



**Minutes of an update meeting of the Directors of Hybu Cig Cymru (HCC)
held at 9.30am on Thursday 6 February 2025**

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

By invitation: Maria Richards (Welsh Government)

Executive in attendance: Jose Peralta (CEO)
Gareth Jones (Head of Finance and Corporate Governance)
Meilyr Ceredig (Head of Promotions and Operations)
Jo Horder (Secretariat)
Jason Craig (Market Development Lead)
Pip Gill (Brand Engagement Lead)
John Richards (Producer and Processor Lead)

1. **Welcome and apologies**

The Chair welcomed all to the meeting.

It was noted that Heather Anstey-Myers, Interim CEO, had concluded her post and the Chair formally thanked her for the work she had carried out during the last 12 months with HCC.

Apologies were noted from John T Davies (Board) and Russ Thomas (Sustainability and Policy Lead).

2. **Introduction to Chief Executive – Jose Peralta**

The Chair had pleasure in welcoming Jose Peralta into the role of CEO of HCC.

The CEO gave a general introduction and views on taking on the role. He added that he was looking forward to working with the Board on the various challenges ahead.

3. **Stakeholder Engagement Plans and Progress**

The CEO and Head of Promotions and Operations provided an update.

The CEO had begun contacting and meeting with key industry stakeholders. This had included an NSA event, a FUW Breakfast event and a meeting in Llandrindod Wells which had all provided opportunities to meet representatives from various organisations. Further meetings are being arranged with processors and farming unions in the coming weeks.

4. **Activities and Industry Updates**

Updates were provided by the Head of Promotions and Operations and HCC Leads. Key updates included:

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Strategic Marketing

- Stakeholder mapping activity is ongoing. The stakeholder database is being refreshed to ensure it remains up to date;
- All events traditionally attended are being reviewed in relation to their purpose, value and return on investment.

Supply Chain

- The Producer and Processor Lead had been supporting Welsh Government work on optional actions in relation to sheep and sheep systems. The first stage will conclude in mid-March and further work may develop from the outcome;
- Work is ongoing to review delivery of KPIs within the final year of the current Business Plan;
- Meetings had been held with processors and SME butchers. These were well attended with good representation across the sector. There had been positive discussion and a number of key themes had emerged.

Trade

- Planning was taking place for the coming year in relation to trade events, including the activities of overseas agents;
- Trade show attendance for 2025-26 is being reviewed to ensure key events are covered and maximum benefit gained from attendance;
- Planning is ongoing for the next events, Gulfood and Foodex;
- Trade KPIs had been reviewed and figures for most of the measures are looking favourable.

Branding

- A further report on the Welsh Lamb campaign had been received, indicating how well the TV advertising had performed. This will aid planning for next year. A press release on the campaign will be issued soon;
- A report is being prepared for the March Board meeting looking at how sales of Welsh Lamb can be tracked rather than just figures for 'all lamb';
- A broadcast day is being planned in relation to the health benefits of red meat, including broadcast interviews, podcasts and press releases;
- HCC is collaborating with unions and levy boards on activities for Great British Beef week in April;
- Results had been received for the Welsh Beef campaign. The YouGov data shows results to be static or slightly declined in some areas. A report will be provided for the March Board meeting.

5. **To consider the Welsh Red Meat Levy Rates for 2025-26**

The paper was taken as read.

Following discussion, the Board agreed to recommend to the Cabinet Secretary for Climate Change and Rural Affairs, to approve the increase of the Welsh Red Meat Levy rates in line with CPIH at 3.3%.

A communications plan for levy payers regarding the increase will be prepared, including key messages and lines to take.

Action: Head of Promotions and Operations

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6. Draft Board / Committee meeting dates and Board Programme for 2025-26

The proposed Board Programme was noted. It was felt that moving the HCC Conference date to the third week in November would bring it too close to the Winter Fair and it was agreed to return this to the original date of 13 November. The November Board meeting date was confirmed as 6 November.

The meeting dates and Board Programme were approved, to include the above amendment.

Action: Head of Finance and Corporate Governance

7. Finance Update

The Head of Finance and Corporate Governance presented the above and gave an update on the December accounts. Key points were;

- Performance against the original budget was better than expected;
- Cash flow remains adequate, although still based on some assumptions;

The Welsh Government Framework Agreement is being finalised. A paper will be presented to the Audit and Risk Committee in February before the final version is presented to the Board in March.

8. Any other business

There was no further business raised.

9. Date of upcoming meetings

Thursday 27 February 2025 Audit & Risk Committee (10:00 am)
Thursday 13 March 2025 Board Formal Meeting (10:00 am)
Thursday 10 April 2025 Board Update – Teams (09:30am)

The date of the next Remuneration Committee is to be confirmed.

HCC Board Closed Session

A separate and confidential meeting of the Board followed

Signed.....
Chair of HCC