



**Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10am  
at Ty Rheidol, Aberystwyth on Thursday 11 September 2025**

**Present:** Cath Smith (Chair)  
Gareth Wynn Davies, John T Davies, Jack Evershed, Mike Humphreys, 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, Policy Development Lead  
Karen Davies, Secretariat

*For Item 6 – Gareth Bevington, Deputy Director, Welsh Government  
Owain Edwards, Head of Animal Policy, Welsh Government*

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

The Chair welcomed all to the meeting.

The Chair advised it had been a busy period since the previous Board meeting, without listing all activities, culminating with a final Ministerial Roundtable meeting on 16 July.

2. **Apologies for absence**

Apologies were noted from Vicki Spencer-Francis and Hugh Hesketh-Evans.

3. **Declarations of Interest**

Gareth Wynn Davies reported that he had been appointed to the role of Non-Executive Director of Fane Valley Co-operative, Northern Ireland.

The Chair reported that she had been appointed to the role of Director of Celtic Pride.

GJ confirmed that both appointments had been recorded on the register of interests.

4. **To approve the minutes of the Board meeting held on Thursday 10 July 2025**

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

5. **Matters arising (HCC 1299)**

*Env Baselineing project*

- ITT completed via Sell2Wales for Soil Carbon Sampling and Analysis with 4 tenders received. Commencing assessment of the tenders this week;
- Need to identify 8 farms that will fully engage, be proactive and provide a good geographical and sectoral spread;
- Dialogue with AHDB regarding Lidar scanning to ensure like for like comparison.
- Once LiDAR and Soil Sampling are confirmed, assess costs and go back to Welsh Government, if there is any further shortfall.

*Framework Agreement*

The Framework document had been signed and completed.

Other ongoing matters arising were covered on the agenda.

6. **Multi-Species Wales (EID Cymru) Progress Update**

The Chair welcomed Gareth Bevington and Owain Edwards to the meeting and introduced HCC's Board and Executive members.

An update of the Multi Species database Wales was provided by Gareth Bevington, who advised the IT build continues and significant progress is being made. It was noted that BVD legislation is set for 1 July 2026, aligning with DEFRA's timeline.

GB outlined internal changes that have taken place within Welsh Government and an introduction of EIDCymru and HCC into the revamped governance structure in November would take place with a view to providing more engagement and move the programme along within the timescales set.

Discussions took place including IT development, planning stage and reputational risk and the Board's concerns were reassured that Welsh Government were working closely with EIDCymru to have input and integration before the end product goes live.

Project Group – cross border movement and issues being worked through with DEFRA. Central data point system to provide effective interaction between the three countries. EIDCymru representatives to be invited.

Steering Group set up to drive project and governance at an executive level. JP and/or GJ to be added to membership

Maria Richards to add as discussion item at monthly meetings with Gian Marco Currado.

Draft comms plan discussed and is being developed. HCC Board are keen to have input and oversight. The Head of Promotion and Operations advised HCC working with EIDCymru staff on communications plan and can assist/advise on MSW specifics. Owain Edwards is to keep HCC posted. The Board queried the budget for the MSD launch and requested further information from WG. The Chair welcomed a critical timeline for oversight of the project and when HCC will be integrated.

Owain Edwards advised he is looking at adequate resources with DEFRA and keeping EIDCymru updated. Item 6 to be kept as a rolling Agenda item.

## 7. **PGI Welsh Beef Campaign 2025-26 Presentation**

The Brand Engagement Lead ran through the above presentation – a copy would be circulated to all.

### **Action: Brand Engagement Lead**

Discussion took place.

## 8. **HCC Reports**

### *a. Delivery Report and Forthcoming Events*

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

#### **Supply Chain – Market Development**

- Productive meetings had been held with retailers at RWAS;
- Export – New York Fancy Food Event held at the end of June/beginning of July, led to engagement with a new key account and talks with a retailers in the US.
- Conversations with India are advanced.
- Ongoing discussions with a retailer in the UAE.
- Conversations with Canada.
- Anuga takes place in October – plans are advanced.

#### **Sustainability and Future Policy**

- Farmer Intention Surveys are live for the next three weeks, the team to share the information once received. The Board are asked to share links to the survey on social media. Publishing research papers on HCC website discussed and it was felt the papers need to be suitable for all audiences with review papers possibly the most appropriate option.

#### **Supply Chain – Producers and Processors**

- The Meat Minds group for 2025-26 will be meeting towards the end of the month. All members have grassland emphasis. Feedback on the 2024-25 initiative will be sought from those participants.
- Meeting taking place in October to discuss HCC Scholarship;

#### **Strategic Marketing and Connections**

- The Welsh Lamb Campaign had been running for seven weeks with positive results to date.
- Love Lamb Week had recorded a decrease in engagement.

### *b. Royal Welsh de-briefing*

Internal feedback gathered and views of the Board were positive, the revised format using the trailer worked well and was received well by stakeholders . Discussion took place and it was agreed that the format of future attendance would be reviewed by the Executive, following further feedback, but the Board agreed that it is an important show reputationally for the organisation.

c. HCC Conference Discussion (HCC 1301)

The paper was circulated at the meeting by the Head of Promotion and Operations. This paper proposes a change from the Conference due to take place in November to a series of events to take place in early February 2026. The Board were in agreement with the proposal and requested dates as soon as possible.

