



Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10.30am via Microsoft Teams on Thursday 2 September 2021

- Present:** Cath Smith (Chair)
Melody Chapman, Gareth Wynn Davies (departed 12.30pm), John T Davies, Rhys Davies, Jack Evershed, Rachael Madeley Davies, Prys Morgan, Emlyn Roberts and Claire Williams
- By Invitation:** Vicky Jones, Deputy Director, Sustainable Development Division, Welsh Government
Dr Tim Render, Director – Rural Affairs, Welsh Government
Maria Richards, Welsh Government
- Executive in attendance:** Gwyn Howells (Chief Executive Officer - CEO)
Julie Davies-Jones (Secretariat)
Kirsten Hughes (Red Meat Executive) – Item 6b & Item 8
Rhys Llywelyn (Market Development Manager)
Bryan Regan (Corporate Services Manager)
John Richards (Industry Development and Relations Manager)
Owen Roberts (Communications Manager)

To welcome Dr Tim Render, Director – Rural Affairs and Vicky Jones, Deputy Director, Sustainable Development Division, Welsh Government

The Chair welcomed Dr Tim Render and Vicky Jones who was attending her first HCC Board meeting since her appointment as Deputy Director, Sustainable Development Division for the Welsh Government.

Dr Tim Render gave a comprehensive assessment of the post Brexit and Covid-19 recovery landscape.

The Chair thanked both Dr Tim Render and Vicky Davies for joining the meeting.

The formal part of the Board meeting commenced.

1. Welcome and Chair's Comments

The Chair welcomed all to the ninth formal Board meeting to be held virtually since the Coronavirus (Covid-19) pandemic. The Chair highlighted that it was disappointing that virtual meetings continued but it was hoped that a hybrid meeting could be convened in the near future. This would be kept under review.

The Chair gave an update on the key virtual events and meetings she had attended:

8 July 2021 – Virtual meetings were held - an introductory meeting with Nicholas Saphir, newly appointed Chair of the Agriculture and Horticulture Development Board (AHDB) followed by a meeting with Deputy Minister for Climate Change, Lee Waters MS to discuss HCC's work associated to the Welsh Way report. The Chair also attended a virtual meeting of the Farming Connect Strategic Advisory Board.

20 July 2021 – The Chair partook in an industry seminar organized by NFUCymru on the Future Prospects for Red Meat.

21 July 2021 – Ruminant Health and Welfare Steering Group.

5 August 2021 – HCC Remuneration Committee meeting.

11 August 2021 – The Chair partook in a joint panel discussion at Anglesey Show along with representatives from both Farming Unions and local politicians. The main topic of conversation was sustainability.

16 August 2021 – The Chair partook in filming for HCC's social media platforms.

1 September 2021 – HCC Remuneration Committee meeting.

Weekly catch-up meetings continued between the Chair and CEO via Teams.

2. **Apologies for absence**

Apologies for the meeting had been tendered from Board Member Huw Davies.

3. **Declarations of Interest**

There were no new Declarations of Interest.

4. **To approve the minutes of the Board meeting held on Thursday 1 July 2021 (HCC 1020)**

The minutes of the Board meeting held on Thursday 1 July 2021 were taken as read, approved by the Board and signed by the Chair.

5. **Matters arising**

Communications Strategy in relation to Sustainability

The action from the previous meeting whereby the Board agreed that there was a requirement to explore aspects of evidence on biodiversity status that could be included within the Welsh Way was being looked into.

HCC's Research and Development Strategy

It was noted that a revised version of the above would be presented to HCC's Research and Development Advisory Committee at the 6 October 2021 meeting. Subject to agreement by the Committee, the Strategy would be recommended to the Board for approval at the Board meeting on 3 November 2021.

Free Trade Agreements (FTAs)

It was noted that a briefing paper in relation to the UK / Australia Trade Deal had been produced for the Board's information and uploaded to Sharepoint (Information / 04.08.21 Aus Trade Deal Briefing).

The Board would be kept updated on developments in relation to other future Trade Deals with countries such as New Zealand, USA, Canada, India and Mexico.

6. **HCC Reports**

a. Activities (HCC 1021)

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

Communications

Covered under Item 7 on the agenda.

Industry Development & Red Meat Development Programme

HCC's Farmer Facing Welsh Way Report – Perfecting the Welsh Way – A practical guide to sustainable sheep and beef farming

The draft report was currently being reviewed internally.

A final version of the report would be shared with the Board in due course and arrangements were under discussion with regard to an autumn launch.

Red Meat Development Programme – Welsh Lamb Meat Quality (WLMQ)

The Industry Development and Relations Manager highlighted that arrangements were ongoing with regard to Trial 2 of the consumer taste panel events. Trial 2 involved assessing the on-farm factors of lamb finishing diet (Grass only, Grass and Concentrate, Indoor and Roots), lamb growth rate and processing factor.

