



(HCC 933)

Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10.30am at Tŷ Rheidol, Parc Merlin, Aberystwyth on Thursday 5 March 2020

- Present:** Kevin Roberts (Chair)
Huw Davies, Gareth Wynn Davies, John Davies, Rachael Madeley Davies, Helen Howells, Barrie Jones, Catherine Smith, Claire Williams and Ogwen Williams
- By Invitation:** Mark Alexander 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)

1. Welcome and Chair's Comments

The Chair welcomed all to the meeting and extended condolences to the Corporate Services Manager following recent family bereavements.

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

19 – 21 January 2020 – The Chair partook in the sifting exercise for potential HCC Board Members.

10 February 2020 – The Chair attended a meeting of the Farming Connect Strategic Advisory Board.

11 February 2020 – The Chair attended a meeting of the HCC Marketing Advisory Committee followed by an update meeting with Tim Render, Director for Environment and Rural Affairs, Welsh Government.

12 February 2020 – The Chair and CEO attended the Welsh Government / HCC update governance meeting.

16 – 19 February 2020 – The Chair sat on the panel for the HCC Board appointments. The panel's recommendations had since been submitted to the Minister for consideration.

24 – 26 February 2020 – The Chair and CEO attended the NFU Annual Conference.

2. **Apologies for absence**

There were no apologies.

3. **Declarations of Interest**

There were no new Declarations of Interest.

4. **To approve the minutes of the Board meeting held on Thursday 16 January 2020 (HCC 925)**

The minutes of the Board meeting held on Thursday 16 January 2020 were taken as read, approved by the Board and signed by the Chair.

5. **Matters arising**

Welsh Red Meat Levy Rates and recovery costs for 2020 / 2021

It was noted that the Minister had agreed to the Board's recommendation that the Levy rates remain unchanged for 2020 / 2021.

Pension Section 75 Contingent Liability

This area of work was ongoing and there was no update to report at present.

Brexit

There was no update or major developments to report at present and it was therefore agreed to defer discussions until the next meeting.

HCC's Corporate Plan 2020 / 2023 and Operational Plan 2020 / 2021

It was noted that Officials had advised the Minister on the above and a response was awaited.

Levy Repatriation

The CEO gave an update on the positive news that following extensive dialogue between the Agriculture and Horticulture Development Board (AHDB), HCC and Quality Meat Scotland (QMS), agreement had been reached to enhance the Ring-Fenced Fund (RFF) for the 2020 / 2021 financial year to £3.5m. This was an increase of £1.5m, which over the past two years had been set at £2m.

The £3.5m fund would be utilised towards jointly promoting the British meat sector focusing on overseas / export work, red meat health and education with the additional investment focussing particularly on strengthening the reputation of meat with consumers, addressing misconceptions and promoting the benefits of sustainable red meat consumption.

This agreement was a temporary measure until 31 March 2021.

As highlighted to the Board at the 16 January 2020 meeting, progress with the Levy methodology and the redistribution of Levies proposal would be developed further subject to the outcome of the UK Agriculture Bill which was currently under review by Parliament.

EIDCymru

The CEO would engage with Welsh Government with regard to the Board receiving a briefing on EIDCymru / Multi Species Wales at a future meeting.

6. **HCC Reports**

a. Activities (HCC 926)

The above was taken as read.

HCC Red Meat Sustainability Roadmap

The Industry Development and Relations Manager gave a presentation on the above. Work was progressing with the development of the Roadmap which was currently being peer reviewed with an anticipated launch scheduled for early June 2020.

b. To receive an update on HCC's consumer campaign – Sustainability of Welsh Red Meat – The Welsh Way

The Market Development Manager presented on the developments of the above since the previous meeting: -

The campaign had commenced from January 2020 and would run to the end of March 2020.

The objective of the campaign was to target consumers across England and Wales with messaging about the sustainability of red meat from Wales.

In terms of strategy, a variety of existing creative materials had been repurposed and strengthened including broadcast and digital advertising targeted at consumers.

An evaluation of the campaign would be undertaken and shared with the Board in due course.

- c. To receive an update on market access, Market Development activities and trade data 2019

A report on export market updates was tabled and presented by the Market Development Manager

The report outlined updates on market access for NZ lamb and its impact on opportunities for Welsh Lamb, the US, Halal markets, China, Taiwan, Mexico and Vietnam. The report also included statistics highlighting overall trends for 2019 in comparison to 2018 on exports, sheepmeat, beef and veal and pig meat.

In general, the export market was currently in a good and steady position. However, it was noted that this could dramatically change with disruption to the markets if there was a further growing spread of Coronavirus – Covid 19 around the world. This would also have an impact on HCC's planned activities with the Foodex Trade Fair, Tokyo (10 - 13 March 2020) Japan and FHA Trade Fair, Singapore (31 March – 3 April 2020) events already cancelled. It was likely that this would also be the case for Tavola Trade Fair, Belgium (15 – 17 March 2020).

- d. Market Bulletin Summary (HCC 927)

The above was taken as read.

- e. Financial – Income and Expenditure and Balance Sheet to 31 December 2019 (HCC 928)

The above was taken as read and presented by the Corporate Services Manager with no issues to report.

It was noted that the cancellation of events due to the Covid-19 situation would have an effect on expenditure. This would be kept under review by the Corporate Services Manager and reported upon accordingly.

- f. Forthcoming events (HCC 929)

The above was taken as read.

7. **HCC Committees**

Marketing Advisory Committee

- a. To receive a verbal report of the Marketing Advisory Committee meeting held on Monday 11 February 2020

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

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

- b. To receive a verbal report and adopt the minutes of the R&D&KE Committee held on Wednesday 5 February 2020

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

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

Communications Advisory Committee

- c. To adopt the minutes of the Communications Advisory Committee meeting held on Thursday 16 January 2020 (HCC 931)

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

8. **Paper for information: HCC's response to the fall for evidence on Welsh climate targets to inform advice on UK's Sixth Carbon Budget (HCC932)**

The above was taken as read and was commended by the Board as a robust response to this key subject.

9. **Any other business**

To receive a verbal report of the Audit and Risk Committee meeting held on Thursday 5 March 2020

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

Departing Board Members

The Chair thanked departing Board Members, Helen Howells, Barrie Jones and Ogwen Williams for their efforts and contributions to the HCC Board during the past three years and wished them well for the future.

10. **Dates of next meeting**

The date of the next meeting was scheduled for Thursday 7 May 2020. The Minister would be in attendance for part of this meeting. The CEO would engage with Officials with regard to arrangements.

**Signed.....
Chairman of HCC**