



**Minutes of an update meeting of the Directors of Hybu Cig Cymru (HCC)  
held at 9.30am via Microsoft Teams on Thursday 1 February 2024**

- 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:** Maria Richards, Welsh Government
- Executive in attendance:** Heather Anstey-Myers (Interim CEO)  
Karen Davies (Secretariat)  
Gareth Jones (Head of Finance and Corporate Governance)  
Rachael Madeley-Davies (Head of Sustainability & Future Policy)  
Laura Pickup (Head of Strategic Marketing & Connections)

1. **Welcome – Heather Anstey-Myers, Interim CEO**

The Chair welcomed all to the meeting.

In particular, a welcome was extended to the Interim CEO and Accounting Officer, Heather Anstey-Myers to her first Teams Board update meeting. Formal introductions from the Board followed.

2. **Apologies for absence**

Apologies were noted from Board Member Gareth Wynn Davies and Gwyn Howells, CEO (who remained on sick leave).

It was noted that both Mike Humphreys and Prys Morgan would need to depart the meeting early and therefore the Chair requested that Items 5 and 6 on the agenda were covered first - this was agreed by the Board.

3 & 4. **Activities update and Market Industry update**

The Head of Strategic Marketing and Connections gave the following update:

- It was noted that Anne Dunn had commenced in role as Communications and External Affairs Lead.
- The PGI Welsh Beef Campaign had now drawn to a close with detailed evaluation underway.
- HCC would have presence at upcoming foodservice events (two in North Wales / one in South Wales) in partnership with foodservice distributors.
- Trade Shows – there were three upcoming international trade shows at which HCC would have presence:
  - Gulfood and a Fringe event being held at the Embassy;

- Foodex, Tokyo
- Annual Meat Conference, Nashville – in collaboration with the Agriculture and Horticulture Development Board (AHDB) and two meat processors with access to the United States.

Board member Mike Humphreys departed the meeting.

The Head of Sustainability and Future Policy gave the following update:

- It was good news to report that HCC's bid submitted to ARFOR (a joint venture between Carmarthenshire, Ceredigion, Gwynedd and Anglesey Councils) for £100k had been successful. The scheme would be based on the decarbonisation of beef in Gwynedd, Ceredigion and Carmarthenshire and would run from January – December 2024
- It was agreed for the Policy and Development Lead to brief the Board on the project at the 2 May 2024 Board meeting.
- The Chair congratulated the Head of Sustainability and Future Policy and the team on the successful outcome of the bids.

Sustainable Farming Scheme (SFS) consultation

- A draft of HCC's response to the consultation was in hand and would be shared with the Board ahead of the 7 March 2024 deadline.

**Action: Head of Sustainability and Future Policy**

## 5. **Finance Update**

The Head of Finance and Corporate Governance gave a brief update on the 2024 / 2025 budget position.

**Action: Head of Finance and Corporate Governance**

## 6. **To consider the Welsh Red Meat Levy Rates 2024 / 2025**

Following previous discussions and papers presented at the 8 November 2023 and 11 January 2024, the Chair felt it opportune for a decision to be reached in terms of a Levy increase at today's meeting.

Discussions took place around the justification for the proposed Levy increase.

The Chair asked if there were any objections to the Executives recommendation of raising the Levy, to which there was no comment.

Maria Richards requested more background information than discussed at this meeting to present to the Minister. The Head of Sustainability and Future Policy to prepare a paper setting out stages as soon as possible highlighting HCC's challenges, but also its proactive approach to driving efficiency and share with the Board ahead of sending a final and agreed proposal to the Minister.

**Action: Head of Sustainability and Future Policy**

Board member Prys Morgan departed the meeting.

## 7. **VAT Status**

The Head of Finance and Corporate Governance gave an update on HCC's VAT status.

Next Steps

Discussions continued on a regular basis with the VAT and Tax team, Welsh Government and representatives from the HMRC.

8. **Any other business**

9. **Date of upcoming meetings**

Thursday 7 March 2024 – HCC Board formal meeting  
Thursday 4 April 2024 – HCC Board Teams update