It was noted the next Board meeting should be moved from Thursday 6 November 2025, due to a clash with the NFU Conference, to Thursday 13 November 2025.

**Action: Secretariat**

*d. Financial Update: Management Accounts July 2025 (HCC 1302)*

The Head of Finance and Corporate Governance presented the above and highlighted key points including:.

- Levy income exceeding profile by £123k, particularly from sheep (£116k), up by 23% against budget profile, whilst cattle is up by 2% against budget profile (£388k 2025).
- WG data would suggest a sizeable drop in December sheep numbers, so even with better lamb survival overall, numbers likely to be the same (or even down).
- Repatriation projections have been assumed at budget level, with funding confirmation provided on a quarterly basis by AHDB.
- Quarter 1 figures have now been received with £323k funds due (expected end Sep 2025), against a projection of £325k, with £101k from cattle against £120k profiled, and sheep generating £214k against a projected £195k.

Provisional forecast remains at a revised deficit position of £142k (Budget £125k deficit).

**9. Review and Approval of Key Documents**

*a. Bank Mandate Changes (HCC 1303)*

The paper seeks the approval of the Board to amend and update the existing bank mandates with both NatWest and HSBC, to reflect changes to authorised signatories.

The Board of Directors hereby approves the amendments to the bank mandate, including the changes to authorised signatories as outlined in this paper. The Head of Finance and Corporate Governance is authorised to file the necessary documents with the bank to effect these changes immediately.

*b. Organisational Change Management Policy (HCC 1304)*

Organisational Change Management Policy has been developed to provide a structured, transparent, and people-centred approach to managing organisational change across HCC. The policy has been developed with the support of Darwin Gray following an Internal Audit review of Organisational Systems and Processes undertaken by Azets. Board Members queried if the document needed to make reference to the WG framework agreement & obligations.

It was felt this was an excellent document which was approved by the Board, subject to clarification of the reference to the WG Framework document.

## **10. Information Sharing**

- a. Red Meat Levy Redistribution Scheme 2021 – Operational Report 2024-25 (HCC 1305)*

The report was taken as read.

- b. Market Bulletin Summary – August 2025 (HCC 1306)*

The report was taken as read.

- c. Butchers Club: Summary Plan of long-term Key Proposals (HCC 1307)*

Capacity and potential to drive numbers from England and re-approach from Wales. Discussing dates for Butchers Club and small abattoir meetings around roadshows. This was welcomed by the Chair.

- d. EIDCymru Financial Statements 2024-25 (HCC 1308)*

The Board is presented with the approved Financial Statements of EIDCymru for the financial year ended 31 March 2025 for information and oversight.

Accounts will be filed with Companies House by the required deadline and will inform the Annual Corporation Tax Return.

- e. Term of Government Remit Letter 2025-26 (HCC 1309)*

Remit letter and response discussed. Maria Richards provided an explanation for the late receipt of the remit letter was due to delays with the Framework Agreement. It was noted that the CEO would formally respond to the letter in due course.

The CEO – Board support on Vision document – draft version in October, formal document in readiness for November Board meeting.

- f. European Union Deforestation Regulation Update (HCC 1310)*

Progress is being made on obtaining data to facilitate the specification and implementation of a GB (potentially UK) wide cross reference database repurposing already available traceability data to enable processors to access and take responsibility in developing their due diligence statements for the EU portal.

## **11. Audit and Risk Committee**

### **Audit and Risk Committee**

- a. To approve the Annual Effectiveness Review Report 2024-25 (HCC 1311)*

The ToR stipulate that the Audit and Risk Committee will provide the Board and Accounting Officer with an Annual Report, timed to support finalisation of the accounts and the Governance Statement, summarising its conclusions from the work it has done during the year.

This report provides an annual review of the effectiveness of the Committee, assessing its performance against its ToR and best practice guidelines, concluding that the Committee has demonstrated effectiveness in fulfilling its responsibilities.

The Chair was happy to receive and note

## **12. Any Other Business**

### *a. Committee membership*

The Chair advised that following a conversation with all parties concerned, proposed changes were recommended to two statutory committees, with Audit & Risk Committee changes being implemented following the October 2025 meeting, to which the new members will act as observers:

Audit and Risk Committee -

Jack Evershed (Chair from November 2025)

Gareth Wynn Davies (departing Chair)

John T Davies (departing member)

Caroline Sanger-Davies - remain

Hugh Hesketh-Evans (observer – new member)

Paul Savage (observer – new member)

Remuneration Committee –

Hugh Hesketh-Evans (new member and Chair)

Jack Evershed - remain

John T Davies (departing member)

Cath Smith – remain

Vicki Spencer-Francis (new member)

The Chair confirmed that all members in question were in agreement with the proposed changes subject to agreement from the Board. The Board approved the proposed changes.

The ETRA Committee Report next steps were discussed. It was agreed that HCC would respond formally. Maria Richards confirmed Welsh Government would officially respond to the First Minister on 8 October and to the Committee on 15 October. The Chair thanked the CEO and Head of Promotions and Operations for the professional way in which HCC had responded.

**13. Dates of forthcoming meetings**

Board 'Vision' Team call – Thursday 9 October 2025 at 9.30am  
Board Meeting – Thursday 13 November 2025 at 10.00am  
Board Meeting – Thursday 15 January 2026 at 10.00am

**Signed..... Chair of HCC**