



**Minutes of an update meeting of the Directors of Hybu Cig Cymru (HCC)
held at 9.30am via Microsoft Teams on Thursday 5 October 2023**

Present: Cath Smith (Chair)
Gareth Wynn Davies, John T Davies, Rhys Davies, Jack Evershed,
Hugh Hesketh-Evans, Mike Humphreys, Emlyn Roberts, Caroline Sanger-
Davies, Vicki Spencer-Francis

By Invitation: Rhys Pugh, Welsh Government

**Executive
in attendance:** Julie Davies-Jones (Secretariat)
Rachael Madeley-Davies (Head of Sustainability & Future Policy)
Laura Pickup (Head of Strategic Marketing & Connections)

1. **Apologies for absence**

Apologies were noted from Board Member Prys Morgan, Gwyn Howells CEO, Bryan Regan, Head of Finance and Corporate Governance and Maria Richards, Welsh Government.

2. **Market and Industry Update**

3. **Activities update**

The Head of Sustainability and Future Policy gave an update on market, industry and HCC activities.

The remaining work in relation to the Red Meat Development Programme (RMDP) was now complete with the final evaluation report and claim submitted to the Welsh European Funding Office (WEFO). The Board commended the Executive on the successful delivery of this substantial project.

- Planning was in hand for educational roadshows which would entail the HCC team engaging with agricultural students on the role of the organisation and its activities and discussion on red meat and challenges facing the industry. The roadshow would visit the agriculture colleges across Wales including Coleg Powys, Llysfasi and Coleg Penybont (Bridgend). The first roadshow would be held on Wednesday 11 October 2023 at Glynllifon. In addition, as an outcome of feedback from the Levy engagement process with stakeholders during 2022, arrangements were in hand for HCC to host a series of Farmer Forum / Open meetings which would be held at the agriculture colleges following the sessions with the students. The forums would give opportunity for farmers to engage with HCC on the opportunities and challenges facing the industry and to hear about the work HCC undertakes. The Chair and members of the Executive would be present at the forum on the 11 October 2023.
- The HCC Farmer Intentions online survey for 2023 was now live with the closing date of Monday 9 October 2023. The link to the survey would be

emailed to the Board in order to share with networks and encourage participants.

4. **To receive a presentation on HCC's PGI Welsh Beef Campaign 2023 / 2024**

The Head of Strategic Marketing and Connections gave an overview on the work undertaken on the above to date including detail on the objectives, target audience, messaging, media mix and example visuals. Feedback from the Board was noted.

5. **To receive an update on arrangements for HCC's conference 9 November 2023**

The Head of Strategic Marketing and Connections updated the Board on the arrangements and draft programme for the above.

The Board would be further updated on the conference at the Board meeting to be held on 8 November 2023.

6. **Any other business**

There was no other business raised.

7. **Date of upcoming meetings**

Wednesday 8 November 2023:

08:30 HCC Audit and Risk Committee

10:00 HCC Board meeting

14:00 HCC Board and SLT planning meeting - arrangements were in hand for the planning meeting. The Board would be updated in due course.

Signed.....
Chair of HCC