



(HCC 297)

**Minutes of a meeting of the Directors of Hybu Cig Cymru held at
Tŷ Rheidol, Parc Merlin, Aberystwyth on Friday 30 October 2009 at 10.00am**

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

By Invitation: Joey Hughes (WAG), Lionel Walford (Chairman, WLB).

In Attendance: Julie Davies-Jones, Gwyn Howells, Siôn Aron Jones, Bill Joyce,
Alan Morris, Kirsten Smith.

Due to a personal engagement, the Chairman notified the Board that he would depart the meeting at 11.30am and tendered his apologies for Agenda items 6 -12.

1. **Apologies for absence**

Apologies were received from John Yeomans and Wynfford James.

2. **Minutes of the Board meeting – 4 September 2009 (HCC 288)**

The minutes of the Board meeting held on Friday 4 September 2009 were taken as read, adopted and signed by the Chairman.

3. **Matters Arising**

Rounding of Carcase Weights

A guidance note on the rounding down of weights recorded by abattoirs for pig, sheep and cattle carcasses from Defra was tabled for information.

The rounding down of carcase weights is practiced where some abattoirs record the actual weight of carcase as the weight displayed on the abattoir's scales, rounded down. This practice was not originally considered a problem due the type of display on the weighing instruments used. However, the vast majority of abattoirs now have more modern (i.e. digital) weighing instruments, some of these semi or fully automatic, which can display the weight to one or two tenths of a kilogramme. However, the rounding down of carcase weights continues.

In order to provide greater clarity on the above, it was agreed to provide a paper scoping the practice adopted by abattoirs in Wales.

4. HCC Reports

Red Meat Measure

The *National Assembly for Wales (Legislative Competence) (Agriculture and Rural Development) Order 2008 (relating to the Welsh Red Meat Industry)* received Royal Assent in July 2009. This piece of legislation transfers legislative authority from the UK Parliament to the National Assembly for Wales and extends the legislative competence of the National Assembly for Wales to make new laws for Wales by Measure in relation to the Welsh red meat industry.

Following on from this the *Red Meat Industry (Wales) Measure* was laid before the National Assembly for Wales on 19 October 2009. The Measure seeks statutory provision, through a legislative framework, for the development and promotion of the Welsh red meat industry. In particular, the Measure seeks to confer powers on Welsh Ministers to set, raise and distribute Welsh Red Meat Levy, thereby removing the need for the Welsh Levy Board.

In Plenary on 20 October 2009 a discussion was held regarding the Measure and the following points were raised and responded to by Elin Jones AM, Minister for Rural Affairs.

- HCC will continue to promote and develop the red meat industry in Wales.
- There are no intentions at this time to absorb HCC into the Welsh Assembly Government.
- The Minister intends to hold discussions with English and Scottish Ministers to discuss a more equitable levy distribution mechanism.

The formal scrutiny period of the Measure commenced on the 19 October 2009 and HCC had been invited to provide written comments to the Scrutiny Committee before giving oral evidence on the 5 November 2009.

HCC's written evidence would be circulated to the Board.

The Chairman departed the meeting. The CEO informed the Board that under HCC's Articles of Association, an acting Chair would need to be nominated.

It was proposed and seconded that John Collins act as Chairman for the remainder of the meeting and duly took the Chair.

a. Activities (HCC 289)

The above was taken as read.

Tracking Research – Welsh Lamb advertising

The Marketing Manager gave a presentation on the results of the recent Welsh Lamb media campaign and provided a handout summarizing the results.

According to the research, the reputation of Welsh Lamb among consumers was continuing to grow and the brand was again the most recognized ahead of lamb from all the other countries.

The survey found that 88 per cent of consumers in the south of England found the messages in the adverts believable and two thirds said they were more likely to buy Welsh Lamb as a result.

In Wales the results were even more positive, with 96 per cent saying Welsh Lamb was something they would be happy for their whole family to eat and 81 percent saying they would choose Welsh Lamb over lamb from other countries.

Climate Change

The recent article entitled “Climate Chief: Give up meat to save the planet” by Lord Stern published in The Times on the 27 October 2009 had generated significant national press coverage.

In response to the article, HCC together with other industry bodies had issued a letter of rebuttal defending the red meat industry’s position and calling for a more balanced approach in tackling the challenges of climate change.

It was agreed to post the response to Lord Stern’s article on the HCC web site and circulate the letter to Board members for information.

Abattoir Feedback to Farmers – Food Chain Information (FCI)

From 1 January 2010, all abattoir operations would need to “request, receive, check and act upon” food chain information for all cattle and sheep sent to abattoirs.

Concern was expressed that this legislation would potentially increase and duplicate the paperwork that that needed to be processed.

It was agreed to raise this particular matter with the Minister later in the meeting.

Integrated Farm Management Project

The above project which focuses on how livestock producers can manage their businesses, efficiently, productively and sustainably had been commissioned by Defra and was being undertaken by IBERS.

The Industry Development Manger would provide an update on the project at the next meeting.

b. Market Bulletin (HCC 290)

The above was taken as read.

c. Financial Update

The Board received a verbal report on the above.

d. Forthcoming events (HCC 291)

The above was taken as read.

5. **To receive a paper on the implementation of EID (HCC 292)**

The above was taken as read.

6a. **To adopt the Framework for Reporting and Measuring progress of the Red Meat Action Plan (HCC 293)**

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

Consideration would be given to consulting the Welsh Levy Board as part of the reporting process.

6b. **To adopt the Terms of Reference of the Red Meat Action Plan Monitoring Sub Committee (HCC 294)**

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

7. **To receive a Work Plan for the Board 2009 / 2010 / 2011 (HCC 295)**

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

The Board complimented the Executive on the Work Plan and in general the forward planning of HCC business. Board members were requested to note the proposed dates of forthcoming meetings.

8. **To receive a paper on the coupling of Sheep subsidies in France (HCC 296)**

The above was taken as read.

It was noted that the French Government payment of €21per ewe could in the future, lead to a distortion of lamb supplies on the French market.

9. **Any other business**

State Aid Presentation

The Marketing Manager provided a brief presentation on the above.

10. **Date of next meeting**

The next Board meeting would be held on Friday 4 December 2009.

Signed.....
Chairman of HCC