



**Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10.30am via Microsoft Teams on Thursday 14 January 2021**

- Present:** Kevin Roberts (Chair)  
Melody Chapman, Huw Davies, John T Davies, Rhys Davies, Rachael Madeley Davies, Prys Morgan, Catherine Smith and Claire Williams
- By Invitation:** Maria Richards, Welsh Government
- Executive in attendance:** Gwyn Howells (Chief Executive Officer - CEO)  
Julie Davies-Jones (Secretariat)  
Kirsten Hughes (Red Meat Executive) – Items 7a, 8a, 8b & 8c  
Rhys Llywelyn (Market Development Manager)  
Glesni Phillips (Data Analyst) – Item 11b  
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 fifth formal Board meeting to be held virtually since the start of the Coronavirus (Covid-19) pandemic.

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

5 November 2020 – The Chair and CEO attended the NFU Cymru virtual conference entitled Welsh Food and Farming – Moving Forward

12 November 2020 – HCC Conference - HCC Board Q&A Session, Export Strategies in a post-Brexit world and Wales Red Meat Conference - The Path to Climate Neutrality

17 November 2020 – Welsh Government and HCC quarterly Governance meeting

18 November 2020 – HCC Board update meeting

25 November 2020 - First Minister's EU Exit Group meeting

30 November 2020 – The Chair was an invited guest on a panel at the NFU Cymru Winter Fair Virtual Seminar

4 December 2020 - HCC Chair appointment - interviews

16 December 2020 - Minister's EERA EU Transition Roundtable meeting

7 January 2021 – The Chair and CEO attended the Oxford Real Farming virtual conference

2. **Apologies for absence**

Apologies received from Gareth Wynn Davies.

3. **Declarations of Interest**

There were no new Declarations of Interest.

4. **To approve the minutes of the Board meeting held on Wednesday 4 November 2020 (HCC 974)**

The minutes of the Board meeting held on Wednesday 4 November 2020 were taken as read, approved by the Board and signed by the Chair.

5. **Matters arising**

**Red Meat Levy rates and recovery costs for 2021 / 2022**

It was noted that the Minister had agreed to the Board's recommendation that the Levy rates and recovery costs remain unchanged for 2021 / 2022.

6. **Post Brexit Update**

Following months of negotiations between the UK and the EU, the Board welcomed the outcome and positive news of a Trade Agreement which came into effect on the 1 January 2021. It was also pleasing to note that the introduction of tariffs on red meat exports had been avoided.

A new era had now begun and businesses throughout the supply chain were having to adapt to the new trading environment.

Some disruption and a number of challenges to trade was expected over the coming months with regard to movement of goods, including the interpretation of new rules and complying with health certification and customs. Currently there appeared to be some delays at ports which added to the cost of exporting (non-tariff barriers). However, it appeared that overall, there was currently no major problems or negativity to report from the industry.

The ongoing challenges would be kept under review by the Executive and raised with the Board as necessary.

7. **HCC Reports**

a. **Activities (HCC 975)**

The above was taken as read.

*“The Welsh Way: Towards Global Leadership in Sustainable Lamb and Beef Production”:*

The Communications Manager gave an update on the above.

The Welsh Way report was released during December 2020. Several briefing meetings were held with key stakeholder groups and Welsh Government officials in advance of the launch.

The report highlighted that whilst Welsh farmers would need to continue to improve their environmental credentials, Wales was one of the most environmentally-friendly producers of red meat on the planet.

HCC would host a webinar to be held on Monday 22 February 2021 entitled ‘Researching Sustainable Farming in Wales’. The webinar would feature a panel of speakers including leading academic Dr Prysor Williams, senior lecturer in environmental management at Bangor University along with Joe Jones and Louise McNicol who are both PhD students at the School of Natural Sciences in Bangor University, undertaking research on aspects of agricultural sustainability. Registration for the webinar could be done via the HCC website.

*UK GI Scheme*

The Red Meat Executive presented to the Board on the new UK GI Scheme that would replace the EU Protected Food Name Scheme.

It was highlighted that up until the 31 December 2020, regional and traditional foods with guaranteed authenticity and origin were protected by the EU Protected Food Name Scheme.

