



(HCC 961)

**Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10.30am via Microsoft Teams on Thursday 3 September 2020**

- Present:** Kevin Roberts (Chair)  
Melody Chapman, Gareth Wynn Davies, Huw Davies, John T Davies, Rhys Davies, Rachael Madeley Davies, Prys Morgan, Nadine Porter, Catherine Smith and Claire Williams
- By Invitation:** Tobias Hill-Summers, Kantar (Item 9b)  
Maria Richards, Welsh Government  
Keith Smyton, Welsh Government
- Executive in attendance:** Gwyn Howells (Chief Executive Officer - CEO)  
Julie Davies-Jones (Secretariat)  
Kirsten Hughes (Red Meat Executive)  
Rhys Llywelyn (Market Development Manager)  
Bryan Regan (Corporate Services Manager)  
John Richards (Industry Development and Relations Manager)  
Owen Roberts (Communications Manager)

1. **Welcome Keith Smyton, Head of Food Division, Welsh Government  
To receive an update on the Welsh Government's Food Division and the Food and Drink Wales Industry Board**

The Chair welcomed Keith Smyton to the meeting who gave a verbal overview on the current work involving the Welsh Government's Food Division and the Food and Drink Wales Industry Board.

It was noted that following much deliberation, the Taste Wales event had been postponed until October 2021 and held at the Celtic Manor.

The Chair thanked Keith Smyton for the informative overview and the formal part of the Board meeting commenced.

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

The Chair welcomed all to the third formal Board meeting to be held virtually since the Coronavirus (Covid-19) pandemic.

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

6 July 2020 - Minister's EERA EU Transition Roundtable meeting

7 July 2020 – Farming Connect Strategic Advisory Board meeting

9 July 2020 – First Minister’s EU Exit Group

10 July 2020 – Welsh Government’s Trade Policy Group

20 – 23 July 2020 - The Chair partook in a number of industry virtual platforms held on what would have been the Royal Welsh Show week.

26 August 2020 – Minister’s EERA EU Transition Roundtable meeting

2 September 2020 – Sustainable Brand Values meeting – progress on this area had been placed on hold given the Covid-19 pandemic. This would be kept under review by the Chair and CEO and the Board would be updated accordingly.

The fortnightly Board / Executive virtual update meetings had continued as well as frequent telephone updates between the Chair and CEO.

3. **Apologies for absence**

There were no apologies.

4. **Declarations of Interest**

There were no new Declarations of Interest.

5. **To approve the minutes of the Board meeting held on Thursday 2 July 2020 HCC 953)**

The minutes of the Board meeting held on Thursday 2 July 2020 were taken as read, approved by the Board and signed by the Chair.

6. **Matters arising**

**EIDCymru**

The CEO would engage with Welsh Government with regard to the Board receiving a briefing on EIDCymru / Multi Species Wales at the 4 November 2020 Board meeting.

7. **Brexit Update – To discuss the latest developments with regard to the UK departing the EU**

It was noted that negotiating talks on post-Brexit trade and future relationships continued between the UK Government and the EU with no real progress to report to date.

In terms of HCC, the Chair and CEO continued to partake in Welsh Government Brexit related meetings and work was ongoing by the Executive on the sheep modelling and scenario work which would inform the Welsh Government and the industry ahead of a Brexit deal or no deal exit.

The Executive was communicating with the processors on Brexit preparedness and obtaining information in order to draw up a status report which would be developed over the coming months. The Board would be updated at the next meeting.

Discussion took place and the Board felt that lost export markets and changes in tariffs remained a significant threat. Non-tariff barriers, including border inspections costs remained unknown. Notwithstanding this, currently the export trade remained strong.

It was agreed that HCC should remain active in terms of communicating to the industry on Brexit.

8. **To receive an update on the implications of Covid-19 for the Livestock Market and the impact on HCC's Operational Plan Delivery 2020 / 2021**

The Board agreed that the market had been in an extraordinary position since the Covid-19 pandemic.

It was reassuring for the primary sector that market prices for beef and sheep had remained robust throughout the period reflecting strong demand and consequently were up on 5-year average for both species.

The CEO informed that the paper (HCC 943) presented to the Board at the 2 July 2020 meeting had been reviewed by the Executive. The position remained unchanged and therefore there was currently no requirement to amend the Operational Plan for 2021 / 2022 at this stage. However, this would be kept under review by the Executive and reported to the Board as necessary.

Work had commenced to collate data to understand the trends in supply and demand which has led to the current market prices. This included the influence of the Halal market on the sheep meat sector. This would be progressed by the Executive and communicated during the HCC Conference 2020.

A summary / information report on the UK Halal food sector produced jointly for AHDB, HCC and QMS would be placed on Sharepoint for the Board's information.

9. **HCC Reports**

a. **Activities (HCC 954)**

The above was taken as read.

The CEO gave an update on development of the HCC's Sustainability Roadmap. Work was progressing and a vast amount of information on carbon inventory modelling and carbon audits of beef and sheep production had been collated. The Executive was currently working on completing the draft and preparing a communications plan.

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The Executive proposed that the launch date for the Roadmap would be arranged for some time after the HCC Conference as it was felt that the Roadmap was worthy of its own platform and should not be lost in other industry matters. The Board agreed with this.

It was agreed to place a draft of the Roadmap on Sharepoint in order for the Board to provide feedback to the Executive.

b. To receive a presentation on Consumer Trends

A presentation was given on a review that was undertaken by Kantar on behalf of HCC on the performance of lamb in the retail sector during the lockdown period.

The presentation would be placed on Sharepoint.

c. Market Bulletin Summary (HCC 955)

The above was taken as read.

d. Financial – Income and Expenditure and Balance Sheet to 30 June 2020 (HCC 956)

The above was taken as read.

e. Update on events (HCC 947)

The above was taken as read.

It was noted that the SIAL Paris trade fair (18 – 22 October 2020) had been postponed until 15 – 19 October 2022.

10. **HCC Committees**

**Audit and Risk Committee**

a. To adopt the minutes of the Audit and Risk Committee meeting held on Wednesday 10 June 2020 (HCC 958)

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

**Communications Advisory Committee**

b. To receive a verbal report of the Communications Advisory Committee meeting held on Thursday 3 September 2020

The Chair of the Committee gave a brief verbal update on the above meeting.

11. **Paper for information: Cattle Slaughter in Wales (HCC 960)**

The above was taken as read.

The CEO informed that the paper had been prepared as background information ahead of a review that would be undertaken of PGI Welsh Lamb and PGI Welsh Beef. The review had been placed on hold due to Covid-19 but would be recommissioned when it would be appropriate to do so.

An information paper on Sheep Slaughter capacity in Wales would be prepared in due course.

12. **Any other business**

*HCC Chair*

The Chair informed that he would be stepping down at the end of his term in office on 31 March 2021.

The Welsh Government was progressing with the recruitment exercise to appoint a new Chair and the position would be advertised shortly.

13. **Dates of forthcoming meetings**

Board Teams update – Thursday 17 September 2020 at 10.30am  
HCC Board meeting – Wednesday 4 November 2020 at 10.30am.

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