



(HCC 416)

**Minutes of a meeting of the Directors of Hybu Cig Cymru held at
2.30pm at The Nant Ddu Lodge Hotel, Cwm Taf, Merthyr Tydfil
on Thursday 1 September 2011**

- Present:** Dai Davies (Chairman)
John Brereton, John Collins, Rhodri Evans, Alan Gardner,
William Jenkins, Graham Probert, Glyn Roberts, Wyn Williams and
John Yeomans
- By Invitation:** Wynfford James – Deputy Director, Food and Market Development
Division, Welsh Government (WG)
Rory O’Sullivan, Director of Rural Affairs, (WG) – Item 8
- In Attendance:** Gwyn Howells (Chief Executive Officer - CEO)
- 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) – Item 7.

Welcome

The Chairman welcomed Rory O’Sullivan, Director of Rural Affairs, WG to the meeting.

Chairman’s Comments

The Chairman thanked the Board for their attendance at the Royal Welsh Show and congratulated the Executive on HCC’s successful presence. It was pleasing to note that the Corporate / Consumer stand was awarded the “Best Trade Stand for 2011” by the RWAS.

Following the announcement at the Royal Welsh Show, the Chairman extended best wishes to HCC’s Livestock Scholars for 2011 on their forthcoming travels - Mair Morgan (New Zealand and Australia), Robert Powell (New Zealand) and Illtud Dunsford (USA).

The Chairman was present at the launch of HCC’s publication “A Sustainable Future – The Welsh Red Meat Roadmap”. The launch was held on farm and was well attended by members of the press.

1. **Apologies for absence**

Apologies were received from Huw Evans, Will Haresign and Lionel Walford.

2. **Declaration of Interests**

Declarations of interests were noted as follows:

Credit Control - John Brereton and Wyn Williams.

3. **To approve and adopt the minutes of the Board meeting held on Friday 1 July 2011 (HCC 409)**

The minutes of the Board meeting held on Friday 1 July 2011 were taken as read, adopted and signed by the Chairman subject to noting the following amendment:

To record that the Board's attention was drawn to a comment published in the Farmers Weekly edition of 24 June 2011 (From the Forums Article) criticising HCC's Elite Ram Project (ERP). The criticism was based on the incorrect assumption that the ERP project was levy funded as opposed to being funded out of the Rural Development Plan.

Given the nature of this anonymous comment, it was considered more appropriate that the Farmers Weekly's attention should be drawn to the success of the project following completion of the scheme.

4. **Matters Arising**

Farming Connect Red Meat Development Programme (FC RMDP)

The Industry Development Manager highlighted that HCC's delivery of the FC RMDP had ended on the 31 August 2011.

The three members of staff employed to deliver the programme had transferred to Menter a Busnes under TUPE Regulations.

It was agreed that the Chairman on behalf of the Board write to the departing staff individually to thank them for their efforts during their time with HCC and to wish them well for the future.

Credit Control

Item withheld – commercial in confidence.

Red Meat Industry (Wales) Measure

The CEO informed that work relating to the above was progressing and was on schedule for completion by the 31 March 2012.

FSA (MHS) Charges

The Food Standards Agency (FSA) would shortly be publishing their Impact Assessment on the effect of the policy to recover the full cost of meat hygiene inspection from the industry.

The FSA Board had also agreed to consider an alternative model of meat inspection put forward by industry.

Arrangements for External Audit 2011/12 – Appointment of Audit General Wales

There was no update to report.

HCC R&D Advisory Sub Committee

It was noted that Phil Hambling, Agriculture Manager of Randall Parker Foods had accepted the invitation so serve on the above Committee.

The WG's Foot and Mouth Disease Contingency Strategy

Subsequent to the previous Board meeting, HCC had responded to the WG consultation on the "Draft Contingency Plan for Exotic Animal Diseases 2011". HCC's response highlighted the need to minimize disruption to the export trade and to understand how quickly measures imposed on the UK during a disease outbreak could be lifted leading to a resumption of exports.

A meeting was also scheduled in the near future with the Chief Veterinary Officer to discuss contingency planning further.

5. **HCC Reports**

a. Activities Report (HCC 410)

The above was taken as read.

Communications

HCC's Annual Conference

This year's conference would be held at The Vale Resort, Hensol, Vale of Glamorgan.

