



(HCC 761)

Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10.00am at Tŷ Rheidol, Parc Merlin, Aberystwyth on Thursday 6 July 2017

- Present:** Kevin Roberts (Interim Chair)
Gareth Wynn Davies, Huw Davies, John Davies, Illtud Dunsford, Helen Howells, Barrie Jones, Rachael Madeley Davies, Catherine Smith, Claire Williams and Ogwen Williams
- By Invitation:** Gareth Wilson (Welsh Government)
- Executive in attendance:** Gwyn Howells (Chief Executive Officer - CEO)
Jo Horder (Secretariat)
- Management team Items 6 & 7:** Julie Finch (Corporate Strategy and Policy Manager)
Rhys Llywelyn (Market Development Manager)
Bryan Regan (Corporate Services Manager)
Owen Roberts (Communications Lead)

1. **Welcome and Chairman's Report**

The Chair welcomed all to the meeting.

An update regarding the HCC Chair's appointment was provided. Interviews had been held on the 27 June 2017 and recommendations provided to the Cabinet Secretary. A decision on an appointment was expected soon.

In order to effectively keep the Board abreast of developments, the Chair had given consideration to holding short conference calls in between the bi-monthly Board meetings. It was agreed that these would commence during the autumn 2017.

Since the previous Board meeting, the Chair had attended various meetings relating to the EU Exit, progressed work on Levy Repatriation and met with the Cabinet Secretary to discuss HCC's application for export funding.

2. **Apologies for absence**

There were no apologies received.

3. **Declarations of Interest**

There were no declarations of interest noted for the Board meeting.

4. **To receive and adopt the minutes of the Board meeting held on Thursday 11 May 2017 (HCC 750)**

The minutes of the Board meeting held on Thursday 11 May 2017 were taken as read, adopted by the Board and signed by the Chairman.

5. **Matters arising**

Review of SQQ Lamb Weight Ranges

The main objective of the above was focused on whether the current SQQ weight bands were appropriate. The feedback obtained suggested alternative options needed to be considered. It was anticipated that the matter would be consulted upon with the industry during the autumn 2017.

This would be kept under review by the Management team report on accordingly.

Cattle Health and Welfare Group (CHAWG) and Sheep Health and Welfare Group (SHAWG)

HCC attended the SHAWG meeting on the 23 June 2017. The meeting provided the opportunity to hear the discussion on issues in England. The discussion was mainly in relation to the Food Standards Agency's (FSA) work to look at provision of abattoir feedback to processors and key messages on antibiotic resistance and how these could be disseminated to farmers.

6. **HCC Reports**

The Management team joined the meeting.

a. Activity Report (HCC 751)

The above was taken as read.

The Chair highlighted that changes had been made to the activity report in order to structure the content around the actions and measurements from within the HCC Operational Plan 2017 / 2018.

The Management team updated the Board on recent HCC key activity:-

Market Development

It was noted that HCC had participated in 'Trade in the Global Marketplace' events organized by Farming Connect. Despite attendance being somewhat disappointing, the events had been well received and had provoked good discussion.

HCC continued to work in collaboration with Farming Connect in order to better co-ordinate timing, content and co-delivery and achieve a better link regarding market focus and farming activities.

HCC was working to develop a number of low cost routes for promotional activity including videos and live streaming. A series of videos were being produced for use on different platforms. Overseas agents in particular were using videos more frequently and Denmark had included live video feeds from three locations in Wales which aimed to demonstrate quality and transparency in the food chain.

Communications

The Board was updated on activity to further develop engagement with young farmers. The Communications Lead had attended the YFC Rural Affairs Committee meeting to discuss ideas. There was interest in a joint ambassador's programme with HCC. A response was awaited from the YFC. The next steps would be to explore other avenues to engage with young farmers, such as NSA Young Ambassadors and the FUW and NFU Cymru Youth development initiatives.

Industry Development

HCC's Scholarship had attracted five good calibre candidates. Interviews had taken place and the successful Scholars would be announced at the Royal Welsh Show.

b. **Market Bulletin (HCC 752)**

The above was taken as read.

c. **Forthcoming events (HCC 753)**

The above was taken as read.

d. **To receive a briefing on HCC's presence at the Royal Welsh Show 24 - 27 July 2017**

HCC's activities and media events planned for the Show were discussed. These included the Corporate stand and Industry Development stand events, activities with UK retailers and discussions taking place with the media in order to maximize publicity opportunities.

