



**Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10am at Tŷ Rheidol, Aberystwyth on Thursday 4 May 2023**

- Present:** Cath Smith (Chair)  
Gareth Wynn Davies (via Teams), John T Davies, Rhys Davies, Jack Evershed, Hugh Hesketh-Evans, Prys Morgan and Emlyn Roberts, Caroline Sanger-Davies, Vicki Spencer-Francis
- By Invitation:** Maria Richards, Welsh Government
- Executive in attendance:** Gwyn Howells (Chief Executive Officer - CEO)  
Julie Davies-Jones (Secretariat)  
Rachael Madeley-Davies (Head of Sustainability & Future Policy)  
Laura Pickup (Head of Strategic Marketing & Connections)  
Bryan Regan (Head of Finance & Corporate Governance)

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

The Chair welcomed all to the Board meeting.

In particular welcome was extended to newly appointed Non-Executive Directors (NEDs), Hugh Hesketh-Evans, Caroline Sanger-Davies and Vicki Spencer-Francis attending their first formal HCC Board meeting.

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

8 March 2023 – The Chair and CEO had a Teams update meeting with Lesley Griffiths MS, Minister for Rural Affairs, North Wales, and Trefnydd)

9 March 2023 – The Chair attended a meeting of the Trade Policy and Advisory Group, Cardiff followed by presence at the Explore Export trade event thereafter.

13 March 2023 – The Chair and CEO had a Teams update meeting with NFU Cymru Officials.

15 March 2023 – The Chair and the Executive partook in the Welsh Government / HCC Governance meeting via Teams.

Weekly Teams catch ups continued to be held with the CEO.

2. **Apologies for absence**

Apologies were noted from Board Member, Prof Mike Humphreys.

3. **Declarations of Interest**

There were no new Declarations of Interest declared.

For the benefit of the new Board Members, refresher roundtable introductions took place and Board Members highlighted existing Declarations of Interest.

The Head of Finance and Corporate Governance informed that a draft of HCC's Annual Report and Accounts for 2022 / 2023 was in progress and requested that the Board formally inform him as soon as possible if there were any new or additional information in terms of their declarations of which the Auditors were unaware.

4. **To approve the minutes of the Board meeting held on Thursday 2 March 2023 (HCC 1132)**

The minutes of the above meeting were taken as read, approved by the Board and signed by the Chair subject to the following:

The Chair corrected her statement made during the Board meeting of 2 March 2023 as at that time the advice had not yet gone to the Minister regarding the new Board appointments.

5. **Matters arising**

*HCC Levy Consultation exercise*

It was confirmed that Levy payers (farmers and processors) and the auction markets had been informed of the new Levy rates and there were no issues to report.

*HCC Business Plan 2021 / 2026 and Operational Plan 2023 / 2024*

It was noted that final versions of the plans had been submitted to Lesley Griffiths MS, Minister for Rural Affairs, North Wales, and Trefnydd for approval.

6. **HCC Reports**

a. *Activities (HCC 1133)*

The above was taken as read with key HCC activities highlighted by the Senior Leadership Team.

Work was in progress with a new style of reporting which would be more succinct and in line with the KPIs in the 2023 / 2024 Operational Plan. The proposed new format would be presented to the Board at the 6 July 2023 meeting.

The Head of Strategic Marketing and Connections informed that recent inward missions had been successful in terms of networking and potential new market business opportunities.

Planning was in hand for HCC's PGI Welsh Lamb and PGI Welsh Beef consumer campaigns for 2023 / 2024 and the Board would be updated in due course.

HCC would have presence at Tutto Food, Milan from 8 – 11 May 2023. This trade event was a key platform to showcase quality meat products from Wales and also an opportunity for producers and distributors to engage with existing key accounts and potential new clients.

Work and dialogue continued with the UK Export Certificate Partnership (UKECP) in relation to Welsh red meat and industry priorities for market access for 2023 / 2024. Recent meetings had been held with the major and smaller abattoirs in Wales.

