



(HCC 651)

**Minutes of a meeting of the Directors of Hybu Cig Cymru held at  
10.30am at Tŷ Rheidol, Parc Merlin, Aberystwyth on Friday 4 September 2015**

**Present:** Dai Davies (Chairman)  
John Brereton, Will Haresign, Bethan Jones, Gwynn Angell Jones  
Graham Probert, Richard Rogers, Richard Tudor, Wyn Williams  
and John Yeomans

**By Invitation:** Gary Haggaty (Welsh Government)

**Executive Team:** Gwyn Howells (Chief Executive Officer - CEO)  
**in attendance** Prys Morgan (Head of Operations)

Julie Finch (Corporate Strategy and Policy Manager)  
Laura Pickup (Market Development Manager)  
Bryan Regan (Corporate Services Manager)

Julie Davies-Jones (Secretariat)

1. **Welcome and Chairman's Comments**

The Chairman welcomed all to the meeting and gave a verbal update on the key events and meetings he had attended since the previous meeting:-

July 2015

The Chairman in his capacity as a panel member, attended the interviews for the appointment of HCC's Scholars for 2015 (Item 6a refers).

The Chairman chaired a meeting of HCC's Red Meat Action Plan Monitoring Committee held on the 6 July 2015 (Item 8 refers).

The formal launch of the Strategic Action Plan for the Welsh Red Meat Industry 2015 – 2020 took place at the Millennium Stadium, Cardiff on the 14 July 2015 and was attended by the Deputy Minister, Assembly Members and key industry stakeholders. The Chairman thanked those Board members who were also present.

Royal Welsh Show 2015

The Chairman represented HCC at numerous receptions and meetings during the period of the Show (Item 5 refers).

2. **Apologies for absence**

Apologies received from David Lloyd-Thomas (Welsh Government).

3. **Declarations of Interest**

Declarations of Interest were noted as follows:-

Credit Control – John Brereton and Wyn Williams.

4. **To receive and approve the minutes of the Board meeting held on Monday 6 July 2015 (HCC 644)**

The minutes of the Board meeting held on Monday 6 July 2015 were taken as read, approved by the Board and signed by the Chairman.

5. **Matters arising**

*Replenishment of HCC Non-Executive Directors (NED's)*

There was no update to report. Confirmation was awaited from the Welsh Government with regard to the appointment of the NED's to HCC's Board for a further term.

It was noted that Gary Haggaty would follow this up.

*Objective Carcase Management for Beef and Lamb*

The commissioned report for the feasibility study to identify commercial systems suitable for measuring meat yield from lamb carcasses in a UK environment was currently being reviewed by the Executive. The report and recommendations would be presented to the next meeting of the Lamb Carcase Evaluation Sub-Group to be held on the 28 September 2015.

*HCC's PGI Welsh Lamb / PGI Welsh Beef Brands Policy*

The policy had been shared with and acknowledged by the Welsh Government's Food Division.

*Welsh Government – Food Division*

An invitation had been issued to Keith Smyton, Head of Food Division, Welsh Government to attend a forthcoming Board meeting. A response was awaited.

*Royal Welsh Show 2015*

The Board was given the opportunity to provide feedback on HCC's presence at the above.

The Board perceived HCC's presence to be successful and commended the staff for their efforts in achieving this. Compliments were received on the design and layout of both stands and the new elements of interactive activity on the Industry Development stand.

HCC's breakfast reception was extremely well attended with up to a 150 representatives from across the supply chain in attendance including farmers, processors, retailers, Government officials and industry organizations. Philip Hogan, European Commissioner for Agriculture and the Deputy Minister addressed the gathered audience.

6. **HCC Reports**

a. *Activities Report (HCC 645)*

The above was taken as read.

*HCC Livestock Scholarship 2015*

The standard of applications for the HCC Livestock Scholarship 2015 had been extremely high and two scholarships had been awarded. These were announced during the Royal Welsh Show; namely Alan Gardner from Mold and Huw Williams from Talley.

