



(HCC 776)

**Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10.00am at Tŷ Rheidol, Parc Merlin, Aberystwyth on Thursday 7 September 2017**

**Present:** Kevin Roberts (Chair)  
Gareth Wynn Davies, John Davies, Illtud Dunsford, Helen Howells, Barrie Jones, Rachael Madeley Davies, Catherine Smith, Claire Williams and Ogwen Williams

**By Invitation:** Gary Haggaty, Gareth Wilson and Kayleigh John (Welsh Government)

**Executive in attendance:** Gwyn Howells (Chief Executive Officer - CEO)  
Julie Davies-Jones (Secretariat)

**Management team from Item 6:** Julie Finch (Corporate Strategy and Policy Manager)  
Rhys Llywelyn (Market Development Manager)  
Bryan Regan (Corporate Services Manager)  
John Richards (Industry Development and Relations Manager)  
Owen Roberts (Communications Manager)

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

The Chair welcomed all to the meeting and gave an update on the key events and meetings he had attended following his appointment to the role of HCC Chair on the 21 July 2017:-

- The Chair and CEO attended a meeting of the Levy Boards on the 17 July 2017 - Item 13 refers.
- The Chair joined the HCC Board and staff on HCC's stand at the Royal Welsh Show 2017 and attended a number of engagements and industry meetings.
- Anglesey Show - the Chair had met with the Cabinet Secretary, the Farming Unions, the CLA and undertook a number of introductory conversations with stakeholders.
- The Chair attended a meeting of the Cabinet Secretary's ERA Brexit Roundtable meeting on the 27 August 2017.
- The Chair and CEO would address the FUW Grand Council meeting following the Board meeting.

2. **Apologies for absence**

Apologies for the meeting had been received from Huw Davies.

3. **Declarations of Interest**

John Davies declared an interest on Item 12 – Feedback from the Royal Welsh Show 2017.

4. **To receive and approve the minutes of the Board meeting held on Thursday 6 July 2017 (HCC 761)**

The minutes of the Board meeting held on Thursday 6 July 2017 were taken as read, approved by the Board and signed by the Chair.

5. **Matters arising**

**Review of SQQ Lamb Weight Ranges**

The Industry Development and Relations Manager gave a brief presentation on the above.

The current price reporting system for lamb was not a statutory requirement unlike beef. However, the current system for lamb had been in place for a number of years and therefore, the Agriculture and Horticulture Development Board (AHDB), HCC, Quality Meat Scotland (QMS) and the Livestock Auctioneers Association (LAA) had agreed that it was timely for the pricing and weight mechanism to be reviewed.

Three options would be considered:-

Option 1: Continue with current SQQ weight bands

Option 2: Replace the “light” weight band with the “heavy” weight band

Option 3: Redefine all weight bands

It was anticipated that the consultation would go out to industry on a GB basis at the end of September 2017 with any changes introduced during spring 2018 ahead of the new season crop.

It was agreed to share the link to the consultation with the Board and to prepare a paper on the outcome for the 11 January 2018 Board meeting.

**Staffing**

The Board congratulated John Richards and Owen Roberts whom had been appointed to the roles of Industry Development and Relations Manager and Communications Manger respectively.

The CEO noted that a recruitment exercise was in hand to appoint the following positions:-:

Corporate Strategy and Delivery Manager / Lead  
UK Market Development Officer / Executive  
Export Market Development Officer / Executive  
Data Analyst Officer / Executive  
Supply Chain Development Officer / Executive

The advert for the positions would be shared with the Board for information and where appropriate to encourage applications.

6. **HCC Reports**

a. Activity Report (HCC 762)

The above was taken as read.

It was agreed to include budget headings within the Activity Report in future.

Love Lamb Week 1 – 7 September 2017

The Communications Manager informed that HCC was involved in the UK wide campaign with PR and social media activity on Facebook, Twitter and Instagram.

As part of this promotion HCC had utilized chefs Francesco Mazzei and Imran Nathoo to raise the profile of PGI Welsh Lamb. Italian chef Francesco used PGI Welsh Lamb livers and kidneys to create his signature Stigghiola dish and Masterchef semi-finalist Imran Nathoo crafted contemporary PGI Welsh Lamb kebabs at the first event of a pop up restaurant series.

PGI Welsh Lamb had also featured on the BBC 2 programme - Nadiya's Great British Food Adventure. The feature included a visit by Nadiya and film crew to HCC Scholar Richard Roderick's farm to highlight the work that is undertaken by farmers ahead of PGI Welsh Lamb reaching the supermarket and butcher shop shelves.

In addition, during Love Lamb Week, HCC was working in partnership with Aga, where cooking demonstrations utilizing PGI Welsh Lamb would be undertaken at a selection of AGA stores.

b. Market Bulletin (HCC 763)

The above was taken as read.

c. Forthcoming events (HCC 764)

The above was taken as read.

d. Financial – Income and Expenditure and Balance Sheet to 30 June 2017 (HCC 765)

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

It was noted that a representative from the appointed auditors KTOwens and Thomas Ltd would be present at HCC to undertake the internal audit in the forthcoming weeks.

