



(HCC 360)

**Minutes of a meeting of the Directors of Hybu Cig Cymru held at  
2.30pm at Tŷ Rheidol, Parc Merlin, Aberystwyth on Monday 25 October 2010**

- Present:** Rees Roberts (Chairman)  
John Brereton, John Collins, Rhodri Evans, Alan Gardner,  
Will Haresign, William Jenkins, Nic Lampkin, Graham Probert,  
Glyn Roberts and Wyn Williams.
- By Invitation:** Dai Davies (Observer).
- In Attendance:** Gwyn Howells (Chief Executive Officer)
- Laura Dodds (Market Development Manager)  
Sion Aron Jones (Industry Development Manager)  
Alan Morris (Communications Manager)  
Bryan Regan (Corporate Services Manager)
- Julie Davies-Jones (Secretariat)  
Kirsten Smith (Red Meat Executive).

**Welcome**

The Chairman welcomed Dai Davies (HCC's appointed Chairman with effect from the 1 November 2010) and Laura Dodds, Market Development Manager to the meeting and wished them well in their future roles.

1. **Apologies for absence**

Apologies were received from Huw Evans, Wynfford James, Lionel Walford and John Yeomans.

2. **Declaration of Interests**

Board Members John Brereton and Wyn Williams declared an interest in Item 5 on the agenda (Minutes of the 3 September 2010 Board meeting, Matters arising).

Board Member Wyn Williams also declared an interest in Item 9 on the agenda - Review of the Welsh Lamb and Welsh Beef PGI Designations.

3. **Minutes of the Board meeting – Friday 3 September 2010 (HCC 353)**

The minutes of the Board meeting held on Friday 3 September 2010 were taken as read, adopted and signed by the Chairman.

4. **Minutes of the Board teleconference meeting – Friday 1 October 2010 (HCC 354)**

The minutes of the Board teleconference meeting to discuss the proposed increase in Welsh Red Meat Levy rates from 1 April 2011 held on Friday 1 October 2010 were taken as read, adopted and signed by the Chairman.

5. **Matters Arising**

Credit Control

Item withheld – commercial in confidence.

EU Promotional Project Application

Item withheld – commercial in confidence.

HCC's R&D Advisory Sub Committee

It was noted that due to personal commitments, Professor Chris Pollock had tendered his resignation as a member of the above.

Board Members' Evaluations

The Chairman confirmed that the above exercise had been completed and Board Members would receive feedback in due course.

6. **HCC Reports**

a. Activities Report (HCC 355)

The above was taken as read.

In addition to the content within the report, the Board were updated on the following:

Communications

Welsh Lamb Club

Arrangements were in hand for the official launch of the above initiative to be held at Clarence House in the presence of HRH the Prince of Wales on the 28 October 2010.

It is proposed to further develop the scheme by inviting restaurants across the UK to register with the initiative and feature Welsh Lamb on their menus.

Market Development

Retail

The Board would be provided with a summary of research undertaken on the impact of HCC's recent Welsh Lamb advertising campaign.

SIAL, Paris

HCC's presence at the above trade fair had once again been successful with dialogue taking place between HCC, exporters, existing and new customers. Potential new market opportunities within the EU and beyond would be followed up shortly.

The Board Members who had attended the trade fair along with a visit to the supermarket Monoprix had found the experience worthwhile, gaining a greater understanding of the export market and the work undertaken in this area by HCC.

b. Market Bulletin (HCC 356)

The above was taken as read.

c. Financial Update (verbal report)

The Corporate Services Manager provided a verbal report on accounts up to the end of September 2010.

The Board would be provided with a full update on accounts at the next meeting.

d. Forthcoming Events (HCC 357)

The above was taken as read.

Arrangements were in hand for HCC's Annual Conference to be held at Pafiliwn Bont, Pontrhydfendigaid on Thursday 11 November 2010. A copy of the conference programme would be forwarded to Board Members for information.

7. **To receive a verbal update on the Welsh Red Meat Levy Increase consultation**

The Chief Executive Officer provided an update on the consultation process to date.

The consultation was launched on the 14 October 2010. The proposed Levy rate increases as approved by the Board were as follows:

Sheep- 83p (16p increase)  
Cattle - £5.67 (£1.10 increase)  
Calves – 17p (3p increase)  
Pigs - £1.30 (25p increase)

Prior to the launch, the Executive had presented on the subject at relevant Committee meetings of both farming unions and contact had been made with the major processors and other industry organisations including the NBA, NSA and LAA.

Open meetings to provide stakeholders with the opportunity to discuss the proposed increase in greater detail had been arranged as follows:

Monday 15 November 2010 – Glynllifon College, Caernarfon  
Wednesday 17 November 2010 – Clwyd Gate Restaurant, Ruthin  
Thursday 18 November 2010 – Maesmawr Hall Hotel, Caersws  
Monday 22 November 2010 – The Manor Hotel, Crickhowell  
Wednesday 24 November 2010 – The Ivy Bush Royal Hotel, Carmarthen

The Chairman requested that the Board provided support to the Executive when required to include presence at farming union meetings.

It was agreed to issue the Board with copies of the presentation which would be utilized at open meetings for information.

The Board would be given the opportunity to consider the responses to the consultation at the 21 January 2011 meeting.

8. **To receive an update on the Business Plan Targets for 2010 / 2011**

An update paper outlining the performance of HCC during the first six months of the financial year was tabled. Utilizing a colour coded method; the document highlighted the objectives that had been achieved to date; those that would be met by the end of the financial year and those that would not be achieved due to activity and budgets being curtailed.

The Board were requested to review the document and provide any comments to the next meeting.

9. **To consider the response to the consultation on the Review of the Welsh Lamb and Welsh Beef PGI Designations (HCC 358)**

The summary paper reviewing the responses received in relation to the consultation on the Review of the Welsh Lamb and Welsh Beef PGI Designations was taken as read.

It was noted that seven responses had been received. In summary, all respondents were supportive of the designations and believed that PGI was a valuable differentiating tool for the Welsh Lamb and Welsh Beef brands.

As an outcome of the consultation, the Executive recommended to the Board that HCC continue with the current system but with the covenant that the specifications for both Welsh Lamb and Welsh Beef PGI were reviewed on an ongoing basis.

The majority of Board Members were in favour of the recommendation with two Members abstaining. Therefore, the recommendation was agreed by the Board.

10. **To receive a verbal report on the Audit Sub Committee meeting held on Monday 25 October 2010**

Item withheld – commercial in confidence.

11. **To adopt the Minutes of the R&D Sub Committee meeting held on Wednesday 19 May 2010 (HCC 359)**

The minutes of the R&D Sub Committee meeting held on Wednesday 19 May 2010 were taken as read and adopted by the Board.

12. **Any other business**

**Food Standards Agency (FSA) Consultation:**

**A new approach to charges for official controls on meat – delivering efficiency and reform**

It was noted that the consultation seeking views on the FSA's proposals for the charging for meat hygiene and animal welfare at slaughter official controls in meat plants would be launched during November 2010.

The Board would be given the opportunity to discuss the consultation at the 21 January 2011 meeting.

**Fallen Stock**

It was agreed to provide an update on the Bio-reducer project undertaken by Bangor University in collaboration with HCC and the WAG at the next meeting.

**Rees Roberts**

The Board expressed thanks to the Chairman for his excellent leadership and contribution to both HCC and the industry during his tenure and wished him well for the future.

13. **Date of next meeting**

The next Board meeting would be held on Friday 21 January 2011.

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