



(HCC 808)

Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10.30am at Tŷ Rheidol, Parc Merlin, Aberystwyth on Thursday 8 March 2018

- Present:** Kevin Roberts (Chair)
Huw Davies, Gareth Wynn Davies, Helen Howells, Barrie Jones, Rachael Madeley Davies, Catherine Smith, Claire Williams and Ogwen Williams
- By Invitation:** Gareth Wilson (Welsh Government)
- Executive in attendance:** Gwyn Howells (Chief Executive Officer - CEO)
Julie Davies-Jones (Secretariat)
Jo Horder (Secretariat)
Kirsten Hughes, Red Meat Executive (Item 7)
- 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 Kathryn Jenkins, Deputy Chief Security Officer, Welsh Government.

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

- 21 January 2018 - The Chair and CEO attended an introductory meeting with Tim Render, Director, Environment and Rural Affairs, Welsh Government.
- 22 January 2018 - Welsh Government ERA Roundtable meeting, Aberystwyth.
- 22 January 2018 (pm) The Chair presented at the NFU Cymru Conference – Brexit: Shaping the Future of Welsh Agriculture.
- 26 January 2018 - The Chair partook as a panellist at the Agri Academy Alumni 2012 – 2017 reunion.
- 8 February 2018 - The Chair joined key industry stakeholders at a lunch with Stuart Andrew MP, UK Minister for Wales & The Hon George Eustice MP, Minister of State for Agriculture, Fisheries & Food at the Royal Welsh Showground.

- 12 February 2018 – the Chair and CEO attended a farm visit to Esgairgawr, Rhydymain, Dolgellau (NFU Meirionnydd County Chair – Emlyn Roberts) followed by presenting at an evening meeting of the Members of NFU Meirionnydd, Bala.
- 13 February 2018 – The Chair and Industry Development and Relations Manager attended farm visits at Betws y Coed and Pentrefoelas. Following this the Chair addressed Llysfasi College Students followed by presenting at the NFU Clwyd County meeting, Ruthin.
- 20 / 21 February 2018 - The Chair and CEO attended the NFU Conference, held in Birmingham.
- 22 February 2018 – The Chair presented to the Farming Connect Strategic Advisory Board meeting at IBERS, Aberystwyth.
- 27 February 2018 – The Chair attended The Prince’s Countryside Fund Beef & Lamb Summit at Clarence House, London. The purpose of the summit, attended by stakeholders from across the beef and lamb sectors was to reaffirm the challenges facing the sector and how the industry could work together to ensure resilience through difficult times in particular post Brexit.
- The Chair and CEO continued to partake in meetings and teleconferences in relation to the Ring Fenced Funding.
- 3 March 2018 – The Chair and CEO participated in a teleconference with Andy Richardson, member of UK Food & Drink Board.
- 9 March 2018 – The Chair departed for the Red Meat Sector Supply Chain Integrity Programme trip to New Zealand (Defra Study Tour).

2. **Apologies for absence**

Apologies for the meeting had been received from John Davies and Illtud Dunsford.

3. **Declarations of Interest**

There were no new Declarations of Interest declared.

The Corporate Services Manager highlighted that two Confidentiality, Conflict of Interest and Anti Bribery Disclosures remained to be submitted and would follow this up with those individuals.

In order to adhere with sound Corporate Governance, the Board was reminded that “Declarations of Interest” was a standing agenda item and any new /

potential conflicts should be highlighted at Board meetings or written notice provided to the Corporate Services Manager.

4. **To receive and approve the minutes of the Board meeting held on Thursday 11 January 2018 (HCC 797)**

The minutes of the Board meeting held on Thursday 11 January 2018 were taken as read, approved by the Board and signed by the Chair.

5. **Matters arising**

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

It was noted that the Cabinet Secretary / Welsh Ministers had approved the Board's recommendation that the Levy Rates and Recovery Costs for 2018 / 2019 would be as follows:-

Welsh Red Meat Levy Rates for 2018 / 2019			
<i>(per head)</i>	Total Levy Collected	Total Paid by Producer	Total Paid by Slaughterer/ Exporter
Sheep	£ 0.83	£ 0.63	£ 0.20
Cattle	£ 5.67	£ 4.34	£ 1.33
Calves (up to 68kg)	£ 0.17	£ 0.085	£ 0.085
Pigs	£ 1.30	£ 1.05	£ 0.25

Levy Recovery Costs for 2018 / 2019	
Species	Levy Recovery (per head)
Sheep	£0.010
Cattle	£0.030
Pigs	£0.013

HCC's Vision and Strategic Direction to 2025 (HCC 791)

A draft design of the publication was tabled and approved by the Board.

The Welsh translation was complete.

It was agreed that the Royal Welsh Grassland event to be held at Carnbwl, Four Crosses, Powys on Wednesday 16 May 2018 would be a suitable platform for the launch. The Communications Manager would progress with arrangements and report to the Board in due course.

It was noted that discussion was underway with the Welsh Government to ensure that the Welsh Red Meat Industry Strategic Action Plan (Action Plan until 2020) was aligned with the HCC Vision to 2025 to avoid duplication and to ensure an orderly transition would be achieved.

Red Meat Sector Supply Chain Integrity Programme trip to New Zealand (Defra Study Tour)

The Chair would provide a report on the above to the Board ahead of the April 2018 teleconference.

£50m EU Transition Fund financial and tailored support as the UK prepares to leave the EU)

The CEO was in dialogue with Welsh Government Officials regarding the above and would report to the 3 May 2018 Board meeting.

