



**Minutes of a meeting of the Directors of Hybu Cig Cymru held at
Tŷ Rheidol, Parc Merlin, Aberystwyth on Friday 5 December 2008 at 10.00am**

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 (Welsh Levy Board).

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

Welcome

The Chairman welcomed Alan Morris, Wynfford James and Lionel Walford to the meeting.

1. **Apologies for absence**

Apologies were received from Huw Evans.

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

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

3. **Matters Arising**

Strategic Action Plan for the Red Meat Industry

The draft Action Plan had been submitted to WAG for internal departmental consultation. Following comments from WAG, the Action Plan would be issued for a formal 6 week industry wide consultation early in the New Year.

EID

Although the EU Council of Ministers had agreed the 31 December 2009 as the obligatory implementation date for the introduction of EID there was a need for the industry as a whole to continue to highlight concerns to Government.

An interim report of the findings of the demonstration pilot project undertaken on 14 farms and a processing plant in Wales would be available in the Spring.

Meat Hygiene Service

It was noted that following constructive negotiations with the MHS, UNISON had agreed not to proceed with the proposed industrial action.

HCC Scholarship

A review to assess the value and benefits of the Scholarship had been undertaken.

Discussions were held with members of the Scholarship Association and as a result, the following would be undertaken to develop and enhance the Scholarship and the Association:

- Develop Terms of Reference to reinforce the role of the Association
- Review the Membership of the Scholarship selection panel
- Place Scholarship reports on the HCC web site
- Continue to advertise and promote the Scholarship scheme.

The Association would continue to consist of previous Scholars who have considerable knowledge and expertise to contribute to the debate on industry issues. The Association would meet up to three times a year and the administration would be undertaken by HCC.

Depending on the calibre of applicants, a maximum of 2 candidates per year would be selected and they would be provided with up to £3k each towards their Scholarship.

HCC Web Sites

Corporate

The above was currently being updated with a view to a launch in the New Year.

Consumer

Since the Winter Fair and the re-run of the Welsh Beef advert, the Consumer web site had seen an increase in hits with recipes and the TV adverts proving the most popular pages.

Dressing Specifications

Beef

An information leaflet on the revised EU beef dressing specifications had been produced in time for the Winter Fair and was well received.

Lamb

There was no legislation currently in place within the EU with regard to sheepmeat dressing specifications. Abattoirs currently applied differing dressing specifications to carcasses dependant on customers' demands. It was agreed that the paper previously produced by HCC on Dressing Specifications be updated.

Winter Fair 1 – 2 December 2008

Presence at the above had proven to be very successful for HCC. The Chairman thanked the staff for their efforts and the Board for their presence.

4. **HCC Reports:**

a. Activities (HCC 229)

The above was taken as read.

Supply Chain Efficiency Grant Funding – Rural Development Plan 2007-2013

The remaining applications submitted to WAG (Technology Development and Transfer to Practice, Communication and Training; and Economic / Market Intelligence and Benchmarking) had been approved. The Board thanked WAG Executive for the positive outcome and congratulated the Executive for the extensive work undertaken on the applications.

EU Common Agricultural Policy – 2008 Health Check

Decoupling of support - The CAP reform "decoupled" direct aid to farmers i.e. payments were no longer linked to the production of a specific product. However, some Member States chose to maintain some "coupled" – i.e. production-linked - payments. These remaining coupled payments will now be decoupled and moved into the Single Payment Scheme (SPS), with the exception of suckler cow, goat and sheep premia, where Member States may maintain current levels of coupled support.

It was possible that the French Government was considering underpinning sheep production by means of direct subsidies.

It was agreed to keep the above under review.

“The Face of Welsh Lamb”

A significant number of entries had been received. The winner would be selected by a selection panel in January 2009.

BSE

It was agreed to provide an update on the disease situation in France for the next Board meeting.

Bluetongue

The Chairman took the opportunity at the Winter Fair to call for the importation of cattle and sheep from Bluetongue infected areas of Europe to be suspended.

The first cases of BTV1 had been discovered on animals in premises near Blackpool from cattle that had been imported from France. There is no vaccine currently licensed for use against this particular strain in the UK.

b. Market Bulletin (HCC 230)

The above was taken as read.

An update on the relative consumption trends of lamb, beef and pork would be given at the next Board meeting.

c. Financial Papers

Income and Expenditure (HCC 231)

The above was taken as read.

Balance Sheet (HCC 232)

The above was taken as read.

Review of Reserves Policy

Historically, HCC's Board agreed to carry a financial reserve of £1m.

The Board were asked to consider the reserves position from April 2009.

The Board agreed to aim to accrue a financial reserve of £1.5m over the next two years. This would be subject to review when appropriate.

d. Forthcoming events (HCC 233)

The above was taken as read. The Board would in future be updated on an ongoing basis on HCC's forthcoming events.

5. **To adopt the Terms of Reference of the R&D Advisory Committee (HCC 234)**

The above was taken as read.

The Board suggested that Section 2 be amended to reflect the external membership of the Committee and that the Committee's membership be approved by the Board. It was also suggested that the third bullet point in Section 4 be amended to reflect the Committee's role of recommending projects to the Board.

The amended Terms of Reference would be raised at the next R&D Advisory Committee meeting and referred to the Board for adoption thereafter.

6. **To receive a report and adopt the minutes of the R&D Advisory Committee - 5 November 2008 (HCC 235)**

The above was taken as read. A brief summary of the meeting was given by the Chairman. The minutes were adopted by the Board.

7. **To receive a report and adopt the minutes of the Audit Committee – 24 November 2008 (HCC 236)**

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

The Chairman of the Audit Committee reported on the meeting held on the 24 November 2008.

8. **To receive an update on the Welsh Red Meat Legislative Competence Order (LCO)**

The Chairman and CEO gave evidence to the Legislative Scrutiny Committee of the National Assembly for Wales Committee on the 18 November 2008. The report of the NAW Scrutiny Committee was expected early in the New Year.

The Order would afford the Assembly with the opportunity of streamlining HCC's accountability directly to Welsh Ministers, thereby obviating the need to report through the Welsh Levy Board.

The Minister was likely to give evidence to the Welsh Affairs Committee (Westminster) in due course.

9. **To receive a presentation on HCC's Corporate and Branding Guidelines**

The Marketing Manager presented on HCC's Corporate and Branding Guidelines to the Board.

HCC would undertake an internal brand review in the near future.

True Taste

Wynfford James informed the meeting that the WAG would be undertaking a review of the True Taste brand shortly with the aim of strengthening the branding of food and drink from Wales.

10. **Any other business**

Export Events

The Board thanked staff for their efforts with the recent visits to SIAL, Paris and Salone Del Gusto, Turin. The visits had proven worthwhile for Board Members.

Director of Organic Research

The Board congratulated Dr Nic Lampkin on his appointment as Executive Director of the Organic Research Centre Elm Farm, Newbury.

11. **Date of future meetings**

A schedule of dates for 2009/2010 was tabled.

The next Board meeting would be held on Tuesday 20 January 2009 at 10.00am.

Signed.....
Chairman of HCC