It was noted that Alan Gardner would travel to New Zealand to specifically look at performance indicators to improve business efficiency whilst Huw Williams was planning to visit Australia and New Zealand to investigate DNA shepherding and EID tracking as a management tool for the selection of breeding replacements in extensive systems.

*RDP Funding - Removing Barriers to Electronic Recording project*

The Corporate Strategy and Policy Manger summarized the above:-

The project's objective was to provide funding and encourage 1,500 sheep farmers to engage in electronic recording of their sheep flock. In total, 1,940 businesses registered with the project and more than 1,700 finally completed the project. The reallocation of funding enabled all businesses who originally registered their interest through the [www.ewemanage-IT.org.uk](http://www.ewemanage-IT.org.uk) project website to take part.

In addition to the 10 case studies that were published during July 2015, two booklets based on the project had been produced; the first entitled "Introducing EID recording - A practical guide to getting started with EID recording for your flock" and the second "Making the most of EID recording - Practical ways to maximise the benefits of EID recording in your flock".

Data from the surveys undertaken by the project participants had been analysed and a report on the findings has been prepared for publication. The project was currently being evaluated and would be reported upon in due course.

Welsh Government Rural Communities – Rural Development Programme 2014 – 2020

It was highlighted that the initial rounds of Expression of Interest (EOI) for schemes had gone live. HCC was currently working on an application on behalf of the red meat industry in Wales. The deadline for submission was the 14 October 2015.

b. To receive a verbal update on the current lamb market and HCC's marketing activities

The CEO introduced this item:-

Farming businesses and the sheep industry in particular had been through a very difficult time over recent months due to several external factors that had impacted negatively on lamb prices. The strong pound against a weak Euro had meant that all British products including Welsh Lamb were more expensive to purchase within the Eurozone. As a consequence, the sheep meat export trade had declined year on year. The strong pound had also made New Zealand lamb much cheaper further hitting the GB lamb industry and resulting in an over supply of lamb to retailers and therefore exerting a downward pressure on farmgate prices.

The decision by the Board to utilize monies from HCC's reserve during the crisis had enabled HCC to introduce contingency measures.

In terms of increased activity, the Market Development Manager highlighted that as well as the PGI Welsh Lamb Campaign for 2015, HCC had introduced a wide range of across-media and in-store marketing measures to support farmers and processors during this unsettled market period.

A number of promotional activities had been planned by HCC to coincide with British Lamb Week which would run from the 1 – 7 September 2015 including a mobile billboard tour campaign and the use of social media to spread the word about the qualities of PGI Welsh Lamb. A selection of recipes from the eatwelshlamb.com website had been sent to British Lamb Week for sharing during the campaign.

The billboard would stop at 77 venues over 14 days across Wales and England including many shopping locations and would run at the same time as the new PGI Welsh Lamb television advert and the PGI Welsh

Lamb retailer roadshow which would promote the product to shoppers. The trailer would travel all over Wales and to key locations in England.

The PGI Welsh Lamb television advertising campaign featured the latest 30-second PGI Welsh Lamb advert that would be aired across 26 channels including S4C, Sky News, Channel 5 and More4 for a period of six weeks.

Other HCC activity promotions included attendance at summer festivals such as the popular Festival No. 6 at Portmeirion and the V Festival. In terms of retailers there would be large posters, targeted consumer online advertising and social media and a strategically placed promotional poster campaign in 150 locations near major supermarkets in towns and cities across Britain.

Communication had also been issued to HCC's Butchers' Club members, asking them to show their support to the campaign. They had been supplied with 'Look for the Logos' posters and Welsh Lamb PGI stickers to display in their shop windows, and were encouraged to use social media to highlight any PGI Welsh Lamb promotions that they have planned for British Lamb Week, using the hashtags #BritishLambWeek and #LoveWelshLamb.

Farmer meetings were in the process of being arranged via the Farming Unions. A delegation of farmers from different parts of Wales (members from the FUW Standing Committee Chairmen and County Chairmen) were scheduled to attend a meeting at HCC on the 8 September 2015.

