



(HCC 996)

Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10.30am via Microsoft Teams on Thursday 4 March 2021

- Present:** Kevin Roberts (Chair)
Melody Chapman, Gareth Wynn Davies, Huw Davies, John T Davies, Rhys Davies, Rachael Madeley Davies, Prys Morgan, Catherine Smith and Claire Williams
- By Invitation:** Mark Alexander, Welsh Government
Rhys Pugh, Welsh Government
Alison Wright (Item 10)
- Executive in attendance:** Gwyn Howells (Chief Executive Officer - CEO)
Julie Davies-Jones (Secretariat)
Kirsten Hughes (Red Meat Executive) (Items 6, 7a & 7b)
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 sixth formal Board meeting to be held virtually since the Coronavirus (Covid-19) pandemic.

It was noted that this would be the Chair's last formal Board meeting as Chair of HCC as his term was ending on the 31 March 2021.

The Chair took the opportunity to personally thank the Board and the Executive for their contribution and support to him as Chair, the company and the industry during the past four years.

The Chair on behalf of the Board congratulated Cath Smith on her appointment as the new Chair of HCC with effect from 1 April 2021.

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

19 January 2021 - Sustainable Brand Values (SBV) Programme Board Meeting

26 January 2021 - Farming Connect Strategic Advisory Board meeting

28 January 2021 – The Chair and CEO met with Government Officials, Andrew Slade and Tim Render to update on the Welsh Way Campaign and climate change issues

- 1 February 2021 – Minister’s Roundtable meeting
- 3 February 2021 – HCC Marketing Advisory Committee (Item 9c refers)
- 4 February 2021 – HCC Board update meeting
- 10 February 2021 – Welsh Government & HCC quarterly Governance meeting
- 23 February 2021 – The Chair and CEO virtually attended the NFU Conference
- 24 February 2021 – Meeting with the CEO and Alison Wright with regard to Board evaluations

2. **Apologies for absence**

Apologies for the meeting had been tendered from Maria Richards, Welsh Government.

3. **Declarations of Interest**

There were no new Declarations of Interest.

4. **To approve the minutes of the Board meeting held on Thursday 14 January 2021 (HCC 986)**

The minutes of the Board meeting held on Thursday 14 January 2021 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 2021 / 2022

It was noted that the Minister had agreed to the Board’s recommendation that the Levy rates remain unchanged for 2021 / 2022.

UK GI Scheme

There was no update to report specifically on the above. However, it was noted that the Executive had commenced work with regard to a review of the Welsh Lamb and Welsh Beef brand guidelines. The Board would be updated on this area in due course.

Welsh Red Meat Procurement

Work was in progress with regard to engaging with Local Authorities and Health Boards to identify opportunities for Welsh red meat in the public procurement sector.

An update would be given at a forthcoming Board meeting.

Defra Consultation on improvements to animal welfare in transport

The CEO informed that HCC had submitted a response to the above.

6. **To receive an update on the Red Meat Levy Scheme**

The CEO informed that the agreement and legal process with regard to the redistribution of Levies between England, Wales and Scotland was nearing completion and would take effect from 1 April 2021 meaning an additional £1m in Levy monies to Wales per annum.

The Red Meat Executive gave an update on the agreed methodology and principles for apportioning the Levy for sheep, cattle and pigs.

It was noted that ongoing reviews of the Levy apportionment methodologies would continue given that livestock movement databases were in the process of changing (meaning methodologies may therefore be improved).

This had been an extremely longstanding and complex matter to resolve and the work undertaken by the CEO and Red Meat Executive was commended by the Board.

Ministerial announcements from all three countries would be issued in due course and ahead of 1 April 2021.

7. **Corporate**

a. To approve HCC's draft Corporate Plan 2021 / 2024 (HCC 987)

b. To approve HCC's draft Operational Plan 2021 / 2022 (HCC 988)

The above documents were taken as read and summarised by the Red Meat Executive.

It was noted that both documents had been updated to reflect the comments from the Board at the 14 January 2021 meeting. Comments from Welsh Government had also been taken into consideration and updated accordingly.