The internal auditors' findings would be reported to the Audit and Risk Committee on the 2 November 2017.

e. To receive a verbal briefing on HCC's Annual Conference - Thursday 9 November 2017

Arrangements were in hand for the above, which would be held at the Vale Hotel, Hensol Park, Hensol, Cardiff. The line-up of speakers was in the process of being finalized.

The Cabinet Secretary's presence at the conference was confirmed.

The theme of the conference would be Fit for the Future: Welsh red meat and the modern consumer.

The Board would be required to participate in a Levy Payer Forum; providing levy payers with the opportunity to ask questions to the Board. The Forum would be live streamed via Facebook.

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

7. **HCC Committees**

To adopt the minutes of the following Committee meetings:-

a. Audit and Risk Committee – Monday 26 June 2017 (HCC 766)

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

b. Communications Advisory Committee – Tuesday 27 June 2017 (HCC 767)

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

c. Marketing Advisory Committee – Tuesday 11 July 2017 (HCC 768)

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

d. Research and Development and Knowledge Exchange Committee – To approve nominations for external members (HCC 769)

The above was taken as read.

It was agreed that the Industry Development and Relations Manager would discuss the proposed nominations within the paper with the Chair of the Committee, Huw Davies outside the meeting.

In the meantime, suggested nominations from the Board should be directed to the Industry Development and Relations Manager.

8. **To receive a draft paper outlining HCC’s Strategic Plan to 2025 (HCC 770)**

The above was taken as read.

The document had been prepared for the Board to consider following the Planning workshop held in July 2017. This represented the first iteration of HCC’s Strategy for the Welsh Red Meat Industry to 2025 that would inform the new Corporate Plan 2018 / 2021 and in turn the Operational Plan for 2018 / 2019.

The vision presented was purposefully strategic and high level in order to stimulate discussion and for the Board to confirm that it was content with the proposed direction.

Once the direction was agreed, the narrative, activities and resource allocation would be expanded upon. This would include provision on the industry’s readiness for the impact of Brexit both on the home and export markets.

The Board agreed that they were content with the direction outlined in the draft Strategic Plan and that it represented a comprehensive basis on which to develop the Corporate and Operational Plans.

The proposed timeline for the development of the Strategic Plan was as follows:-

<b>Part 1</b>	HCC Board to consider the Vision to 2025 and direction for planning	<b>September 2017</b>
<b>Part 2</b>	HCC Board to consider the Corporate Strategy Plan 2018 / 2021	<b>November 2017</b>
<b>Part 3</b>	HCC Board to consider the draft Operational	<b>January 2018</b>

	Plan 2018 / 2019	
<b>Part 4</b>	HCC Board to approve the Corporate and Operational Plans in order for submission to the Cabinet Secretary for approval and the issuing of the annual Remit letter between the Welsh Government and HCC	<b>March 2018</b>

The Board was invited to contact the Corporate Strategy and Policy Manager directly should they wish to input further to the document.

9. **To approve HCC's Operational Plan 2017 / 2018 (HCC 771)**

The above was taken as read and approved by the Board subject to the addition of actions in the Operational Plan around Brexit contingency planning for the sheep sector. This would include reviewing progress on innovation, retail engagement and the feasibility of supply chain interventions.

The CEO would respond accordingly to the Remit letter received from the Cabinet Secretary.

10. **To approve HCC's Corporate Plan 2017 / 2020 (HCC 772)**

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

11. **EIDCymru**

*To receive for information the EIDCymru Annual Accounts for 2016 / 2017 (HCC 773)*

The above was taken as read.

12. **To receive feedback on HCC's presence at the Royal Welsh Show 2017**

It was agreed that an evaluation of HCC's presence at the Royal Welsh Show 2017 be prepared. This would be developed for the Communications Advisory Committee's next meeting on the 12 October 2017.

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

The CEO updated the Board:-

There had been two meetings between the Levy Boards since the previous Board meeting. Terms of Reference for the Governance Group had been considered along with the respective activity priorities for the three Levy Boards. It was envisaged that work would continue over the coming months to agree a programme which would commence in April 2018 to utilize the ring fenced £2m.

The next meeting between all parties was scheduled for the 29 September 2017.

14. **Papers for information**

a. Current financial performance of farms in the Welsh Red Meat Sector (HCC 774)

The above was taken as read.

b. Farming Connect Programme (HCC 775)

The above was taken as read.

15. **To reflect on the Non-Executive Directors' (NEDs) first six months on the HCC Board**

Given that it had been six months since the Board had been appointed, the Chair felt it was timely to invite feedback from the Board on their NED roles.

The Chair reminded the Board that their role as NED's was to constructively challenge and help develop proposals on the Corporate / Operational Plans. NED's should scrutinise the performance of management in meeting the agreed goals and objectives and monitor the reporting of performance. They should satisfy themselves on the integrity of financial information and that controls and systems of risk management are robust and defensible.

It was noted that the day to day operations of the organization was led by the CEO and delivered by the Executive.

It was agreed to prepare a paper for the next Board meeting outlining the role of NED's.

16. **Any other business**

None.

17. **Date of next meeting** - Thursday 2 November 2017.

**Signed.....**  
**Chairman of HCC**