



**Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at
10am at Tŷ Rheidol, Aberystwyth on Thursday 15 January 2026**

Present: Jack Evershed (Chair)
Gareth Wynn Davies, John T Davies, Mike Humphreys, Vicki Spencer-Francis, Emlyn Roberts; Dewi Hughes, Paul Savage, Hugh Hesketh-Evans

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

For Item 4: Owain Edwards, Head of Animal Policy (Welsh Government)
Chris Moore, Multi-Species Wales Project and Roll-Out Lead (Welsh Government)

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

In the absence of the Board Chair, the meeting was chaired by Jack Evershed, who welcomed all to the meeting.

2. **Apologies for absence**

Catherine Smith (Board Chair) and Caroline Sanger-Davies.

3. **Declarations of Interest**

There were no declarations of interest.

4. **Multi-Species Wales (EIDCymru) Progress Update**

The Chair welcomed Owain Edwards and Chris Moore to the meeting

An update was provided on progress to date. The first phase, to bring CTS data into MSW was well underway. The bulk historic extract and transfer of CTS data had been completed. The daily feed of data for Wales and England had been established, along with a mechanism for accessing Scottish data. The next step will be to bring the required bulk historic data into MSW.

Phase 2, abattoir implementation, had begun, and fact-finding visits to the larger abattoirs had taken place. The design and build of a solution for the abattoir CTS online replacement was in progress. Engagement with smaller abattoirs will be undertaken next.

The restructure of the MSW development team was complete and a new IT Delivery Manager recently recruited. The timescales for the project remained the same as previously reported. A communication strategy for the wider industry was being drafted.

A query was raised in relation to cattle electronic tagging. It was noted that the system does not need electronic tags to function, so keepers will not need to change tags to start using MSW. It was agreed it would be helpful to clarify the situation with cattle tag suppliers to ensure they provide the correct information to customers.

Action: Welsh Government

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

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

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

6. **Matters arising**

The report was noted by the Board.

External Audit 2026-27 Fee Consultation

It was noted that this remains outstanding. Board Chair to update in the March meeting.

7. **Presentation on PGI Welsh Lamb Campaign 2025-26**

The Brand Engagement Lead presented the above and summarised the key findings from the evaluation to date, including;

- The TV creative was a great success with 3 in 5 reporting a more positive view of Welsh farmers as a result of seeing the ad;
- The ad campaign had a significant impact on Welsh Lamb perceptions for being a premium brand as well as being a leader in sustainable food;
- On S4C, 803,000 saw the advert at least once;
- AdMaxim activity delivered 4,286,123 impressions and 10,376 clicks;
- The Programmatic Digital Out of Home activity around Love Lamb Week generated a significant volume of activity;
- Overall, the campaign delivered approx. 34,675,411 impressions (pairs of eyes) and 203,345 clicks (platform clicks) during the campaign and reached over 10 million people across England and Wales;
- Key perception and behaviour results were presented,

The presentation was noted by the Board.

8. **Corporate**

a. *Draft Business Plan 2026-2030*

The Producer and Processor Lead presented the above and gave an outline of the draft plan, which sets out HCC's strategic direction for the next four years, aligned with Welsh Government priorities. Key points noted were strategic priorities, the financial overview and the efficiency and estates strategy.

A discussion was had on the inclusion of objectives and measures within the Business Plan. The inclusion of high-level overarching goals will be considered. Detailed targets will be included in the Operational Plan.

Action: Producer and Processor Lead

An updated draft will be presented at the Board update meeting on 12 February for final approval.

The 2026-27 Operational Plan incorporating Key Performance Indicators and Annual Budget Forecast will be presented to the March 2026 Board for approval.

It was proposed that there should be an item to discuss marketing strategy at an appropriate future Board meeting.

Action: Brand Engagement Lead

b. *Financial Outturn Forecast 2025-26*

The Head of Finance and Corporate Governance presented the above. Key highlights were;

- There were no significant material adjustments since June;
- Revised forecast projects a deficit position of £110k;
- Contingency funds fully utilised in-year;
- Predicted end-of-year cash position at end of year just under £400k.

The report was noted by the Board.

c. *Welsh Red Meat Levy Rates 2026-27*

The Producer and Processor Lead presented the above.

It was noted that the proposal had been drafted based on the projected Consumer Price Index figure of 3.9%. When the final CPI figure is released Board members will be made aware.

The variation in levy rates across the UK Levy Boards was discussed. It was noted that these should continue to be considered when setting levy rates.

The Board approved the proposed recommendation to the Deputy First Minister and Cabinet Secretary for Climate Change and Rural Affairs to increase the Welsh Red Meat Levy Rate from 1 April 2026 by 3.9%, pending the final figure being announced.

d. Draft Board Programme for 2026-27

The draft Programme was taken as read, pending final approval by the Board Chair.

9. HCC Reports

a. Delivery Report

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

Sustainability and Future Policy

- The Baselining project is ongoing. Carbon audits have been completed for eight farms, and six action plans produced;
- Carbon footprint analysis and LIDAR scanning have been contracted.

Supply Chain - Market Development

- There had been a HCC presence at the Blas Cymru 2025 event and the Anuga trade show and had been very positive;
- Welsh Lamb was included on the menu at the Kings diner at the Dubai Embassy in December; key accounts had attended;
- The Market Development team will attend Gulfood later in January, alongside AHDB.

Strategic Marketing and Connections

- The Welsh Beef Campaign had come to an end the campaign evaluation is in progress.

b. Financial Update: Management Accounts November 2025

The Head of Finance and Corporate Governance presented the above.

The report was noted by the Board.

10. Information Sharing

a. Vision 2030

The report was taken as read and noted by the Board.

11. Review and Approval of Key Documents

a. Board Spending Policy for Non-Executive Directors

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

12. HCC Committees

Sustainable Innovation and Research Group

a. To adopt the minutes of the meeting held on Wednesday 15 May 2025

The above was adopted by the Board subject to amendment.

b. To receive a verbal report of the meeting held on Tuesday 18 November 2025

The Committee Chair provided a verbal report and highlighted the key points;

- HCC CEO provided an industry update;
- All members were invited to give a brief update on relevant activities and information;
- HCC Research and Development and Sustainability Executive provided an update on R & D projects, including Baselineing, Grassland Resilience for Net Zero, Smart Nutrients Cymru and the Meat Minds programme;
- HCC CEO provided an update on Vision 2030;
- The role of the Group and ideas for how it can support the Vision in the future were discussed.

13. Any other business

None.

14. Dates of forthcoming meetings

Board Meeting (Virtual) – Thursday 12 February 2026 at 09.30am (Approval of Business Plan)

Board meeting – Thursday 12 March 2026 at 10.00am

HCC Board Closed Session

A separate and confidential meeting of the Board followed.

Signed..... Chair of HCC