an informative briefing on the role and responsibilities of the UKECP. A draft Annual Report of UKECP’s work was circulated.

3. **Apologies for absence**

Apologies for the meeting had been received from Huw Davies, Illtud Dunsford and Barrie Jones.

4. **Declarations of Interest**

There were no Declarations of Interest to note.

It was noted that the Corporate Services Manager had yet to receive responses from all of the Directors with regard to the CEO’s letter issued on the 23 November 2017 on Confidentiality, Conflict of Interest and Anti Bribery Disclosure. It was important that Directors responded to this request as it was a statutory duty.

The Corporate Services Manager would be contacting Directors individually in order to review their respective responses to ensure that the information was consistent with previous declarations.

In the meantime, any queries should be referred to the Corporate Services Manager.

5. **To receive and approve the minutes of the Board meeting held on Thursday 2 November 2017 (HCC 787)**

The minutes of the Board meeting held on Thursday 2 November 2017 were taken as read, approved by the Board and signed by the Chair.

6. **Matters arising**

Strategic Action Plan for the Welsh Red Meat Industry Annual Monitoring Report 2016 / 2017

It was noted that the report had been approved by the Cabinet Secretary and subsequently published by HCC.

Welsh Red Meat Levy Rates and Recovery Costs for 2018 / 2019

It was noted that the Board's recommendation that the Levy rates and Recovery costs for 2018 / 2019 remain as set for 2017 / 2018 had been shared with the Cabinet Secretary's office for consideration by Welsh Ministers. A response was awaited.

Prof Christianne Glossop, CVO for Wales

The CVO gave an informative verbal briefing on the role and responsibilities of the Office of the Chief Veterinary Officer (OCVO).

The OCVO has a responsibility for raising the standards of health and welfare for all animals kept in Wales – farmed animals, companion animals (pets), sporting and working animals.

In accordance with the Animal Health and Welfare Strategy, the main objectives of the OCVO were to:

- protect against the incursion and spread of exotic animal disease and maintain a state of preparedness to deal with any outbreak
- pursue a programme of bovine TB eradication
- control endemic disease
- promote higher standards in order to improve animal health and welfare.

Work areas included animal by-products, animal welfare, endemic diseases, including bovine TB, exotic diseases and maintaining an effective working relationship with Animal and Plant Health Agency (APHA).

The OCVO works closely with the APHA and the Department for Food and Rural Affairs (DEFRA) as well as other devolved administrations.

Following discussion, it was agreed:-

- that the Chair of HCC's Flock and Herd Health and Welfare Working Committee attend a meeting of the Welsh Government's Animal Health

and Welfare Framework Group in the future in order to ensure joined up working and to discuss areas for potential collaborative work.

- HCC to invite a member from the Animal Health and Welfare Framework Group to be represented on HCC's Flock and Herd Health and Welfare Working Committee.
- to explore whether there was an opportunity for HCC to be represented on the Responsible Use of Medicines in Agriculture Alliance Committee (RUMA). There was currently no Welsh body serving on the Committee.
- HCC to partake in the forthcoming exercise to test Foot and Mouth Disease contingency plans – "Exercise Blackthorn".

7. **HCC Reports**

a. Activity Report (HCC 788)

The above was taken as read.

Communications

HCC Corporate Website

Work on the visual designs for the above was in progress. It was anticipated that the new look website would be launched during April 2018.

Protected Food Names (PFN) event at Westminster – 15 May 2018

HCC was involved with the arrangements for the above. The event would provide an opportunity to showcase products and to discuss with MPs the significant benefits and importance of the existing PFN scheme to the Welsh brands. Dialogue continued with the UK Government with regard to this.

Industry Development

Agriculture and Horticulture Development Board (AHDB) Review of SQQ Lamb Weight Ranges in collaboration with QMS and HCC

It was noted that the closing date for commenting on the above had closed on the 31 December 2017 with over 200 responses received. The replies were in the process of being reviewed by AHDB, HCC and QMS and the outcome would be reported upon in due course.

Market Development

UAE / Stalling of Exports to Gulf Cooperation Countries (GCC) due to certification issues

The Market Development Manager highlighted that the Halal Food Authority (HFA) was no longer certified as an accredited body for overseeing the exporting of sheep meat to GCC countries.

HCC was in dialogue with associated key Welsh abattoirs regarding the issue and had recently met with RACS (German based halal certification body) as a potential alternative. Work was in progress to find a solution for this issue.

Annual Council for Awards of Royal Agricultural Societies (CARAS) Conference

The Market Development Manager would present to the above on the 26 January 2018.

HCC PGI Welsh Beef Consumer campaign

Activity continued on the above. As part of the campaign, HCC would be launching a competition “Groundsman of the Year Award”, continuing with the grassroots and rugby theme.

Competition details would appear on the PGI Welsh Beef website <http://eatwelshlambandwelshbeef.com/en/welsh-beef/groundskeeper>

Judging the entries would be Welsh rugby international Dan Lydiate, Len Smith, former Head Groundskeeper for Glamorgan Cricket Club and Charlie Morgan, grassland consultant. The winning groundsman would receive a trophy and £500 worth of outdoor clothing.