Sector Readiness – post Brexit

HCC was currently working with Welsh Government Officials on areas of contingency planning in a number of areas including scoping the future potential to address seasonality of production and interventions to balance supply and demand in the retail and foodservice sectors.

Work would also commence on the future production of lamb and beef in the hills / uplands allied to providing environmental outcomes. Work on lamb eating quality was proposed as part of the Strategic Initiative.

This was initial development work and the Board would be asked to contribute to this in due course.

6. **HCC Reports**

- a. Activities Report (HCC 798) – To include a summary on the evaluation of the 2017 PGI Welsh Lamb Consumer and EU campaigns

The activities report was taken as read.

Communications

HCC Corporate Website

Work on the above was progressing.

Industry Development

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

The outcome of the above would be reported upon in due course.

Market Development

The Market Development Manger presented on:-

- The PGI Welsh Lamb Campaign 2017 evaluation and
- The PGI Welsh Lamb and Welsh Beef EU Funded Campaign 2015 / 2018.

b. **Market Bulletin (HCC 799)**

The above was tabled for information.

c. **Financial – Income and Expenditure and Balance Sheet to 31 December 2017 (HCC 800)**

The above was taken as read.

It was reported that the end of year projection was likely to be close to the forecast budget.

d. **Forthcoming events (HCC 801)**

The above was taken as read.

The Industry Development and Relations Manager highlighted the HCC event to be held on the 15 March 2018 entitled 'Valorisation of animal by-products in the red meat supply chain'. This event was aimed at smaller abattoirs seeking to explore opportunities for collaborative approaches to dealing with and reducing waste more efficiently and therefore increasing business profitability.

7. **Corporate**

The Red Meat Executive joined the meeting.

a. **To receive the approved HCC Corporate Plan for 2018 / 2021 (HCC 802)**

The approved Corporate Plan for 2018 / 2021 was received by the Board.

b. **To approve the summary of changes to HCC's draft Operational Plan 2018 / 2019 arising from the 11 January 2018 Board meeting and Welsh Government Feedback (HCC 803)**

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

c. To approve the draft HCC Operational Plan 2018 / 2019 (HCC 804)

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

Next steps: The HCC Corporate Plan 2018 / 2021 and Operational Plan 2018 / 2019 would be submitted to the Cabinet Secretary for consideration.

8. **HCC Committees**

Communications Advisory Committee

To adopt the minutes of the Communications Advisory Committee meeting held on 12 February 2018 (HCC 805)

It was noted that the Committee was considering ideas and options for the delivery of the HCC Annual Conference 2018 and would report to the Board at the 3 May 2018 meeting.

The Board received a presentation outlining the evaluation of the potential property tender for use of the former National Trust building at the Royal Welsh Showground.

The minutes of the Committee meeting held on 12 February 2018 (HCC 805) would be re-presented to the Committee for approval at the forthcoming teleconference and formally adopted by the Board thereafter.

Research and Development and Knowledge Exchange Advisory Committee (R&D&KE)

a. To adopt the minutes of the R&D&KE Advisory Committee meeting held on Monday 16 October 2017 (HCC 806)

The minutes of the R&D&KE Committee meeting held on Monday 16 October 2017 were taken as read and adopted by the Board

b. To receive a verbal report of the R&D&KE Advisory Committee meeting held on Wednesday 7 March 2018

The Committee Chair reported on the above:-

- A presentation on an RDP funding application regarding Smart Packaging was particularly interesting and relevant.
- Some invitations for the extended membership of the Committee had still to be taken up and further contact would be made with the relevant organizations to encourage attendance.

- A briefing on the R&D projects that HCC was currently supporting would be provided to the Board in due course.
- The Industry Development and Relations Manager reported that a meeting had been held with AHDB to discuss the priorities for R&D activity to be funded by the ring-fenced levy money. The following areas had been identified and would be considered further:-
 - 1) Responsible antibiotic use
 - 2) Health and welfare monitoring
 - 3) Coordinated approach to biosecurity
 - 4) Optimum mature size in breeding animals
 - 5) Ensuring accuracy of forage analysis

9. **To receive and update on the GB Red Meat Levy Distribution**

Due to time constraints, this item was deferred for discussion and would be placed on the agenda for the April teleconference.

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

The Executive continued to work on the applications following feedback from the Welsh Government. The applications would be resubmitted with a hopeful and imminent outcome from Welsh Government.

The Chair stated that this funding remained essential for delivery of the HCC strategy on behalf of the Welsh red meat industry.

11. **To discuss the recent Hygiene and Food Safety breaches and its effect on consumer confidence**

Due to time constraints, this item was deferred for discussion at 3 May 2018 Board meeting.

12. **Paper for information – To receive a report following HCC's presence at the Gulfood Trade Show, Dubai 18 – 22 February 2018 (HCC 807)**

The above was taken as read.

13. **To receive a presentation on the Welsh Government Information Technology Security Policy – Kathryn Jenkins, Deputy Chief Officer, Welsh Government**

Kathryn Jenkins, Deputy Chief Security Officer, presented an overview of the above policy and the auditing process required of Welsh Government and HCC in relation to this.

The Chair thanked Kathryn Jenkins for a very interesting and informative presentation and stressed the importance of maintaining effective organizational policy and practice to address the risks highlighted.

14. **Any other business**

Extending the Membership of the Marketing Advisory Committee (to include processors from the large, medium and small enterprises)

It was noted that consideration continued to be given to the above by the Executive and would be discussed in due course with the Committee Chair.

15. **Date of next meeting**

Thursday 3 May 2018.

It was noted that the Board meeting scheduled for Thursday 6 September 2018 would be rescheduled to Thursday 13 September 2018.

Signed.....
Chairman of HCC