



**Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10am via Microsoft Teams on Thursday 13 January 2022**

**Present:** Cath Smith (Chair)  
Melody Chapman, Gareth Wynn Davies, John T Davies, Rhys Davies, Jack Evershed, Rachael Madeley Davies, Prys Morgan, Emlyn Roberts and Claire Williams

**By Invitation:** Maria Richards, 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 and Chair's Comments**

The Chair welcomed all to the eleventh formal Board meeting since the Coronavirus (Covid-19) pandemic.

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

15 November 2021 – Welsh Government Trade Advisory Group

25 November 2021 – The Chair was an invited guest on a panel at the COPCymru webinar entitled 'Fields of ambition - farming at the centre of sustainable land use for the future'. The panel also included representation from both farming unions and the National Sheep Association.

8 December 2021 – HCC Board planning meeting.

15 December 2021 - The Chair and CEO had a virtual catch-up meeting with representatives of the British Meat Processors Association (BMPA).

12 January 2022 – The Chair virtually joined the Ceredigion NFU Cymru County Conference as guest speaker.

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

**2. Apologies for absence**

Apology noted for Board Member Huw Davies.

**3. Declarations of Interest**

Board Member John T Davies declared an interest for item 9b – discussion on the Winter Fair 2021.

4. **To approve the minutes of the Board meeting held on Wednesday 3 November 2021 (HCC 1040)**

The minutes of the Board meeting held on Wednesday 3 November 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 2022 / 2023**

It was noted that Ministerial approval had been given to the Board's recommendation that the Levy rates remain unchanged for 2022 / 2023.

**EIDCymru / Multispecies Wales**

The CEO informed that work was ongoing with regard to the development of Multi Species Wales (MSW).

6. **HCC Reports**

a. **Activities (HCC 1041)**

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

b. **To receive the Red Meat Development Programme (RMDP) mid-term evaluation report (HCC 1042)**

The above was taken as read and summarised by the Industry Development and Relations Manager.

c. **To receive an evaluation report on the HCC Red Meat Farmer Forum meetings (HCC 1043)**

The above information paper was taken as read and summarised by the Communications Manager.

The series of five farmer forums had attracted a total attendance of 145 excluding the Board and Executive.

Of the key themes that emerged from discussions which related to HCC deliverables, it was noted that the following actions were in hand:

Enhanced market intelligence	Under review and already fed into existing process of planning for improvements in 2022
Sustainability communications	Actions already taken or ongoing in terms of consumer and stakeholder communications (including in concert with QMS / AHDB), renewed engagement with Welsh Government Climate Change department
Brand protection	Protection already covered through Oritain and related work

Ethnic market opportunities	Fed into planning for 2022 / 2023
Education and Health resources	Further enhancements already actioned and in train. Other suggestions fed into planning for 2022 / 2023
Post-Brexit export strategy	Considered in planning for 2022 /2023. Impact of FTAs fed into Market Intelligence discussion above

To receive an update on HCC's Operational Plan 2021 / 2022 Performance against KPIs 9-month review (HCC 1044)

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

The document showed that the 27 KPIs and been split out to 53 lines of individual measures and updated accordingly using the usual colour coded method.

Currently, of the 27 KPIs, 15 had been achieved and 12 were potentially on track to being accomplished with the majority being measured during the final quarter of the financial year.

The Executive summarised and gave reasons on respective targets which may not be achieved during this financial year which were highlighted in blue text within the Measurement / Result table.

Following questions and clarifications on the above, the Board agreed that the KPIs within the 2021 / 2022 Operational Plan should be amended to reflect the environment within which the industry was currently operating. Therefore, the KPIs identified as unlikely to be achieved in the 2021 / 2022 financial year and which were outside the direct control of HCC should be amended to be realistic but still challenging.

e. Market Bulletin Summary (HCC 1045)

The above was taken as read.

f. Forthcoming events (HCC 1046)

The above was taken as read.

It was noted that the Gulfood, Dubai, Foodex, Tokyo and Tavola, Belgium trade shows were being kept under constant review by the Executive. HCC would have stand presence at all the events but staffing was subject to the situation with the ongoing Covid-19 pandemic and continuous change with restrictions.

7. **Corporate**

a. To consider HCC's draft Business Plan 2022 / 2026 (HCC 1047)

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

The CEO highlighted that in line with new Welsh Government policies, the following changes had been incorporated:

- HCC's three-year rolling public facing document which was previously referred to as the "Corporate Plan" had been changed to "Business Plan".
- The document, going forward, would cover the duration of the Government's whole term of office, in this instance 2022 – 2026.
- The draft Plan now included a section on the Well-being of Future Generations (Wales) Act 2015 which aimed to improve the social, economic, environmental and cultural well-being of Wales (pages 7 and 8).

In line with the Vision 2025, the draft four-year Business Plan set out the key areas of work which have been prioritised by the Board for the effective use of the Welsh Red Meat Levy monies. Six delivery mechanisms had been identified and the draft Plan set out KPIs and outlines expected for 2022 / 2026.

The six delivery mechanisms were noted - Export markets, GB markets, strong and competitive brand position, Market intelligence and research, R&D activities and Supply chain efficiency.

It was anticipated that the Covid-19 pandemic would continue impacting on HCC's delivery during this four-year Plan and therefore the document had been adjusted for delivery to accommodate Covid-19 challenges.

The Plan also focused on cost-effective delivery and recognised the importance of measuring the impact of investments. Collaboration, co-operation and communication across the industry would be integral to achieving success.

b. To consider HCC's draft Operational Plan 2022 / 2023 (HCC 1048)

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

8. To receive and approve the Work Plan for the Board for 2022 / 2023 (HCC 1049)

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

9. **HCC Committees**

Audit and Risk Committee

a. To receive a verbal report and adopt the minutes of the Audit and Risk Committee meeting held on Wednesday 3 November 2021 (HCC 1050)

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

- b. To receive a verbal report of the Communications Advisory Committee meeting held on Thursday 13 January 2022

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

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

- c. To adopt the minutes of the R&D&KE Committee meeting held on Wednesday 9 October 2021 (HCC 1051)

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

Flock and Herd Health Working Group (FHHWG)

- d. To adopt the minutes of the FHHWG meeting held on Wednesday 20 October 2021 (HCC 1052)

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

10. **Any other business**

There was no other business raised.

11. **Dates of forthcoming meetings**

Board teleconference update – Thursday 3 February 2022 at 9.30am  
HCC Board meeting – Thursday 3 March 2022 time TBC.

Signed.....  
Chair of HCC