



**Minutes of a hybrid meeting of the Directors of Hybu Cig Cymru (HCC) held at 10am at Aberystwyth Innovation and Enterprise Campus and via Microsoft Teams on Wednesday 3 November 2021**

**Present (physically):** Cath Smith (Chair)  
John T Davies  
Jack Evershed

**Present (virtually):** Melody Chapman, Gareth Wynn Davies, Rhys Davies, Rachael Madeley Davies, Prys Morgan, Emlyn Roberts and Claire Williams

**By Invitation (virtually):** Maria Richards, Welsh Government

**Executive in attendance (physically):** Gwyn Howells (Chief Executive Officer - CEO)  
Julie Davies-Jones (Secretariat)  
Kirsten Hughes (Red Meat Executive) – agenda items 7, 8 and 9  
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 tenth formal Board meeting since the Coronavirus (Covid-19) pandemic. This meeting was held in hybrid format with attendance as noted above.

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

15 September 2021 - The Chair and CEO virtually attended the HCC / Welsh Government Quarterly Governance update meeting.

17 – 19 September 2021 – The Chair visited Abergavenny Food Festival where HCC's new trailer had presence, the first face to face event for HCC since the start of the pandemic.

28 September 2021 - The Chair attended HCC's event for the launch of the new educational and health resources held at Llantarnam Community Primary School, Cwmbran.

5 October 2021 - HCC Marketing Advisory Committee virtual meeting (agenda item 11b refers).

7 October 2021 – HCC Board Teams update followed by attendance virtually at a meeting of the Farming Connect Strategic Advisory Board.

13 October 2021 – The Chair and CEO virtually attended a meeting of the Public Leaders Forum.

14 October 2021 – The Chair joined representatives from the Farmers Union of Wales (FUW), NFUCymru, Wales YFC and the Agriculture and Horticulture Development Board (AHDB) at the Royal Welsh Showground for a meeting to highlight the importance of working together to meet the industry's goals with regard to Climate Change.

25 October 2021 – The Chair and CEO attended HCC's meeting of the Red Meat Farmer Forum events held at Maes Bach Farm, Tonteg, Pontypridd (agenda item 9a refers).

26 October 2021 – The Chair and CEO attended the BlasCymru / TasteWales dinner followed by presence at the main food and drink event held at the ICC, Newport on the 27 October 2021.

The Chair virtually attended ongoing HCC Remuneration Committee meetings with regard to the MLC Pension Scheme (agenda item 16 refers).

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

2. **Apologies for absence**

Apologies were noted for 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 2 September 2021 (HCC 1027)**

The minutes of the Board meeting held on Thursday 2 September 2021 were taken as read, approved by the Board and signed by the Chair.

5. **To approve the minute of Item 3 (Pig Levy) of the Board Teams update held on Thursday 7 October 2021 (HCC 1028)**

The minute of item 3 on the agenda of the Board Teams update meeting held on Thursday 7 October 2021 in relation to Pig Levy was re taken as read, approved by the Board and signed by the Chair.

The CEO informed that Ministerial approval had been given for the other respective Levy bodies, AHDB and Quality Meat Scotland (QMS) to undertake a pork Levy holiday during November 2021 only.

The CEO would keep this matter under review and report to the Board as necessary.

6. **Matters arising**

**Minutes of the Board meeting held on Thursday 2 September 2021**

**Labour shortages in the red meat industry**

The CEO informed that a paper on labour shortages in the red meat industry had been prepared and shared with the Welsh Government.

It was noted that the UK Government had agreed to relax the immigration rules and introduce a temporary visa scheme to help tackle ongoing labour shortages in the logistics and food sectors which had been significantly impacted from Brexit and the Covid-19 pandemic.

Perfecting the Welsh Way Report

HCC's report entitled "Perfecting the Welsh Way" was launched online with the press on the 26 October 2021.

Red Meat Development Programme (RMDP) mid-term evaluation report

The above would be shared with the Board for information at the 13 January 2022 Board meeting.

7. **HCC Operational Plan 2021 / 2022**

To consider the 6-month review of the HCC Operational Plan 2021 / 2022 Performance against KPIs (HCC 1029)

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

8. **To consider the Welsh Red Meat Levy rates and recovery costs for 2022 / 2023 (HCC 1030)**

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

The Executive recommended the following to the Board:

**Recommendation**

Market disruption as a result of the UK's exit from the EU continued to create uncertainty for the Welsh red meat industry, which is further heightened by the continued challenges brought by the Covid-19 pandemic.

It was therefore considered appropriate that with the current challenges facing the industry, alongside the circa £1 million Levy redistribution per annum and HCC successfully augmenting Levy income with grant funding; that the prevailing Levy rates be retained for 2022 / 2023 as follows:

<b>Welsh Red Meat Levy Rates for 2022 / 2023</b>			
<i>(per head)</i>	<b>Total Levy Collected</b>	<b>Total Paid by Producer</b>	<b>Total Paid by Slaughterer/ Exporter</b>
<b>Sheep</b>	£ 0.83	£ 0.63	£ 0.20
<b>Cattle</b>	£ 5.67	£ 4.34	£ 1.33
<b>Calves</b> (up to 68kg)	£ 0.17	£ 0.085	£ 0.085
<b>Pigs</b>	£ 1.30	£ 1.05	£ 0.25

<b>Levy Recovery Costs for 2022 / 2023</b>	
<b>Species</b>	<b>Levy Recovery (per head)</b>
Sheep	£0.010
Cattle	£0.030
Pigs	£0.013

Following discussion, the Board agreed with the recommendation.