The proposed line up of speakers was as follows:-

Alun Davies AM, Deputy Minister for Agriculture, Fisheries, Food and European Programmes

Gwilym Jones, Member of the EU Agriculture and Rural Development Cabinet

Adam Henson, Presenter of BBC's Countryfile

Dr Alex Ball, Research and Development Manager, Meat and Livestock Australia

Laura Dodds, HCC's Market Development Manager

William Evans and Robert Cumine, HCC Livestock Scholars 2010.

HCC Annual Report 2010-11 / Landscape Publication

A draft of the publication was circulated for information.

Following a review of the Annual Report publication with regard to its appropriateness to inform Levy payers, Landscape had been designed to be more reader friendly and contemporary, summarizing HCC's activities and financial performance during the 2010-11 financial year and looking forward to initiatives planned for the current year.

The publication would be circulated to the industry with the September 2011 edition of GWLAD.

It was noted that HCC's full Statutory Accounts for the year 2010-11 would appear on the Corporate website.

Industry Development

Details of an open day entitled "Lamb Meat Quality – the way forward in a globally competitive market" to be held on the 5 September 2011 at Mynydd Gorddu, Bontgoch, Talybont was tabled for information.

b. Market Bulletin (HCC 411)

The above was taken as read.

c. Financial Papers:

Income and Expenditure (HCC 412)

The above was taken as read.

The annual Budget for 2011-12 had been revised as a consequence of the successful bid to gain EU funding to support Welsh Lamb PGI (circa £3.5m over three years) and was presented to the Board for approval.

The Board approved the revised Budget.

It was agreed to forward a draft expenditure plan for the EU PGI Welsh Lamb project to the Board for information.

Balance Sheet (HCC 413)

The above was taken as read.

d. Forthcoming Events (HCC 414)

The above was taken as read.

6. **To receive a briefing on the Welsh Lamb Consumer Campaign**

The Market Development Manger presented the new Welsh Lamb marketing campaign “It’s all about Quality Time”.

Incorporating television, online and print advertisements, the new £800k marketing campaign highlights the quality of Welsh Lamb while emphasising its convenience and ease of cooking.

The Market Development Manager informed that research undertaken by HCC, revealed that shoppers who bought lamb were consistent in the type of cuts they were buying and were not always capitalizing on the versatility that Welsh Lamb offers.

The new campaign would cover all media platforms and highlight that Welsh Lamb was not just about traditional roasts.

To further inspire consumers, new Welsh Lamb recipe leaflets had been published and distributed to independent butchers and supermarkets, which included meals that can be prepared simply and quickly.

The TV advert would be broadcasted on ITV1 in South East England and Wales, and on the Good Food Channel throughout the UK and in S4C in Welsh from Monday 12 September 2011.

Print advertising would appear in national consumer magazines throughout September, October and November 2011 and would be supplemented with online advertising.

HCC’s consumer website (www.eatwelshlamb.org.uk) had been revamped to coincide with the campaign. The website contained information to include video recipes, cooking tips, nutritional advice and competitions.

The website also offers interaction with consumers through social networking via Facebook, Twitter and YouTube.

7. **To receive a briefing on the EU Promotional Project for PGI Welsh Lamb**

The Red Meat Executive presented the background to the above and the Market Development Manager summarised the planned delivery / activities.

A handout was tabled outlining the details of the project.

8. **To receive an update on the draft proposals on the future of the Common Agriculture Policy (CAP)**

The Board received an update from Rory O'Sullivan, Director of Rural Affairs, WG on the draft "leaked" proposals relating to the future of the CAP post 2013.

As the reform package in Wales would centre from a move from historic payments to area based payments, the proposals would lead to a change in the distribution of payments amongst farmers. Therefore, the WG were currently undertaking extensive economic modelling to comprehend the implications on the industry. As part of this process the WG would be considering a scheme which could be designed to protect the production of agricultural products in light of the move to area based payments. There were also likely implications for the Glastir scheme which was scheduled to be introduced from January 2012.

The official draft proposals were likely to be published during October 2011 when the long process of consultation and negotiation would commence.

9. **To receive an update on HCC's Rural Development Programme Projects (HCC 415)**

The above was taken as read.

10. **To receive a briefing on the evaluation process for Board Members**

The Chairman summarised the evaluation process for the Board Members' evaluations for 2011.

The timescale for the evaluations was:

- September / Early October – Board Members' individual meetings with the Chairman.
- Inform the Minister of recommendations and seek agreement to advertise for new appointments
- Advertise for Board vacancies during November / December

11. **Any other business**

There was no other business.

12. **Date of next meeting**

Friday 4 November 2011.

Signed.....
Chairman of HCC