The Board agreed that it was crucial that farmers understood the role of HCC and worked in collaboration with the organization in order to achieve a sustainable future for the Welsh red meat industry. HCC would be devising a communications programme to help further convey to farmers the wide ranging and detailed marketing and industry development work it undertakes throughout Wales and beyond.

c. Market Bulletin (HCC 646)

The above was taken as read.

d. Financial – Income and Expenditure and Balance Sheet to 30 June 2015 (HCC 647)

The above was taken as read and summarized by the Corporate Services Manager with no issues to highlight.

e. Forthcoming Events (HCC 648)

The above was taken as read.

- f. To receive a briefing on HCC's Annual Conference Thursday 12 November 2015

The Head of Operations briefed the Board on the above:-

A pre-conference dinner for speakers, the Board and Executive would be held on the evening of Wednesday 11 November 2015 at the Metropole Hotel, Llandrindod Wells with the conference held at the same venue the following day.

The proposed line up of speakers, subject to confirmation would be the Deputy Minister; Ed Garner, the Communications Director of Kantar Worldpanel, the global leader in consumer analytics; Richard Brown, of Gira, the European food service market research expert; Patricia Czerniak, HCC's agent in Germany and HCC's Operations Manager, Prys Morgan.

Arrangements were in hand and the Board would be updated on the full conference programme at the next meeting.

7. **R&D Advisory Committee**

- To receive a verbal report of the R&D Advisory Committee held on Wednesday 2 September 2015

The Chairman gave a verbal report on the matters discussed at the meeting.

8. **Red Meat Action Plan Monitoring Committee**

- a. To receive a verbal report and adopt the minutes of the Red Meat Action Plan Monitoring Committee held on Monday 6 July 2015 (HCC 649)

The Chairman gave a verbal report on the Committee meeting held on Monday 6 July 2015:-

The draft Annual Monitoring Report for 2014-2015 was shared with the Committee which highlighted the achievements against actions between April 2014 and March 2015. The report also reviewed the overall impact of the Action Plan on the Welsh red meat industry by highlighting the key outcomes for the Welsh red meat industry between 2009 and 2015.

The Committee discussed a number of issues in relation to the activities delivered over 2014 / 2015 including product development, and a discussion was held regarding quantification of success.

This would be the last year of monitoring for this Strategic Action Plan, as from April 2015 delivery and outcomes would be measured against the targets of the new Strategic Action Plan (2020 Vision).

The Committee agreed the content of the report and for it to be presented to the Board for approval.

The minutes of the Red Meat Monitoring Committee held on Monday 6 July 2015 were taken as read and adopted by the Board.

b. To receive and approve the Annual Monitoring Action Plan report 2014 2015 (HCC 650)

The above was taken as read and presented by the Corporate Strategy and Policy Manager.

Following discussion, the Board approved the report.

The report would be sent to the Deputy Minister for approval, before being published.

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

There was no update to report.

Work was ongoing on drafting the briefing paper outlining the principle of Levy redistribution which would be shared with both AHDB and QMS and discussed at the next meeting of the Red Meat Levy Group which was scheduled for the 22 September 2015.

10. **To receive a verbal update on EIDCymru – the sheep movement database**

The technical engagement team continued to liaise with each of the livestock markets, abattoirs and collection centres in Wales. A number of businesses had volunteered to be involved in the pilot phase and data transfer into EIDCymru had already been set up for a number of those. The final amendments to the web-based interface and translation into Welsh were underway to enable the wider engagement with businesses.

Senior personnel for the dedicated helpdesk service were in post and were currently establishing the protocols and procedures for the centre and developing the user guides and web content. A second wave of recruitment would commence during September 2015 for the remaining support staff who would join the team in December 2015. The EIDCymru support service would be operational from the adjacent offices at Parc Merlin during the late autumn.

11. **Any other business**

Splitting of Carcasses for two tooth ewes

It was agreed to provide an update to the Board on the consultation regarding eruption of incisor teeth in hoggets for the next meeting.

12. **Date of next meeting**

Friday 6 November 2015.

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