Food products fell into three categories:

- Protected Designation of Origin (PDO)
- Protected Geographical Indication (PGI)
- Traditionally Speciality Guaranteed (TSG)

**(HCC 986)**

There were 88 registered Food Names in the UK (16 in Wales) including Welsh Lamb, Welsh Beef and Traditionally Reared Pedigree Welsh Pork.

As a consequence of Brexit, the UK had introduced a brand-new GI scheme to protect the geographical names of food, drink and agricultural products.

The scheme would replicate the rules and the requirements of the EU PFN scheme.

It was noted that it was the intention of the UK to continue to recognize EU PFN products sold within the UK and that the arrangement would be reciprocated by the EU in their territory.

The three new logos introduced by the UK for the protected food scheme was shared with the Board:

- Designated Origin / UK protected
- Geographic Origin / UK protected
- Traditional Speciality / UK protected

The new UK GI logos could be used from the 1 January 2021. However, it was noted that there was a 3-year adoption period to allow businesses to integrate the new logo into their packaging.

HCC was currently recommending to businesses, that for the time being, branding of Welsh Lamb and Welsh Beef in the GB and export markets could continue in its current form. This had been communicated to the industry.

The Board would be kept informed on developments.

- b. To receive a summary on the Welsh Red Meat Procurement – An analysis of the volume and value of red meat purchased by Public Sector organisations in Wales (HCC 976)

The above was taken as read and presented by the Market Development Manager.

HCC had conducted the exercise in order to identify how much Welsh red meat was purchased by public sector organisations in Wales. The initial focus was on Local Authorities, Welsh Government and the National Health Service (NHS). A database of organizational procurement contacts was developed and a request for voluntary completion of a questionnaire to support HCC to determine the size of the market for red meat within the public procurement was circulated.

The summary of responses and findings established identified opportunities for HCC in continuing to engage with the sector.

Next steps:

This area of work would be taken forward as part of the Operational Plan for 2021 / 2022.

c. To receive a verbal report on the Forecast Outturn 2020 / 2021

The Corporate Services Manager summarised the above based on accounts to November 2020.

The Board would be further updated at the 4 March 2021 meeting.

d. Market Bulletin Summary (HCC 977)

The above was taken as read.

It was noted that the Market Bulletin showed that there had been a slight decline in total cattle slaughterings in the January to November 2020 period.

e. Forthcoming events (HCC 978)

The above was taken as read.

8. **Corporate**

a. To consider HCC's draft Corporate Plan 2021 / 2024 (HCC 979)

b. To consider HCC's draft Operational Plan 2021 / 2022 (HCC 980)

Both draft Plans were taken as read and presented by the Red Meat Executive.

Suggested changes following the Board planning meeting held on Monday 3 November 2020 had been incorporated into the Plans.

The Chair highlighted that two major challenges faced HCC and the Welsh red meat industry during the lifetime of both Plans, namely the global Coronavirus pandemic and the end of the Brexit transition period.

The draft Plans would be updated and presented to the Board for approval at the 4 March 2021 meeting.

9. **To receive and approve the Work Plan for the Board 2021 / 2022 (HCC 981)**

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

10. **HCC Committees**

Audit and Risk Committee

- a. To adopt the minutes of the Audit and Risk Committee meeting held on Wednesday 4 November 2020 (HCC 982)

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

Marketing Advisory Committee

- b. To adopt the minutes of the Marketing Advisory Committee meeting held on Tuesday 27 October 2020 (HCC 983)

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

11. **Papers for information:**

- a. Sheep Slaughter Capacity in Wales (HCC 984)

The above was taken as read.

- b. Lamb and Beef Market Trends During the Covid-19 Pandemic (HCC 985)

The above was taken as read and a comprehensive presentation was given by the Data Analyst.

12. **Any other business**

To receive a verbal report of the Communications Advisory Committee meeting held on Thursday 14 January 2021

The Chair of the Committee gave a verbal update on the above.

Defra Consultation on improvements to animal welfare in transport

It was noted that HCC would be responding to the above. A draft response was in hand and would be shared with the Board on Sharepoint for comments before submission.

13. **Dates of forthcoming meetings**

Board Teams update – Thursday 4 February 2021 at 9.30am  
HCC Board meeting – Thursday 4 March 2021 time TBC

**Signed.....**  
**Chairman of HCC**