



Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 9:45am at Tŷ Rheidol, Aberystwyth on Thursday 6 July 2023

- Present:** Cath Smith (Chair)
Gareth Wynn Davies, John T Davies, Rhys Davies, Jack Evershed, Hugh Hesketh-Evans, Mike Humphreys, Prys Morgan, Emlyn Roberts, Caroline Sanger-Davies, Vicki Spencer-Francis
- By Invitation:** Lesley Griffiths MS, Minister for Rural Affairs, North Wales and Trefnydd – for Minister update session
Karla Price, Welsh Government
Maria Richards, Welsh Government
- Executive in attendance:** Jo Horder (Secretariat)
Rachael Madeley-Davies (Head of Sustainability & Future Policy)
Heather McCalman (Programme Delivery Co-ordinator) – Item 6f
Laura Pickup (Head of Strategic Marketing & Connections)
Bryan Regan (Head of Finance & Corporate Governance)
John Richards (Producer and Processor Lead) - Item 6f
Eleri Thomas (Meat Quality Executive) – Item 6f

1. Welcome and Chair's Comments

The Chair welcomed all to the Board meeting.

In the absence of the CEO, it was noted that the Head of Finance and Corporate Governance was currently acting Accounting Officer.

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

9 May 2023 – The Chair attended a meeting of the Farming Connect Strategic Advisory Board.

16 May 2023 – The Chair and CEO attended the NSA Welsh Sheep event, Aberhafesp.

17 May 2023 – The Chair attended the Women in Meat Conference, London.

8 June 2023 – HCC Board Teams update followed by the Welsh Government / HCC Governance virtual meeting along with the Executive.

15 June 2023 – HCC Board Teams update.

20 June – The Chair attended the NFU Cymru Celebration of Food and Farming event, Cardiff.

27 June – The Chair and Head of Sustainability and Future Policy attended the British Veterinary Association Annual Welsh Dinner, Cardiff.

29 June – The Chair attended a virtual meeting of the Farming Connect Strategic Advisory Board.

2. **Apologies for absence**

Apologies noted for the CEO who was currently on sick leave absence.

3. **Declarations of Interest**

It was noted that Emlyn Roberts was now President of Farmers Mart Dolgellau.

There were no other new declarations of interest.

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

a. *The Board meeting held on Thursday 4 May 2023 (HCC 1140)*

b. *The Board Teams update meeting held on Thursday 8 June 2023 (HCC 1141)*

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

5. **Matters arising**

Forthcoming Events

It was noted that the Head of Strategic Marketing and Connections had provided an enhanced paper for the forthcoming events (agenda item 6c refers).

The Head of Sustainability and Future Policy informed the Board that findings from the Biodiversity Audits would be launched at the Royal Welsh Show and a two-page summary from the main report would be provided to the Board.

Action: Secretariat

Royal Welsh Show 24 -27 July 2023

It was noted that a full briefing had been prepared and shared as agenda item 6d.

Review of HCC's Committees

It was noted that the Terms of Reference for the HCC Committees had been shared for the Board meeting on 8 June 2023.

HCC Board and Communications

The Head of Strategic Marketing and Connections advised that the refresher briefing had been incorporated in the briefing paper under agenda item 6d.

Regarding the Board Teams updates, the Chair advised that for the benefit of the new Board members, the scheduled update meetings for 5 October 2023 and 1 February 2024 would continue and the requirement would be reviewed for the next financial year.

New Chief Veterinary Officer for Wales

It was noted that that email communication had been issued to Dr Irvine to attend a future Board meeting and a response was awaited.

4b – Thursday 8 June 2023 Board Teams meeting

Terms of Reference for Draft HCC Sustainable and Innovation and Research Group

The Head of Sustainability and Future Policy informed that membership of this Group continued to be work in progress.

6. **HCC Reports**

a. Activities (HCC 1142)

The above was taken as read.

To welcome Lesley Griffiths MS, Minister for Rural Affairs, North Wales and Trefnydd

The Chair welcomed Lesley Griffiths MS to the meeting. The four new Board members introduced themselves to the Minister.

The Minister welcomed the new members and thanked the Board for their continuing work.

The Minister provided an update to the Board and a discussion followed.

The Head of Sustainability and Future Policy provided an update on the current situation regarding lamb and beef prices and import and export markets.

It was noted that the final stages of the Red Meat Development Programme (RMDP) projects were being completed. Legacy work would continue to build on the project outcomes, including underpinning brand messaging for PGI Welsh Lamb and PGI Welsh Beef in relation to health and nutrition, sustainability and nature recovery.

A full briefing paper in relation to the Executive's presentation was offered to the Minister ahead of the Royal Welsh Show. The Minister agreed that this would be helpful.

Jack Evershed wrapped up the session and thanked the Minister for her update and input to the meeting.

b. Market Bulletin Summary (HCC 1143)

The above was taken as read.

c. Forthcoming events (HCC 1144)

The above was taken as read.

The new report format was well received by the Board.

d. To receive a briefing on HCC's presence at the Royal Welsh Show 24 – 27 July 2023 (HCC 1145)

The above was taken as read and summarised by the Head of Strategic Marketing and Connections.

It was noted for awareness that Agriculture and Horticulture Development Board (AHDB) would be starting consultation in England on increasing Levy rates.

- e. *To receive a presentation on HCC's PGI Welsh Lamb Campaign 2023 – 2024*

The Head of Strategic Marketing and Connections presented the above.

The presentation explained the campaign objectives to increase brand awareness and perception, the different target audiences, headline messaging for each and the planned media strategy.

The Chair acknowledged the work that had gone into developing the campaign.

- f. *To receive a presentation on the Red meat Development Programme (RMDP) – Key Conclusions and Outcomes*

The Chair welcomed John Richards, Eleri Thomas and Heather McCalman from the RMDP team.

The Board received summary presentations on each of the projects, Stoc+, Hill Ram Scheme and Welsh Lamb Meat Quality, highlighting the key conclusions and outcomes achieved.

The Chair thanked the team for the summaries and added that the programme had demonstrated some outstanding achievements which was testament to the hard work of all the team involved in the projects.

7. **HCC Committees**

Audit and Risk Committee

To receive a report and adopt the minutes of the Audit and Risk Committee meeting held on Monday 12 June 2023 (HCC 1146)

The above were taken as read and utilized as a report to the Board with no matters raised.

The minutes were adopted by the Board.

8. **Any other business**

There was no other business raised.

9. **Dates of forthcoming meetings**

HCC Board meeting – Thursday 7 September 2023 – time TBC
Board Teams update - Thursday 5 October 2023 at 9.30am

HCC CLOSED BOARD SESSION FOLLOWED

Signed.....
Chair of HCC