



**Minutes of a meeting of the Directors of Hybu Cig Cymru held at  
Tŷ Rheidol, Parc Merlin, Aberystwyth on Tuesday 20 January 2009 at 10.00am**

**Present:** Rees Roberts (Chairman)  
John Collins, Huw Evans, Rhodri Evans, Will Haresign,  
William Jenkins, Nic Lampkin, Graham Probert, Glyn Roberts,  
Wyn Williams, John Yeomans.

**By Invitation:** -

**In Attendance:** Julie Davies-Jones, Gwyn Howells, Bill Joyce, Alan Morris,  
Bryan Regan, Kirsten Smith.

1. **Apologies for absence**

Apologies were received from John Brereton, Alan Gardner, Wynfford James and Lionel Walford.

2. **Minutes of the Board meeting – 5 September 2008 (HCC 228)**

The minutes of the meeting held on Friday 5 December 2008 were taken as read, adopted and signed by the Chairman.

3. **Matters Arising**

**“The Face of Welsh Lamb”**

Interviews for the above would be held shortly with the successful candidate being announced in February 2009.

**BSE**

An update paper on the situation in France was tabled for information.

The paper showed the total number of positive cases in France in comparison to the UK since surveillance commenced in 1991. The total number of confirmed cases reached its peak in France in 2001 with over 250 cattle testing positive. By 2008, the number had reduced significantly to 7 confirmed cases.

As from the 1 January 2009, following an EU review, the age at which cattle are tested for BSE had been increased from 24 months to 48 months.

## **(HCC 244)**

### Bluetongue

The CEO had meet with the Chief Veterinary Officer recently who had confirmed that work on Bluetongue contingency planning was in hand and that WAG would soon be embarking on a PR campaign to highlight risks from Bluetongue and encourage farmers to vaccinate.

### Terms of Reference of the R&D Advisory Committee

The amended Terms of Reference would be considered at the R&D Advisory Committee meeting to be held on the 11 February 2009.

### Welsh Red Meat Legislative Competence Order (LCO)

The full report by the Proposed Welsh Red Meat Industry LCO Committee had been published by the National Assembly for Wales.

The scrutiny process was continuing with the proposed LCO currently being considered by the Welsh Affairs Committee in Parliament.

## **4. HCC Reports**

### **a. Activities (HCC 238)**

The above was taken as read.

### RDP – Approved Supply Chain Efficiency Scheme Projects

A paper summarising the above was tabled for information. Work on the delivery of the projects had commenced. The approval of HCC's applications was positive news for the red meat sector and should prove to be of significant benefit to the industry over the next 3 – 5 years.

HCC would be liaising with Aberystwyth University on utilizing information from the Farm Business Survey for benchmarking purposes.

### EID

A visit to the UK by EU Commission Officials would be held at the beginning of February 2009. The itinerary included various meetings with farmers, processors, livestock market representatives as well as with representatives from WAG and HCC.

The interim report of the demonstration pilot project undertaken on 14 farms had been drafted by WAG and would be available shortly. The farmers would continue evaluating equipment until the autumn of this year.

## **(HCC 244)**

### HCC Beef Advertising Campaign (Wales only)

A paper on the research results undertaken on the above was tabled for information.

The study showed the perceptions of Welsh consumers before and after the advertising campaign.

Amongst the positive results identified by the research was an increase in the brand awareness / recognition from 35% in October 2005 to 61% in January 2009. The survey showed that the percentage of interviewees that agreed with the statement: "Welsh beef is the brand for me" had increased from 68% in January 2006 to 87% in January 2009.

The campaign would commence again for a 3 week period in November / December 2009.

### Pork Promotion

As part of HCC's pork initiative, pig farmers in Wales would be assisted with marketing support designed to benefit their businesses and to promote the quality of pork from Wales.

### HCC's new Corporate Web Site

A presentation on the above was given to the Board.

Work was nearing completion with a view of the site going live from early February 2009.

#### b. Market Bulletin (HCC 239)

The above was taken as read.

Current exchange rates were having a very positive impact on exports reflected in a significant uplift in lamb prices. During the last week in December the average lamb SQQ was 296p per kg dw, some 42% higher than a year earlier.

Whilst average retail prices were up slightly on 2007, consumption overall remained very robust with significant increases witnessed in the purchase of stewing lamb cuts (up 49.8%) and lamb mince (up 78.9%).

There was also evidence to suggest that consumers were increasingly purchasing fresh meat and vegetables at the expense of processed foods and ready meals.

**(HCC 244)**

Household Trends / Consumer data – It was agreed to include data on GB as well as Wales in future editions of the Market Bulletin.

c. Financial Paper - Income and Expenditure (HCC 240)

The above was taken as read.

d. Forthcoming events (HCC 241)

The above was taken as read.

5. **To receive an update on the Strategic Action Plan consultation and the development of HCC's Corporate Plan**

The six-week consultation on the Strategic Action Plan for the Welsh Red Meat Industry formally commenced on the 7 January 2009 with the deadline for comments on the 20 February 2009. It was planned to launch the document in the Spring.

A Monitoring Sub-Group would be formed in due course that would include Board members and external representatives from the industry. The Sub-Group would be charged with reviewing progress made against the various milestones within the Action Plan.

Work had commenced on developing HCC's 3 year Corporate Plan, which will be available in readiness for the next Board meeting.

6. **To discuss HCC's draft Business Plan 2009 – 2010 (HCC 242)**

The above was taken as read.

Managers ran through their proposed departmental activities and the Board offered a range of comments which would be taken into account in the document.

Huw Evans suggested that the Plan needed to reflect the considerable work that needed to be undertaken to persuade the organisers of major events such as the Royal Welsh Show, County shows and other national events to develop a policy of selling home produced meat. It was agreed to incorporate this aim into the Business Plan.

The final draft of the Business Plan would be presented to the Board for approval at the 6 March 2009 meeting. Subsequently the document would be submitted to the Welsh Levy Board for approval.

(HCC 244)

7. **To consider a paper on Auctioneers' Fees (HCC 243)**

The above was taken as read.

The Livestock Auctioneers' Association (LAA) had requested that HCC consider increasing the auctioneers' fees for the administration work undertaken with regards to producer levies. A similar request had been made to Eblex and QMS. The Board discussed the paper in detail and following thorough consideration, it was agreed to decline the request.

The CEO would respond to the LAA accordingly.

8. **Any other business**

Concerns were raised regarding the apparent uncertainty regarding the future structure of the Defra / Link Committee. This Committee was instrumental in harnessing government and industry money towards research projects.

It was agreed to raise the issue with WAG for clarification.

9. **Date of next meeting**

The next Board meeting would be held on Friday 6 March 2009.

10. **Directors Training – HCC's Monitoring and Evaluation system**

Following the meeting, the Board were given a presentation on HCC's Monitoring and Evaluation system; a state of the art reporting facility that had been developed specifically to monitor HCC's delivery of its Business Plan.

The bespoke software provides the ability to measure activities against targets in a clear and comprehensive way.

The system is currently reviewed monthly by Management and the Board would be updated annually on progress.

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