



(HCC 566)

**Minutes of a meeting of the Directors of Hybu Cig Cymru held at
10.00am at Tŷ Rheidol, Parc Merlin, Aberystwyth on Friday 7 March 2014**

Present: Dai Davies (Chairman)
John Brereton, Will Haresign, Bethan Jones, Gwynn Angell Jones,
Prys Morgan, Graham Probert, Glyn Roberts, Richard Rogers,
Richard Tudor, Wyn Williams, John Yeomans

In Attendance: Gwyn Howells (Chief Executive Officer - CEO)

Laura Dodds (Market Development Manager)
Alan Morris (Communications Manager)
Bryan Regan (Corporate Services Manager)

Julie Davies-Jones (Secretariat)
Jo Horder (Red Meat Executive) – Items 9 and 10

1. **Welcome and Chairman's Comments**

The Chairman welcomed all to the meeting.

The Chairman gave a verbal update on the key events and meetings he had attended since the previous meeting:-

January 2014

The Chairman attended a breakfast function organized by the Carmarthenshire Farm and Country Holiday Group held during the National Farmhouse Breakfast Week.

The Chairman and Industry Development Manager gave evidence to the National Assembly for Wales Environment and Sustainability Committee on the inquiry into Sustainable Land Management - Evidence on the Rural Economy.

The Chairman and CEO attended a Red Meat Levy Forum meeting in Stoneleigh (Item 8 refers).

The Chairman attended a meeting of the Welsh Government Wales Programme Monitoring Committee (PMC) where CAP and the European Structural funds were discussed.

February 2014

The Chairman attended the annual NFU Conference held on the 25–26 February 2014.

March 2014

The Chairman represented HCC at the FUW Breakfast Reception held at the EU Commission, Brussels. The Chairman addressed the audience on the importance of PGI and highlighted the results on research work undertaken by HCC and co-funded by the European Commission which indicated a substantial increase in awareness of PGI in target EU countries.

2. **Apologies for absence**

Apologies were received from Gary Haggaty and Helen Minnice-Smith, Welsh Government.

3. **Declarations of Interest**

Declarations of Interest were noted as follows:-

Discussion that may arise in relation to Credit Control – John Brereton, Prys Morgan and Wyn Williams.

4. **To receive and approve the minutes of the Board meeting held on Friday 17 January 2014 (HCC 557)**

The minutes of the Board meeting held on Friday 17 January 2014 were taken as read, approved by the Board and signed by the Chairman.

5. **Matters arising**

2013 PGI Welsh Lamb advertising campaign

A report on Lamb sales data during the campaign would be shared with the Board at the next meeting.

Review of HCC's Strategic Plan

A schedule for the review of HCC's Strategic Plan would be prepared for the next Board meeting.

6. **HCC Reports**

a. Activities Report (HCC 558)

The above was taken as read.

b. Market Bulletin (HCC 559)

The above was taken as read.

It was agreed to amend the terminology of headings on the graphs under Production Statistics for Cattle and Sheep.

Concern was raised regarding the fall in UK beef prices. Contributing to this was the increase in the level of Irish Beef imported to the UK.

Beef and veal imports in December were 9% higher than a year earlier as shipments from Ireland increased. In addition, higher shipments from a range of smaller suppliers were recorded, including from Germany, Denmark, Namibia and Botswana. Whilst direct imports from Poland into the UK were back 5% on the year, Polish exports to the rest of the EU Member States had increased over the same period.

c. Forthcoming Events (HCC 560)

The above was taken as read.

d. Financial - Income and Expenditure and Balance Sheet to 31 December 2013 (HCC 561)

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

It was agreed to forward a forecast outturn for the 2013 / 2014 financial year to the Board.

7. **To receive a presentation on the evaluation of the 2013 PGI Welsh Beef advertising campaign**

The Market Development Manager presented the Campaign results:-

The “Come Home for Christmas” themed Campaign ran from November – December 2013.

The Campaign included TV and digital advertising, billboard posters and a specific microsite linked to a prize competition. With regards to retail, glossy recipe leaflets were distributed to independent butchers and supermarkets across Wales.

In summary, results from the evaluation were very pleasing with targets achieved.

In terms of return on investment, digital advertising had proven successful and very cost effective.

The results would be fully evaluated in advance of the 2014 campaign.

8. **To receive a verbal update on the GB Red Meat Levy Distribution**

A meeting was held between the Chairmen and CEOs from AHDB, HCC, LMNCI and QMS on the 24 January 2014.

The CEO reported on the meeting:-

All partners had agreed and signed the Memorandum of Understanding (MOU). The agreement provided a basis for collaborative agreement between AHDB, HCC, LMNCI and QMS for co-operation and exchanges of information on activities and would apply in the first instance from 1 April 2014 – 31 March 2015. The MOU would be reviewed on an annual basis.

Importantly, a clause had been included within the MOU outlining the need to explore the options for Red Meat Levy Distribution in line with the strategies and policies of the respective UK and Devolved Governments.

Additionally, the Forum would provide the platform for partners to meet on a regular basis to take matters forward, review delivery and discuss activities etc.

The progress was welcomed by the Board.

9. **HCC's Business Plan 2014 / 2015**

- a. *To approve the summary of changes to HCC's draft Business Plan 2014 / 2015 arising from the 17 January 2014 Board meeting (HCC 562)*

The above was taken as read.

The CEO summarized the paper and thanked the Board for their input.

The Business Plan for 2014 / 2015 had been amended reflecting the changes noted.

- b. *To approve HCC's Business Plan 2014 / 2015 (HCC 563)*

The above was taken as read.

Subject to the minor presentational changes noted, HCC's Business Plan for 2014 / 2015 was approved by the Board.

10. **To consider a draft of HCC's Corporate Plan 2014 / 2017 (HCC 564)**

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

11. **To receive a verbal update on EIDCymru – The sheep movement database**

The CEO updated the Board:-

The Welsh Government consultation on “EIDCymru – An electronic movement reporting system for sheep / goats” was scheduled to be launched during March 2014.

Engagement continued between HCC and the Welsh Government in relation to HCC overseeing the role of a bureau service for EIDCymru.

It was planned for the Welsh Government and HCC to meet with representatives from the Scottish Government and ScotEID in the near future to review their database system.

12. **R&D Advisory Committee**

- a. To receive a verbal report of the R&D Advisory Committee held on Wednesday 5 March 2014

The above was taken as read.

The Chairman gave a verbal report on the topics discussed at the meeting.

- b. To adopt the minutes of the R&D Advisory Committee meeting held on Wednesday 4 December 2013 (HCC 565)

The minutes of the R&D Advisory Committee meeting held on Wednesday 4 December 2013 were taken as read and adopted by the Board.

13. **Any other business**

A UK strategy for agricultural technologies

The Board was briefed on the potential for HCC to engage in discussions on the Agri-Tech Catalyst funding. It was proposed that Centres of Expertise would be developed across the UK and it was up to the industry to decide what Centres were required to move the sector forward.

The UK Government had recently released “A UK strategy for agricultural technologies”. The aim of the strategy was to allow:-

“the UK to become a world leader in agricultural technology, innovation and sustainability; exploit opportunities to develop and adopt new and existing technologies, products and services to increase productivity; and contribute to global food security and international development.”

It was agreed that HCC engage on behalf of the Welsh red meat sector in discussions with the Ag Tech Leadership Council and other stakeholders to ensure that the needs of the sector were represented in developing priority themes for the Centres.

14. **Date of next meeting**

Friday 9 May 2014.

Signed.....
Chairman of HCC