



**Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at
10am at Tŷ Rheidol, Aberystwyth on Thursday 8 May 2025**

Present: Cath Smith (Chair)
Gareth Wynn Davies, John T Davies, Jack Evershed, Mike Humphreys, Vicki Spencer-Francis, Emlyn Roberts; Caroline Sanger-Davies, Dewi Hughes, Paul Savage

By invitation: Maria Richards (Welsh Government)

Executive: Jose Peralta, CEO
Gareth Jones, Head of Finance and Corporate Governance
Meilyr Ceredig – Head of Promotions and Operations
John Richards, Producer and Processor Lead
Jason Craig, Market Development Lead
Pip Gill, Brand Engagement Lead
Russ Thomas, Sustainability and Policy Development Lead
Jo Horder, Secretariat

1. Welcome and Chair's Comments

The Chair welcomed all to the meeting and gave an update on the key events and meetings she had attended since the previous Board meeting:

17 March – Media training in Cardiff with CEO and Head of Promotions and Operations,
24 March – Ministerial Roundtable,
27 March – ETRA Committee in Cardiff with CEO,
28 March – Teams call with AHDB Chair,
2 April – Official-led Ministerial Roundtable,
9 April – Official-led Ministerial Roundtable via Teams,
10 April – HCC Board Teams update,
16 April – New NED Board inductions,
28 April - Welsh Government Governance meeting via Teams,
30 April – Deputy First Minister meeting with CEO in Cardiff and Ministerial Roundtable

2. Apologies for absence

An apology was noted from Hugh Hesketh-Evans.

3. Declarations of Interest

It was noted that the Chair had taken up the role of a Non-Executive Director of the Board of Wynnstay PLC from 1 April 2025.

4. **To approve the minutes of the Board meetings**

a) *The Board meeting held on Thursday 13 March 2025*

The above was taken as read and approved by the Board.

b) *The Board Teams update meeting held on Thursday 10 April 2025*

The above was taken as read and approved as amended by the Board.

5. **Matters arising**

Risk management

It was noted that recommendations on risk appetite levels will be presented to the Audit and Risk Committee in June and the Board meeting in July.

All other matters arising were covered on the agenda.

It was noted that the end of year accounts for 2024 – 25 were nearing completion and presented a positive picture overall. The audit is scheduled for July.

It was also noted that the HCC Operational Plan for 2025 – 26 had been presented to the Deputy First Minister, with final sign-off awaited.

6. **Presentation on HCC's PGI Welsh Lamb Campaign 2025-26**

The Brand Engagement Lead presented the above and provided an overview of the campaign including the strategic approach and objectives, the messaging, media, and channels to be used, including innovative tools. Recent audience research used to formulate the strategy was also presented.

It was noted that the campaign will develop different messages for different audiences. This information will be added to the presentation and shared with the Board.

Action: Brand Engagement Lead

The campaign strategy was noted by the Board.

7. **HCC Reports**

a. *Delivery Report and Forthcoming Events*

The report was taken as read by the Board. Key highlights were;

Sustainability and Future Policy

- HCC is in dialogue with Levy Boards regarding the increasing costs of the UK Baseline project and how HCC can best participate effectively as a project partner.

Strategic Marketing and Connections

- The Great British Beef week had just come to an end. Retail results will be available at the end of the month;
- Feedback from pork producers regarding support from HCC had been received. Following this, new recipes were being developed, along with industry case studies and photoshoots to provide material that producers can use for their own marketing;
- HCC will be providing support to the YFC who are running a pig rearing competition for young farmers;
- HCC is coming to the end of the current three-year brand strategy. All aspects of the brands are being looked at to develop the new strategy going forward. This will feed into the Vision 2030 work.

Communications

- ETRA Committee - the Deputy First Minister had provided evidence on 7 May;
- The corporate communications aspect of the Vision 2030 work was ongoing;
- Social media posts regarding methane issues had received some attention. This had now been covered off.

Supply Chain – Producers and Processors

- Work is ongoing to engage with Agri Colleges to inform students about the work of HCC;
- HCC will be attending livestock markets across Wales during June to engage with levy payers as part of the Vision 2030 work. Support from Board members at markets in their area was sought.
- HCC will have a presence at the NSA Welsh Sheep event later in May. The Vision 2030 farmer survey will be launched at the event

Supply Chain – Market Development

- During the period work concentrated on developing contacts and engaging with retail, food service and butchery;
- HCC had supported Italian start chefs during the King's recent visit to Italy, where PGI Welsh Lamb had been included on the menu;
- A Welsh Lamb promotional campaign will run in the USA to tie in with the New York Fancy Food Festival;
- Trade shows to be attended by HCC during the year were outlined.

A discussion was had on the value of the Butchers Club. Information will be provided to the Board.

Action: Market Development Lead

The number of summer shows attended by HCC was queried by the Board. This will be considered.

Action: Head of Promotions and Operations

b. Year-End review of the HCC Operational Plan

The report was taken as read and key points highlighted by the Producer and Processor Lead.

8. **Information Sharing**

a. Market Bulletin Summary

The report was taken as read.

b. Beef Sector Prices Consumer Penetration

The report was taken as read.

c. Lifecycle Analysis

The report was taken as read.

d. Operational Plan 2025-26

The report was taken as read.

9. **Corporate**

a. Vision 2030 Progress Update

The CEO and Producer and Processor Lead provided a verbal update.

Engagement with ten key stakeholders had started and will be completed by the end of May. The farmer survey will be launched at NSA Welsh Sheep and will run for a month. All feedback received will be analysed and the top level findings highlighted to the Board. The key questions identified from this engagement will form the basis of the industry consultation.

b. Framework Agreement

The Head of Finance and Corporate Governance presented the above.

The Framework document is now with the Deputy First Minister for consideration, before being signed by the Accounting Officer on behalf of HCC, and the Director of Rural Affairs on behalf of WG. Once signed, this will then instigate the production of a remit letter for 2025-26 which will set out the key objectives and requirements for the year.

The document was discussed and clarification sought regarding point 10.1 in relation to any future Grant-in-Aid.

Action: Head of Finance and Corporate Governance

A discussion was had on what communications may be required. Lines to take will be prepared.

Action: Head of Promotions and Operations

10. **HCC Committees**

Audit & Risk Committee

a. To approve the minutes of the meeting held on 31 October 2024

The above was taken as read and approved by the Board.

11. Any other business

c. The Food Business Charter

The Chair had attended the launch of the Food Business Charter by Meat Business Women. HCC had the opportunity to sign up to the Charter as a supporting organisation. HCC will review and discuss the Charter and report back to the Board in due course.

ACTION: CEO / Head of Promotions and Operations

12. Dates of forthcoming meetings

Board Teams update - Thursday 12 June 2025 at 9.30am
Board Meeting – Thursday 10 July 2025 at 10.00am

HCC Board Closed Session

A separate and confidential meeting of the Board followed.

Signed..... Chair of HCC