An update was given by the Head of Sustainability and Future Policy on the Red Meat Development Project (RMDP).

The RMDP team would present to the Board at the 6 July 2023 Board meeting on the key conclusions and outcomes from the RMDP.

b. Market Bulletin Summary (HCC 1134)

The above was taken as read.

c. Financial – Income and Expenditure and Balance Sheet to 31 March 2023 (HCC 1135)

The above was taken as read and summarised by the Head of Finance and Corporate Governance.

The Board noted the position and would be kept informed on developments.

d. Forthcoming events (HCC 1136)

The above was taken as read and summarised by the Head of Strategic Marketing and Connections.

It was agreed that further detail would be included in upcoming Forthcoming Events papers for the Board's information.

**Action: Head of Strategic Marketing and Connections**

e. Royal Welsh Show 24 – 27 July 2023

Planning was in hand for HCC's presence at this year's Royal Welsh Show and an overview was given.

- Planning was in hand for themed days and activities which would include cooking / taster sessions and butchery demonstrations along with receptions highlighting the work and outcomes from the RMDP. The HCC breakfast would take place as normal at 8am with an address from the with Lesley Griffiths MS, Minister for Rural Affairs, North Wales, and Trefnydd.

A full briefing would be prepared for the Board and presented at the 6 July 2023 meeting.

**Action: Head of Strategic Marketing and Connections**

f. To receive a paper on the Year End Review of the HCC Operational Plan 2022 / 2023 (HCC 1137)

The above was taken as read and summarised by the Head of Supply Chain and Future Policy.

It was highlighted that there were gaps in some "Measurement Result columns (white columns) under KPIs set for "Develop home markets for

Welsh red meat” and “Facilitate and encourage supply chain efficiency” as data information was awaited. These areas would be followed up by the Executive with the document updated accordingly.

**Action: Head of Sustainability and Future Policy**

The Board agreed that the paper informed a positive outcome to HCC’s delivery against the Operational Plan for 2022 / 2023.

7. **HCC Committees**

a. To discuss the review of HCC’s Committees

An overview / presentation was given by the Head of Sustainability and Future Policy on the proposed review of HCC’s Committees in line with HCC’s new organisation structure and to reflect the ongoing changes amongst the industry such as the environment, sustainability and climate change.

Roundtable discussions took place with the Board agreeing to the proposed new Committee structure subject to a timely review

In order to progress, the following was agreed:

- To share the current Terms of Reference for the Audit and Risk Committee and Remuneration Committee (Statutory Committees) with the Board.
- To draft the Terms of Reference for the Sustainable Innovation and Research Group.

**Action: Head of Sustainability and Future Policy / Secretariat**

Audit and Risk Committee

b. To adopt the minutes of the Audit and Risk Committee meeting held on Thursday 2 March 2023 (HCC 1138)

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

c. To receive a report and adopt the minutes of the Audit and Risk Committee meeting held on Tuesday 14 March 2023 (HCC 1139)

The above were taken as read and utilised as a report to the Board with no matters raised.

The minutes were adopted by the Board.

8. **Any other business**

Food Security

A discussion was undertaken in relation to ongoing food security concerns.

The Board reflected on the fact that food inflation was at its highest in 45 years for vegetables and dairy products, but not red meat despite good farm gate prices.

It was highlighted that HCC currently fed into dialogue in relation to sustainable food security where appropriate, and this would continue.

HCC Board and Communications

It was agreed to provide the Board with a refresher briefing on communications in line with their roles as Non-Executive Directors.

**Action: CEO / Head of Strategic Marketing and Connections**

New Chief Veterinary Officer for Wales

It was agreed to invite Dr Richard Irvine, Wales new Chief Veterinary Officer to a future Board meeting.

**Action: CEO**

9. Dates of forthcoming meetings

HCC Board Teams update – Thursday 8 June 2023 at 9.30am

HCC Board meeting - Thursday 6 July 2023 time tbc.