



**Minutes of an update meeting of the Directors of Hybu Cig Cymru (HCC)
held at 9.30am on Thursday 10 April 2025**

Present: Cath Smith (Chair)
Jack Evershed, Hugh Hesketh-Evans, Emlyn Roberts, Caroline Sanger-Davies, Gareth Davies, Dewi Hughes, Paul Savage, John T 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)

1. Welcome and apologies

The Chair welcomed all to the meeting, and welcomed in particular the two recently appointed Board members, Dewi Hughes and Paul Savage. Brief introductions were made.

Apologies were noted from Mike Humphreys and Vicki Spencer-Francis.

2. Activities and Industry Updates

The CEO provided a verbal update. Key activities highlighted were;

- Welsh Lamb - preparation for the 2025 campaign is continuing and will be finalised for May;
- Welsh Beef – a YouGov survey has been launched to establish a baseline for the perception of Welsh Beef in England;
- Porc from Wales – work was ongoing to create new recipes for businesses to use in their marketing. These will be ready by June;
- The Water Baseline survey has closed, with over 200 responses received. The results were now being analysed;
- The Kantar contract had been extended for another year, in co-operation with AHDB. For the following year, data requirements will be ascertained and different options for sourcing that data considered;
- Work with the Meat Minds Group is ongoing, with members currently meeting with industry mentors. The next Group session, One Health, will be held at the end of April;
- Work on the environmental baseline project in collaboration with AHDB was continuing;
- All 2024/25 PGI audits had been completed, with 45 audits and 11 spot checks carried out;
- Plans were continuing regarding HCC's presence at the 2025 NSA Sheep event;
- HCC will be attending 10 to 15 livestock markets during May to liaise with and gain feedback from levy payers;

- Meetings had been set up with the main supermarkets to discuss campaigns for the coming year;
- Three international trade fairs had been attended, with new customers and contacts being gained;
- Planning for the HCC stand at the RWAS had started, with ideas for stand design being drawn up. A supplier for the stand build had been appointed.

3. **To receive an update on the ETRA Committee**

The CEO and Chair provided a verbal update on the evidence session.

The evidence paper prepared for the Committee was excellent and had provided a logical and comprehensive picture on the nature and detail of the work of HCC.

Board members who had observed the Committee complimented HCC and the Chair on their input.

It was agreed that the new Vision will provide a significant opportunity to highlight the current situation and implications going forward.

There will be a final Committee session with the Welsh Government in May, with the final report expected before the summer recess.

4. **To receive an update on the Vision 2026 – 2030**

The CEO provided a verbal update and set out the broad timeline for development of the new Vision.

The initial stakeholder consultation with organisations and processors will be completed by early June. A questionnaire will be developed to provide a background for discussions.

A green paper will then be prepared, which will provide a skeleton of what the Vision will look like. This will form the basis for discussions with the Welsh Government which will be completed by 30 June. Levy payer consultation will then be launched and completed by the end of August.

A white paper, which will form a more complete version of the Vision will be prepared by the Autumn, ready to be presented to the Board. The aim is to finalise the Vision by the end of the year to prepare for launch in April 2026.

5. **To receive an update on the Operational Plan**

The CEO provided a verbal update.

The Plan for 2025/26 had been sent to the Welsh Government. One item was being reviewed. The final KPIs will be completed over the next two weeks and the Plan fully completed by the end of April for Ministerial sign off.

6. **Any other business**

The CEO presented information on the relationship between beef cut prices at retail and cattle deadweight prices and highlighted the challenges regarding the competitiveness of beef products in England and Wales. A paper will be presented to the Board when this work has concluded.

It was noted that work is ongoing to consider the effect of the Trump tariffs on

factors including export trade, input costs and meat consumption.

7. **Date of upcoming meetings**

Thursday 8th May 2025 – HCC Board formal meeting

Thursday 12th June 2025 – HCC Board Teams update

Signed.....
Chair of HCC