The evaluation of the PGI Welsh Lamb consumer campaign for 2017 / 2018 would be presented to the Board at the 8 March 2018 meeting.

b. **To receive a verbal report on the Forecast Outturn 2017 / 2018**

The Corporate Services Manager gave an update on the revised Forecast Outturn which had been presented to the Board on the 8 November 2017. Projections continued to be reviewed on a regular basis and currently indicated a break even position at the year end as budgeted in the Operational Plan for 2017 / 2018.

c. Market Bulletin (HCC 789)

The above was taken as read.

d. Forthcoming events (HCC 790)

The above was taken as read.

8. **Corporate**

The Red Meat Executive joined the meeting.

a. To approve HCC's Vision and Strategic Direction to 2025 (HCC 791)

The above was taken as read and approved by the Board.

Next steps: The document would be sent for translation and design with a view of launching during the spring 2018.

b. To approve HCC's Corporate Plan 2018 / 2021 (HCC 792)

The above was taken as read and approved by the Board.

c. To consider HCC's draft Operational Plan 2018 / 2019 (HCC 793)

The above was presented by the CEO and the Board's observations were discussed and noted.

It was noted that the Risk Register had been incorporated into the Plan as approved by the Audit and Risk Committee.

The draft Plan required approval by the Board at the 8 March 2018 meeting. Therefore, it was agreed that further feedback or comments that did not require Board discussion, should be referred to the Red Meat Executive by no later than the 15 January 2018 in order for changes to be incorporated into the final draft.

Following this, the Plan would be shared with the Welsh Government's sponsor division for feedback.

A revised draft of the Plan would be issued to the Board in advance of the next meeting along with a summary of the changes incorporated since the 11 January 2018 Board meeting.

9. **To receive and approve the Work Plan for the Board for 2018 / 2019 (HCC 794)**

The above was taken as read and approved by the Board.

10. **HCC Committees**

To receive a verbal report and adopt the Minutes of the Audit and Risk Committee meeting held on Thursday 2 November 2017 (HCC 795)

A verbal report of the Audit and Risk Committee meeting held on Thursday 2 November 2017 was provided by the Chair of the Committee.

The minutes of the Audit and Risk Committee meeting held on Thursday 2 November 2017 were taken as read and adopted by the Board.

11. **To receive a verbal update on the GB Red Meat Levy Distribution**

A briefing paper on “Red Meat Levies – report of joint ring-fenced fund negotiating group January 2018” was tabled for the Board’s information. This had also been shared simultaneously with the Boards of AHDB and QMS.

Meetings and teleconferences continued between all parties with agreement reached in terms of the interim agreement on the Ring Fenced Levy funding for 2018 / 2019 (£2m).

The Executive team would progress over the coming weeks with respective counterparts on collaborative work and activities based on five priority areas:-

- International shows and export events
- Market access
- Brexit preparation
- Meat and health, animal health and environment
- Research and development

A joint statement would be issued by AHDB, HCC and QMS shortly.

In the meantime, dialogue would continue with regard to a long-term solution.

The positive progress and outcome on this matter was welcomed by the Board.

12. **To receive a briefing on the forthcoming AHDB / HCC Brexit industry roadshows**

The Industry Development and Relations Manager updated the Board on the arrangements for the above.

HCC was working collaboratively with AHDB to deliver a sequence of roadshows on the following dates:-

- 30 January 2018, Nant y Ffin Hotel, Clynderwen (1:30pm-3:30pm)

- 30 January 2018, Bishops Meadow, Brecon (7:30pm – 9:30pm)
- 7 February 2018, Kinmel Manor, Abergele (7:30pm – 9:30pm)
- 8 February 2018, Welshpool Livestock Market, (7:30pm – 9:30pm)

The roadshows entitled “Brexit: the implications for Welsh agriculture and your farm” would seek to advise farmers on the potential impact of Brexit on farming businesses following departure from the EU.

13. **To receive a verbal update on HCC’s application for RDP funding 2014 – 2020 on behalf of the Red Meat Industry**

It was noted that HCC’s application for the Strategic Initiative Programme was likely to be around £9m over a period of 5 years for sheep and beef projects focusing on Genetic Improvement, Meat Quality, Animal Health and Beef Efficiency. The application had been submitted to the Welsh Government for consideration and a response was awaited.

14. **Paper for information: - To receive a report following HCC’s presence at the Anuga Trade Show October 2017 (HCC 796)**

The above was taken as read and welcomed by the Board as information for relaying to Levy payers.

15. **Any other business**

Red Meat Sector Supply Chain Integrity Programme trip to New Zealand

The Chair had been invited by the British High Commissioner and Defra on a study tour to New Zealand as part of the United Kingdom Red Meat Supply Chain Integrity Programme (SCIP) from the 12 – 19 March 2018. AHDB, QMS and other industry bodies had also been invited to partake.

The itinerary included visits to New Zealand’s primary industries, an overview of the agriculture policy and Supply Chain Integrity Programme; an introduction to the Ministry for Primary Industries and an overview of Beef+Lamb NZ and the Meat Industry Association.

The Board was supportive of the Chair’s visit.

£50m EU Transition Fund

It was noted that the First Minister had this week, announced the availability of £50m to Welsh businesses, public services and other key organizations to provide tailored support as the UK prepared to leave the EU.

The fund would provide a combination of financial support and loan funding and support the provision of technical, commercial, export-related and sectoral-specific advice for businesses.

It was agreed that the CEO would explore this further.

16. **Date of next meeting**

Thursday 8 March 2018.

Signed.....
Chairman of HCC