



(HCC 897)

**Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10.00am at Tŷ Rheidol, Parc Merlin, Aberystwyth on Thursday 4 July 2019**

- Present:** Kevin Roberts (Chair)  
Gareth Wynn Davies, John Davies, Rachael Madeley Davies, Catherine Smith, Claire Williams and Ogwen Williams
- By Invitation:** Mark Alexander, Prof Christianne Glossop and Maria Richards, Welsh Government
- Executive & in attendance:** Gwyn Howells (Chief Executive Officer - CEO)  
Julie Davies-Jones (Secretariat)  
Rhys Llywelyn (Market Development Manager)  
Bryan Regan (Corporate Services Manager)  
John Richards (Industry Development and Relations Manager)  
Owen Roberts (Communications Manager)

**To welcome Prof. Christianne Glossop, Chief Veterinary Officer for Wales (CVO)**

The Chair welcomed the CVO to the meeting who gave an informative update to the Board on the areas currently exercising the OCVO which included: -

- Continued close observances of disease outbreaks and dealing with necessary actions
- Preparing for Brexit and potential impact
- Health Planning (currently looking into what legislation needed to be in place with regard to BVD given that the voluntary scheme was coming to an end soon).
- Antimicrobial Resistance work (targets and vision established for the next 10 years – taking this forward)
- The Wales Animal Health and Welfare Framework Group continued to meet on a regular basis to discuss issues affecting the industry and taking forward actions
- Sheep Scab eradication – activity was ongoing utilising the £5m funding programme from the Welsh Government
- Climate Change – work continued on the impact of Climate Change on animal health and welfare
- Continued dialogue with the UK Export Certification Partnership (UKECP) in particular with regard to Brexit preparedness
- VetHub 1 – Work was underway on developing the £4.2m state of the art veterinary hub to drive forward research and to protect both animal and human health. It was anticipated that the VetHub1 would be fully operational during spring 2020.
- The inaugural AberTB conference entitled Diagnosis of Bovine Tuberculosis: Current Practice and Future Innovations would be held at Aberystwyth University on the 17 September 2019.

The Chair thanked the CVO for attending the Board meeting and formal proceedings commenced.

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

The Chair gave an update on the key events and meetings he had attended since the previous Board meeting: -

3 June 2019 – The Chair and CEO attended a meeting of the Welsh Government's Sustainable Brand Values Programme Board.

5 June 2019 – The Chair and CEO attended the British Meat Processors Association (BMPA) Conference.

7 June 2019 – The Chair and CEO attended the NFU Cymru Sustainable Agriculture: Food, Farming and the Environment Conference held at Pentre, Merthyr Cynog.

20 June 2019 – The Chair and Executive gave a briefing to the FUW's President and Managing Director on HCC's current activities as well as discussion on current industry issues.

21 June 2019 – The Chair and CEO attended a meeting of the Welsh Government's Public Leaders Forum.

25 June 2019 – The Chair attended the annual British Veterinary Association (BVA) dinner.

27 June 2019 – The Chair and CEO attended a meeting of the Environment, Energy & Rural Affairs (EERA) Brexit Roundtable.

2. **Apologies for absence**

Apologies had been received from Board Members Huw Davies, Helen Howells and Barrie Jones.

3. **Declarations of Interest**

There were no new Declarations of Interest declared.

4. **To approve the minutes of the Board meeting held on Thursday 2 May 2019 (HCC 888)**

The minutes of the Board meeting held on Thursday 2 May 2019 were taken as read, approved by the Board and signed by the Chair.

5. **Matters arising**

*Engagement and collaborative working with the Livestock Auctioneers Association (LAA)*

It was confirmed that the Chair, CEO and Welsh Government officials would meet with representatives from the LAA on Friday 5 July 2019 at Dolgellau.

An update would be given to the Board at the next meeting.

*HCC Industry Liaison Group (ILG)*

Due to a lack of availability from Members of the ILG Group, the meeting scheduled for the 23 May 2019 had been cancelled.

The next meeting was scheduled for the 15 October 2019 to discuss horizon scanning ideas which could be considered into the HCC's planning process for the 2020 / 2021 Operational Plan.

The Red Meat Executive would co-ordinate arrangements for this meeting in early September 2019.

*HCC's Information Classification and Handling Policy*

Work was in progress with regard to developing a Cloud-based storage service for the Board which would be used to store and share all confidential HCC documents such as Board and Committee papers.

Board Member Ogwen Williams agreed to trial the system with the Executive. It was anticipated that the September Board meeting papers would be distributed via the new system.

*Communications*

The Communications Manager reported that work was in progress on Climate Change in relation to Ring-Fenced Fund (RFF) work and separately within HCC's core activities.

*HCC Staffing*

It was noted that the recent recruitment exercise to fulfil a number of HCC, Red Meat Development project and EIDCymru positions (noted in the previous minutes) had been successful.

6. **Role and duties of the HCC Non-Executive Directors (the Board)**

The Chair highlighted that the above was brought back to the Board following recent issues that the Minister had been made aware of.

The Minister had requested that the Chair reminded the Board of their roles, duty of care and responsibilities as Non-Executive Directors (NED) of HCC and in particular the “Nolan Principles”.

7. **HCC Chair and Board evaluations 2019**

The process of evaluating the Chair and Board would commence towards the end of August 2019. Communication would be shared in due course.

