



(HCC 288)

**Minutes of a meeting of the Directors of Hybu Cig Cymru held at
Tŷ Rheidol, Parc Merlin, Aberystwyth on Friday 4 September 2009 at 10.30am**

- Present:** Rees Roberts (Chairman)
John Brereton, John Collins, Rhodri Evans, Alan Gardner,
Will Haresign, William Jenkins, Nic Lampkin, Graham Probert,
Glyn Roberts, Wyn Williams, John Yeomans.
- By Invitation:** Wynfford James (WAG), Lionel Walford (Chairman, WLB).
- In Attendance:** Julie Davies-Jones, Gwyn Howells, Siôn Aron Jones, Bill Joyce,
Alan Morris, Bryan Regan.

1. **Apologies for absence**

Apologies were received from Huw Evans.

2. **Minutes of the Board meeting – 5 June 2009 (HCC 276)**

The minutes of the meeting held on Friday 5 June 2009 were taken as read, adopted and signed by the Chairman.

3. **Matters Arising**

5 June 2009 Board meeting

Consumer Advertising

It was noted that the Welsh Lamb media campaign would commence on screen from the 7 September 2009.

State Aid Rules

The Marketing Manager would provide a briefing on State Aid rules to the Board at the next meeting.

NAW – Rural Development Sub - Committee Inquiry into the Production and Promotion of Welsh Food

A copy of the report on the above was published at the Royal Welsh Show and subsequently forwarded to the Board on the 27 July 2009. The Report was very positive and complimentary towards the work that HCC undertook on the industry's behalf.

The WAG would be responding to the Rural Development Sub – Committee's report in due course.

Invitation for the Minister for Rural Affairs, Elin Jones AM to attend a future Board meeting

A letter formally inviting the Minister to attend a future Board meeting had been issued. The Minister's office had subsequently confirmed that she would be present at the 30 October 2009 Board meeting.

4. **HCC Reports**

a. Activities (HCC 278)

The above was taken as read.

b. Market Bulletin (HCC 279)

The above was taken as read.

It was agreed to prepare a paper investigating sheep production coupling subsidies in France and their possible effect on sheep numbers / trade for the next meeting.

c. Financial Papers:-

Income and Expenditure (HCC 280)

The above was taken as read.

Balance Sheet (HCC 281)

The above was taken as read.

Revised Budget 2009/10 (HCC 282)

The above was taken as read.

The Board adopted the Revised Budget for 2009/10.

Business Plan 2009/10

A mid-year review of the targets set in the Business Plan for 2009/10 would be reviewed by the Board in due course.

d. Forthcoming events (HCC 283)

The above was taken as read.

5. **To receive a presentation on Climate Change and Carbon Emissions in relation to the red meat sector**

The Industry Development Manager presented on the above.

A major challenge for the Welsh red meat industry is to enable the sector to play its part in reducing emissions.

HCC's Strategic Action Plan recognises the need for the sector to be in a position to comply with climate change legislation whilst ensuring continued economic sustainability. HCC has initiated work on the development of an environmental roadmap for Welsh red meat production.

Once this work had been finalised, HCC would be in a position to develop both positive stories regarding the red meat industry as well as industry defence messages.

6. **To receive an update following the process of the Board evaluations**

A summary of the feedback and training needs from the recent Board evaluations exercise was tabled for information.

A proposed Work Plan for the Board would be prepared in readiness for the next meeting. This would include provision of training and development for Directors.

7. a. **To receive a report and adopt the Minutes of the Red Meat Action Plan Monitoring Sub Committee - 13 August 2009 (HCC285)**

The above was taken as read and adopted by the Board subject to the amendment that WAG Officials be noted as formal Members of the Committee.

b. **To adopt the Framework for Reporting and Measuring Progress (HCC 286)**

The above was taken as read and adopted by the Board subject to the following amendment:

Page 1 / Proposed Timeline / May – Bullet Point 2

“HCC consider amending the Annual Report as appropriate”.

c. **To adopt the Terms of Reference of the Red Meat Action Plan Monitoring Sub Committee (HCC 287)**

The above was taken as read and adopted by the Board subject to the following amendment:

Page 1 / Membership / Point 2.2

“The Membership of the Monitoring Sub Committee will be approved by the Board. It is expected that the term of office will be 3 years.”

The above points would be referred to the Red Meat Action Plan Monitoring Committee for consideration.

8. **Any other business**

Harmonisation of the FAWL scheme with the Assured Food Standards scheme

It was agreed to investigate whether the FAWL (Farm Assured Welsh Livestock) scheme was participating in the harmonisation of Farm Assurance Standards currently being undertaken by the AFS (Assured Food Standards).

9. **Date of next meeting**

The next Board meeting would be held on Friday 30 October 2009.

Signed.....
Chairman of HCC