



Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10.30am via Microsoft Teams on Thursday 3 March 2022

Present: Cath Smith (Chair)
Melody Chapman, John T Davies, Rhys Davies, Jack Evershed, Rachael Madeley Davies, Prys Morgan, Emlyn Roberts 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)
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 Board meeting.

The Chair gave an update on the key events and meetings she had attended:

26 January 2022 – Ruminant Health and Welfare Group meeting

27 January 2022 – Defra UK Agriculture meeting

3 February 2022 – HCC Board Teams update followed by attendance virtually at a meeting of the Farming Connect Strategic Advisory Board

5 February 2022 – HCC Remuneration Committee meeting

9 February 2022 - The Chair and CEO virtually attended the HCC / Welsh Government Quarterly Governance update meeting

18 February 2022 – The Chair along with other industry representatives met the Australian High Commissioner to the UK, His Excellency the Honourable George Brandis QC at Anglesey Showground

22 – 23 February 2022 – The Chair and CEO were delegates at the NFU Conference, ICC, Birmingham

2. **Apologies for absence**

Apologies noted for Board Members Gareth Wynn Davies and Huw Davies.

3. **Declarations of Interest**

There were no new Declarations of Interest.

4. **To approve the minutes of the Board meeting held on Thursday 13 January 2022 (HCC 1053)**

The minutes of the Board meeting held on Thursday 13 January 2022 were taken as read, approved by the Board and signed by the Chair.

5. **To approve the minute of Item 3 (changes to HCC's 2021 / 2022 Operational Plan KPIs) of the Board Teams update meeting held on Thursday 3 February 2022 (HCC 1054)**

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

6. **Matters arising**

Thursday 13 January 2022 Board meeting

There were no matters arising.

Thursday 3 February 2022 Teams update meeting

There were no matters arising.

7. **Corporate**

The Red Meat Executive gave a summary of the revision which had been made to the draft Business Plan 2022 / 2026 following feedback from the Board on the 13 January 2022:

HCC Business Plan

- KPI targets relating to engagement of email communications and media coverage had been added (page 29)

The Red Meat Executive gave a summary of the revisions which had been made to the draft Operational Plan 2022 / 2023 following feedback from the Board on the 13 January 2022:

HCC Operational Plan

- KPI baselines had been updated (pages 8-15)
- KPI targets relating to engagement of email communications and media coverage had been added (page 13)
- Annex 3 (Operational Plan on a page) had been added (page 34)

a. **To approve HCC's draft Business Plan 2022 / 2026 (HCC 1055)**

The above was taken as read and presented by the Red Meat Executive.

Following discussion, the Board approved the Business Plan for 2022 / 2026 subject to the following amendment:

- Adding text to the sustainability ambition (within the Delivery Mechanisms section) on the 3 pillars of sustainability

b. To approve HCC's draft Operational Plan 2022 / 2023 (HCC 1056)

The above was taken as read and presented by the Red Meat Executive.

Following discussion, the Board approved the Operational Plan for 2022 / 2023 (including the planned budgeted income and expenditure).

Next steps: Both documents would be updated to reflect the above and submitted to the Minister for consideration.

8. **HCC Reports**

a. Activities (HCC 1057)

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

b. Market Bulletin Summary (HCC 1058)

The above was taken as read.

c. Financial – Income and Expenditure and Balance Sheet to 31 December 2021 (HCC 1059)

The above was taken as read and summarized by the Corporate Services Manager.

d. Forthcoming events (HCC 1060)

The above was taken as read.

9. **HCC Committees**

Communications Advisory Committee

a. *To adopt the minutes of the Communications Advisory Committee meeting held on Thursday 13 January 2022 (HCC 1061)*

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

The minutes were utilized as a report to the Board with no issues raised.

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

b. *To receive a verbal report and adopt the minutes R&D&KE Committee meeting held on Wednesday 2 February 2022 (HCC 1062)*

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

The minutes were utilized as a report to the Board with no issues raised.

Audit and Risk Committee

- c. To receive a verbal report of the Audit and Risk Committee meeting held on Thursday 3 March 2022

In the absence of the Committee Chair, Gareth Wynn Davies, Committee Board Member John T Davies reported on the above.

10. **Any other business**

US – Small Ruminant Rule

The Board welcomed the announcement that US authorities had removed the small ruminant rule, which was initially introduced two decades ago, prohibiting the imports of lamb from the UK and other countries where scrapie had been identified.

Discussion took place with regard to the demand for sheep meat into the US market and other overseas markets in general given the current challenges facing the red meat sector and trade post Brexit and Covid. The Market Development Manager informed that HCC continued to work closely with the UK Export Certification Partnership (UKECP) and also engaged with the UK Governments on market access and trade matters.

The Board would be kept informed of any developments in terms of market updates and trade agreements and it was agreed to provide a list of priority countries in relation to market access on Sharepoint for information.

11. **Dates of forthcoming meetings**

Board teleconference update – Thursday 7 April 2022 at 9.30am
HCC Board meeting – Thursday 5 May 2022 time TBC.

Signed.....
Chair of HCC