8. **Brexit update - To discuss the latest developments with regard to the UK departing the EU**

It appeared that the likelihood of a No Deal Brexit on the 31 October 2019 was now becoming a greater possibility.

Round table discussion took place regarding the situation.

It was agreed to update the paper that was shared with the Board for the 27 February 2019 meeting (reference HCC 864 “Examination of HCC’s readiness for exiting the European Union”) for the next meeting.

Concerns regarding Mental Health in the industry as a result of Brexit and the affect this could have on both the welfare of individuals and animals were discussed. It was noted that Welsh Government was in the process of forming an industry group in relation to this topic and was currently communicating with associated charities such as Mind.

9. **HCC Reports**

a. **Activities (HCC 889)**

The above was taken as read.

**Communications**

The Communications department continued to plan around the current and ongoing scenarios surrounding Brexit in addition to addressing current industry issues with the press and media in particular Climate Change issues and falling Beef prices.

Market Development

The Market Development department was currently planning for a number of forthcoming consumer and trade events: -

- Countryfile Live (Blenheim Palace) 1 – 4 August 2019
- Lamb Day / Love Lamb Week from 1 August 2019
- Retail – instore and trailer activity – August 2019
- Anglesey Show 13 – 14 August 2019
- The Good Life Experience, Hawarden, Flintshire 12 – 15 September 2019
- Anuga, Cologne 5 – 9 October 2019

Trade Development

The CEO commended Welsh Government for organizing the visit for the Vice Premier of China to Wales recently. The visit was extremely successful and would hopefully lead to an acceleration of the lifting of the beef ban into the Republic of China. HCC had supported the Welsh Government in arranging the farm visit and the CEO attended an official dinner to mark the Vice Premier's visit to Wales.

A further study visit was planned for September 2019 to understand more about Scrapie and to encourage the access of sheepmeat into China.

Red Meat Benchmarking Project

The Industry Development and Relations Manager gave an update on the above.

Red Meat Development Programme (RMDP)

Activities continued on the delivery of the three projects; Stoc+ (Flock and Herd Health Planning, Flock Genetics and Meat-Eating Quality).

Red Meat Levy Repatriation

Work on the proposed new Levy apportionment methodology was ongoing and would be discussed further by the Levy Boards at the next meeting to be held on the 20 August 2019.

The CEO would update the Board at the 5 September 2019 meeting.

b. Market Bulletin Summary (HCC 890)

The above was taken as read.

The concern regarding current low and unsustainable beef prices and difficult challenges facing farmers were discussed.

**(HCC 897)**

The Executive would keep this issue under review over the coming weeks and engage with industry as necessary.

c. Forthcoming events (HCC 891)

The above was taken as read.

d. To receive a briefing on HCC's presence at the Royal Welsh Show 22 – 25 July 2019

A briefing on HCC's activity during the Royal Welsh Show was presented by the Communications Manager. Further information and lines to take with regard to current industry issues would be shared with the Board in the week leading up to the Show.

10. **HCC Committees**

**Audit and Risk Committee**

a. To receive a verbal report of Audit and Risk Committee meeting held on Wednesday 12 June 2019

The Chair of the Committee gave a verbal report on the above.

b. To receive a summary of the key points of the Financial Statements 2018 / 2019 (HCC 892)

The above was taken as read and presented by the Corporate Services Manager.

c. To receive and approve the Financial Statements for 2018 / 2019 (HCC 893)

The above was taken as read and presented by the Corporate Services Manager.

The Board (Non-Executive Directors) confirmed that there was no additional or new information in terms of their declarations of which the Auditors were unaware.

The Board approved the Financial Statements for 2018 / 2019.

**Communications Advisory Committee**

d. To receive and adopt the minutes of the Communications Advisory Committee meeting held on Thursday 2 May 2019 (HCC 894)

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

**Marketing Advisory Committee**

- e. To receive a verbal report of the Marketing Advisory Committee meeting held on Monday 10 June 2019

The acting Chair, Rachael Madeley Davies gave a verbal report on the above.

**Research and Development and Knowledge Exchange Committee (R&D&KE)**

- f. To receive a verbal report and adopt the minutes of the R&D&KE Committee teleconference meeting held on Wednesday 5 June 2019 (HCC 895)

The minutes of the teleconference held on the 5 June 2019 were taken as read and adopted to by the Board.

The minutes were utilized as a report to the Board with no issues raised.

**Flock and Herd Health and Welfare Working Group (FHH&WW)**

- g. To adopt the minutes of the FHH&WW Group meeting held on Wednesday 1 May 2019 (HCC 896)

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

11. **Any other business**

Welsh Government Consultation: Sustainable Farming and Our Land (responses by 30 October 2019)

It was noted that HCC would be responding to the above consultation. The Board would be invited to provide feedback on HCC's draft response.

It was agreed to invite Welsh Government officials to the 5 September 2019 Board meeting to provide a briefing on the consultation.

HCC's Environment Roadmap

Work had commenced on updating the above. An update would be given at the 5 September 2019 Board meeting.

12. **Dates of forthcoming meetings: -**

HCC Board meeting – Thursday 5 September 2019 at 10.00am

Board update teleconference – Thursday 3 October 2019 at 9.30am

Signed.....  
Chairman of HCC