Opportunities for the Board to provide support and engage with Levy payers and to also raise their profile as HCC Non-Executive Directors were discussed. Arrangements were in hand for the Board to be introduced to the Cabinet Secretary along with a photo opportunity following the HCC Breakfast and the idea of 'drop-in' sessions on both stands for the Board to engage with stakeholders were also being considered.

The Board would be provided with a briefing paper ahead of the Show on HCC activity and lines to take on current industry issues.

e. To receive a Work Plan for the Board for 2017 / 2018 (HCC 754)

The above was taken as read.

The Work Plan indicated the dates for key events and meetings of the Board and the Committees for the remainder of the financial year. It was noted that there may be some additions or changes to Committee dates periodically.

The Board requested whether it would be possible to have more flexibility with regard to Committee dates. This would be considered by the Chair and CEO.

Papers for Information

f. Production and Marketing of Light and Superlight Lambs from Wales (HCC 755)

The above was taken as read.

This report had been presented at a meeting of the Light Lamb Task and Finish Group on the 28 June 2017. The Group was briefed on the background to the report and the issues it addressed. Generally the report was accepted but there was some reluctance to accept the changes in the markets and the reduced opportunities to market light lambs.

The challenge would be now to continue to communicate the messages and recommendations highlighted in the report to gain further acceptance and support across the industry.

g. The significance of continued EU Market Access (HCC 756)

The report was taken as read.

h. UK sheep meat trade patterns (HCC 757)

The report was taken as read.

7. **To receive a verbal update on EIDCymru – the sheep movement database**

The Corporate Strategy and Policy Manager informed that following the quieter part of the year for sheep movements, the EIDCymru Helpdesk was now preparing for the busiest period of the season and additional seasonal staff had been appointed on a temporary basis to assist during this time.

8. **To receive a verbal update on the GB Red Meat Levy Distribution**

Following agreement for £2m to be ring fenced on an annual basis, HCC and QMS had developed proposals to take this forward with AHDB.

A draft Terms of Reference was in the process of being developed for the Governance Group. The Group was scheduled to meet on the 17 July 2017 to discuss the way forward.

9. **Audit and Risk Committee**

a. **To receive a verbal report of the Audit and Risk Committee held on Monday 26 June 2017**

The Board received a verbal report from the Chair of the Committee.

The Committee had received a report on the Welsh Audit Office (WAO) audit findings. There were no matters reported by the WAO who intended to issue a clean audit report.

b. **To receive a summary of the key points of the Financial Statements 2016 / 2017 (HCC 758)**

The above was taken as read.

The Financial Statements 2016 / 2017 and a summary of the key points were presented to the Board.

The Chair welcomed the outcome of the report received from the auditors who had provided positive feedback regarding access from the Finance team to the information they required.

c. **To receive and approve the Financial Statements for 2016 / 2017 (HCC 759)**

The Financial Statements for 2016 / 2017 were taken as read and approved by the Board along with the letter of representation.

10. **Communications Advisory Committee**

To receive a verbal report of the Communications Advisory Committee held on Tuesday 27 June 2017

The Board received a verbal report from the Chair of the Committee:-

The Committee had reviewed the Terms of Reference with no amendments to highlight.

The Committee discussed a number of key points including the effective use of communications resources, collaboration with key stakeholders to enhance key messages and co-ordinate communications activities, opportunities for the Board to support HCC objectives and the development of social media protocols to facilitate this.

With regard to the use of social media platforms, the Committee would undertake an evaluation of Board members' usage of this area along with respective conflicts of interests. This exercise would inform policy guidelines on the use of these platforms in an appropriate way with regard to HCC information.

The Board discussed the communication of information to Board Members and suggested that an on-line central access system would help achieve this.

11. **Research Development and Knowledge Exchange (RD & KE) Committee**

a. To receive a verbal report of the RD & KE Committee meeting held on Wednesday 7 June 2017

The Board received a verbal report from the Chair of the Committee:-

The meeting received an overview of the current R&D projects. HCC was currently involved in a number of large projects which demonstrated good leverage of funds. The Committee expressed a will to do more post farm gate research should funding become available.

b. To adopt the minutes of the R&D Advisory Committee meeting held on Thursday 2 March 2017 (HCC 760)

The minutes of the R&D Advisory Committee held on Thursday 2 March 2017 were taken as read and adopted by the Board.

12. **Any other business**

HCC Committees

It was agreed that the process for reporting of HCC Committees to the Board would be reviewed by the Executive in due course.

13. **Date of next meeting**

Thursday 7 September 2017.

Signed.....
Chairman of HCC