Next steps: The recommendation would be presented to Welsh Ministers for consideration.

It was also agreed that perhaps it would be timely to consider an increase in the Levy rates in the near future and that the annual review of the Welsh Red Meat Levy Rates should be undertaken sooner during the financial year. Given this, it was agreed that this item be included into the HCC Board Work plan and as an agenda item for the July Board meeting.

9. **HCC Business Plan 2022 / 2025 and HCC Operational Plan 2022 / 2023**

a. **To receive a verbal report on the HCC Red Meat Farmer Forum meetings**

The Chair thanked the Board and the Executive for their involvement in the events which had been held on farms participating in the Red Meat Development Programme (RMDP) at Welshpool, Holywell, Pontypridd and Lampeter from the 19 – 29 October 2021. The Llanrwst meeting would be held on the 4 November 2021.

The events were designed to engage in informal discussions with Levy payers in order to gauge feedback that would assist HCC with planning on behalf of the industry.

The events had been well attended with approximately 20 – 40 stakeholders in attendance at each meeting.

The Board and Executive felt the meetings had been extremely useful and agreed that similar events should be considered on an ongoing basis.

b. **Industry Liaison Group (ILG)**

**To receive a verbal report and adopt the minutes of the ILG meeting held on Thursday 21 October 2021 (HCC 1031)**

The minutes were taken as read and utilized as a report to the Board with no issues raised.

The minutes of the ILG meeting held on Thursday 21 October 2021 were adopted by the Board.

c. Planning process for the HCC Business Plan 2022 / 2025 and HCC Operational Plan 2022 / 2023

Following discussion, it was agreed to hold a specific planning session for the Board and the Executive during early December 2021. This session would further enhance the development of HCC's draft Business Plan 2023 / 2025 and the Operational Plan 2022 / 2023 which would be presented to the Board at the 13 January 2022 Board meeting.

10. **HCC Reports**

a. Activities (HCC 1032)

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

b. Market Bulletin Summary (HCC 1033)

The above was taken as read.

c. Financial – Income and Expenditure and Balance Sheet to 30 September 2021 (HCC 1034)

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

d. To receive an update on HCC's Annual Conference 2021

Planning for HCC's first hybrid conference was in hand.

Arrangements were in hand to comply with Covid-19 regulations for the physical aspect of the conference.

A full briefing would be prepared for the Board ahead of the conference.

e. To receive an update on HCC's presence at the Winter Fair – Monday 29 – Tuesday 30 November 2021

The Communications Manager summarised HCC's presence for this year's Winter Fair.

Arrangements were in hand for HCC industry breakfast which would be held at 8am on Monday 29 November 2021 at the Hafod a Hendre with the Minister for Rural Affairs and North Wales and Trefnydd present. Due to Covid-19 regulations the number of attendees for this year would be reduced to 60.

Due to restrictions with regard to the pandemic, the stand this year had been designed differently to exclude a kitchen and cooking area as there would be no consumer facing demonstrations.

The focus on the stand would therefore be to further highlight the Perfecting the Welsh Way report and the ongoing Red Meat Development Programme projects.

f. **Forthcoming events (HCC 1035)**

The above was taken as read.

11. **HCC Committees**

**Communications Advisory Committee**

- a. **To adopt the minutes of the Communications Advisory Committee held on Thursday 2 September 2021 (HCC 1036)**

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

**Marketing Advisory Committee**

- b. **To receive a verbal report and adopt the minutes of the Marketing Advisory Committee meeting held on Tuesday 5 October 2021 (HCC 1037)**

The minutes were taken as read and utilized as a report to the Board with no issues raised.

The minutes of the Marketing Advisory Committee meeting held on Tuesday 5 October 2021 were adopted by the Board.

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

- c. **To receive a verbal report of the R&D&KE Committee held on Wednesday 6 October 2021**

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

- d. **To receive and adopt HCC's R&D Strategy (HCC 1038)**

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

**Flock and Herd Health Working Group (FHHWG)**

- e. **To receive a verbal report of the FHHWG meeting held on Wednesday 20 October 2021**

Prys Morgan, acting Chair of the Group gave a verbal report on the above.

12. **Paper for information: EIDCymru Financial Statements year ended 31 March 2021 (HCC 1039)**

The above was taken as read.

It was agreed to provide an update on the developments within EIDCymru / Multispecies Wales to the Board in the future.

13. **Any other business**

**HCC Board meetings**

The Chair thanked all for their attendance at HCC's first hybrid meeting and would welcome any feedback on the format from the Board.

14. **Dates of forthcoming meetings**

Planning meeting – date to be confirmed

HCC Board meeting – Thursday 13 January 2022 at 10am

Board teleconference update – Thursday 3 February 2022 at 9.30am

**Signed.....**  
**Chair of HCC**