The first taste panel held in Ludlow from 3 – 5 August 2021 had been a success and was well attended. The remainder two events would be held in Chester (6 – 8 September) and Reading (7 – 9 December 2021).

RMDP mid-term evaluation report

The draft report had been received and was being reviewed internally. A summary would be prepared for the Board in due course.

Market Development

HCC's involvement with Love Lamb Week (1 – 7 September 2021) included working with Welsh Government and suppliers Compass Cymru to promote a selection of PGI Welsh Lamb recipes at Welsh Government hubs throughout the week. This was part of a wider programme of promotional work by HCC during the week which also included consumer advertising on social media platforms and promotions with several multiple retailers and foodservice suppliers.

The Market Development Manager highlighted that activities were ongoing as per the report and it was pleasing to note that the Executive would recommence attending external and consumer facing events starting with the Abergavenny Food Festival on the 18 – 19 September 2021.

The department was also busy planning HCC's involvement with Taste Wales (Wales' premier food and drink event) which would be held at the International Convention Centre Wales (ICCW), Newport on the 27 – 28 October 2021.

- b. To receive and approve the proposed changes to HCC's Operational Plan 2021 / 2022 (HCC 1022)

The above was taken as read and presented by the Red Meat Executive and approved by the Board.

- c. Market Bulletin Summary (HCC 1023)

The above was taken as read.

- d. Financial – Income and Expenditure and Balance Sheet to 30 June 2021 (HCC 1024)

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

- e. Forthcoming events (HCC 1025)

The above was taken as read.

7. **HCC Committees**

Communications Advisory Committee

To receive a verbal report of Communications Advisory Committee held on Thursday 2 September 2021

The Chair of the Committee verbally reported to the Board on key matters discussed at the meeting:

HCC Stakeholder Engagement Meetings 2021

A proposal paper on the above was presented to the Committee.

The proposal was to hold a series of meetings on farm during the autumn in order to:

- Engage with stakeholders on the key issues facing the sector to include discussion around post-Brexit and post-Covid.
- Discuss the strategic priorities for HCC and its future plans
- Foster a sense of shared ownership by stakeholders of HCC's future strategy.

Planning had commenced and Board would be kept updated on developments.

Sustainability and COP 26

The Committee received an update on the above:

- On an International level, HCC had fed into evidence presented by the Global Meat Alliance (GMA), Global Roundtable on Sustainable Beef and International Meat Secretariat to the summit. Media assets had been prepared and would be used by HCC from September 2021 onwards.
- With regard to UK level and collaborative work, HCC was engaging with the Agriculture and Horticulture Development Board (AHDB) and Quality Meat Scotland (QMS) with regard to key messages in the runup to COP26.
- In terms of Welsh context, HCC was engaging with the Welsh Government with regard to COP Cymru and conference themed events.
- The Executive was also preparing HCC media and social media activities anchored by the farmer facing Welsh Way document.

HCC Conference – 11 November 2021

Arrangements were in hand for a hybrid event. The physical event would be held at the Members Centre, Royal Welsh Showground and the virtual platform to be used was Whova.

The Board would be updated further on developments at the Board meeting on the 3 November 2021.

Winter Fair – 29 & 30 November 2021

The Executive was communicating with the Royal Welsh Ltd with regard to HCC's presence at the above. Due to Covid-19 restrictions, consumer facing cooking demonstrations would not take place this year. Arrangements were in hand to

include a breakfast reception on the Monday but with a reduced capacity of attendees. The Board would be updated further on developments at the Board meeting on the 3 November 2021.

8. **To receive HCC's Policy Statement on PGI Welsh Lamb and PGI Welsh Beef Branding (HCC 1026)**

The above was taken as read and presented by the Red Meat Executive.

It was noted at the end of the Brexit transition period (1 January 2021), the EU Protected Food Name scheme was replaced in the UK by a UK Geographical Indication (GI) scheme. This replicated the rules and requirements of the EU scheme, thereby allowing the EU to continue recognising UK GI products sold in their territory and vice versa.

As Welsh Lamb and Welsh Beef are protected under the EU Protected Food Name Scheme as products with Protected Geographical Indication (PGI) status, these changes related to both Welsh Lamb and Welsh Beef and therefore PGI Welsh Lamb and PGI Welsh Beef were now protected by EU and UK legislation.

The Executive had reviewed the Welsh Lamb and Welsh Beef brand guidelines in light of the changes and guidance had been updated. The Red Meat Executive outlined the changes within the paper under the headings Sales within the GB, Sales to the EU (and Northern Ireland) and International Sales (beyond the EU).

9. **Any other business**

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10. **Dates of forthcoming meetings**

Board Teams update – Thursday 7 October at 9.30am
HCC Board meeting – Wednesday 3 November 2021 time TBC

Signed.....
Chair of HCC