Next steps: The Corporate Plan 2021 / 2024 and the Operational Plan 2021 / 2022 would be submitted to the Minister for consideration.

8. **HCC Reports**

a. Activities (HCC 989)

The above was taken as read with key HCC activities highlighted by the Executive.

- b. To receive a presentation on the PGI Welsh Lamb Campaign UK

The Market Development Manager presented on the results from the HCC UK consumer marketing campaign for PGI Welsh Lamb 2020.

- c. Market Bulletin Summary (HCC 990)

The above was taken as read.

- d. Financial – Income and Expenditure and Balance Sheet to 31 December 2020 (HCC 991)

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

- e. Forthcoming events (HCC 992)

The above was taken as read.

9. **HCC Committees**

Communications Advisory Committee

- a. To adopt the minutes of the Communications Advisory Committee meeting held on Thursday 14 January 2021 (HCC 993)

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

Flock and Herd Health Welfare Working Group (FHHWWG)

- b. To receive a verbal report of the FHHWWG meeting held on Tuesday 2 February 2021

The Chair of the Group informed that the above had been organized as an extraordinary update meeting following the Brexit outcome and the UK's departure from the EU.

Representatives from the Welsh Government's Office of the Chief Veterinary Officer (OCVO) and the Food Standards Agency (FSA) presented on Post EU Transition processes, legislation and imports and exports regulations.

The next full meeting of the FHHWWG would be held on Wednesday 28 April 2021.

Marketing Advisory Committee

- c. To receive a verbal report and adopt the minutes of the Marketing Advisory Committee meeting held on Wednesday 3 February 2021 (HCC 994)

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.

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

- d. To receive a verbal report and adopt the minutes of the R&D&KE meeting held on Wednesday 3 February 2021 (HCC 994)

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.

Industry Liaison Group (ILG)

- e. To receive a verbal report of the ILG meeting held on Thursday 25 February 2021

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

Audit and Risk Committee

- f. To receive a verbal report of the Audit and Risk Committee meeting held on Thursday 4 March 2021

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

10. **HCC Board evaluations 2021**

HCC's HR Consultant, Alison Wright gave a brief presentation on the Board evaluation process for this year.

It was noted that the past year had been of extreme and unusual circumstances due to the Covid-19 pandemic. Given this, and the constraints that ensued, it had been difficult for the Board to fulfill their intended roles.

Taking the above into consideration, the Chair had taken the decision that the usual formal Board evaluations would not be undertaken this year and would be replaced by an informal interim review designed principally to exchange feedback and to explore areas for focus and development for the year ahead.

Further communication would be issued to the Board on a confidential basis from Alison Wright and individual discussion meetings with the Chair arranged via Teams thereafter.

11. **Any other business**

Welsh Parliament - Climate Change, Environment and Rural Affairs Committee

The CEO informed that he would be partaking virtually as part of a panel in an evidence session with the above on the 4 March 2021. Discussion would take place on the current impact of new trading arrangements with the European Union on the agriculture and food production and processing sectors; and to explore how the new trading arrangements would affect the sectors and operations in the future.

Foodservice Sector

Discussion took place on how the Foodservice sector had been heavily impacted during the Covid-19 pandemic and the measures imposed by Government. There had been a significant shift to retailing and consumers were also purchasing a greater variety of cuts than pre pandemic.

In contrast to the Retail environment, it was not currently required by law that the Foodservice sector was mandated to state Country of Origin on menus. If this were mandated, it would provide consumers with an informed choice on details such as provenance and sustainability, providing full transparency as currently required in the Retail sector. Further intelligence on how the Foodservice sector had performed would be obtained.

Action: CEO (Data Analyst)

Gene Editing Consultation

It was noted that HCC would not be responding to the above as the consultation was a devolved matter and was being led by Defra for England only.

Expenses Claims

The Board was reminded to complete expenses claims and submit to the Corporate Services Manager by no later than Monday 15 March 2021.

12. **Dates of forthcoming meetings**

Board Teams update – Thursday 1 April 2021 at 9.30am
HCC Board meeting – Thursday 6 May 2021 time TBC

Signed.....
Chairman of HCC