



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

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

2. **Minutes of the Board meeting – Friday 30 October 2009 (HCC 297)**

The minutes of the Board meeting held on Friday 30 October 2009 were taken as read, adopted and signed by the Chairman.

3. **Matters Arising**

**Integrated Farm Management (IFM) Project**

The Industry Development Manager briefed the Board on the above:

The project managed by IBERS and funded by Defra involves regular stakeholder meetings and workshops to determine current practice drivers, economic motivations and farm information sources. Stakeholders representation include levy bodies (HCC, EBLEX, BPEX, QMS, DairyCo) along with trade associations, supermarkets, certification bodies, farming unions, government agencies etc.

The objectives of the project are:

- To gather information from the literature, industry stakeholders and other sources on IFM in the livestock sectors of the UK farming industry.
- Consolidate data from all sectors of the UK livestock farming industry on integrated approaches to farm management.
- Quantify where appropriate, the potential of IFM approaches to reduce the environmental impact of livestock farming.
- Generate information on sector specific topics and produce information booklets for farmers.

Red Meat Industry (Wales) Measure – Update

It was noted that following HCC's written submission to the NAW on the consultation for the above, the CEO gave oral evidence to the NAW Scrutiny Committee on the 5 November 2009.

The CEO updated the Board on this matter and informed that the process for the Measure undertaken by the NAW Legislation Committee 3 would be in four key stages:

Stage 1

Committee consideration of general principles of the Measure including a public consultation and call for evidence from stakeholders.

Stage 2

Detailed consideration undertaken of the Measure and any amendments tabled by a committee of Assembly Members.

Stage 3

Detailed consideration at Plenary of the Measure and consideration of any amendments.

Stage 4

Passing of the final text of the Measure in Plenary.

Levy Distribution

Item withheld - commercial in confidence.

4. **HCC Reports**

a. Activities (HCC 298)

The above was taken as read.

HCC's Annual Conference – 12 November 2009

The Board congratulated the Executive on the success of the conference and on the high calibre of speakers and the content of their presentations.

Welsh Lamb Advertising

It was noted that HCC's advertising strategy for 2010 was currently being considered. The information gathered from the recent consumer research

undertaken would be valuable in deciding which UK regions to target. The Marketing Manager informed the Board that due to budgeting constraints, the Central Television region was unlikely to be included within HCC's Welsh Lamb advertising campaign for the new financial year.

It was agreed to forward the Brand awareness data for the Central region to the Board for information.

#### Red Meat Environmental Roadmap for Wales

HCC were in the process of developing a draft of the above and would be engaging with industry representatives including Farming Unions, WAG and others to agree the detail of the documentation in due course.

#### Production Costs (page 4 – Paper HCC 298)

The data showed that the average Welsh suckler farm had a total production cost of 225 pence per kg. On average suckled calves returned the producer a liveweight price of 129p/kg at market giving a return of 57% on production costs.

It was agreed to verify the liveweight price per kg for calves sold by the next meeting.

#### Johne's Disease – RDP Economics and Benchmarking Project

The Industry Development Manager highlighted that HCC were currently offering support to farmers to test for Johne's disease on cattle. Farmers were being offered £4 per animal tested, up to a maximum of 100 animals. To qualify, farmers were required to be members of a licensed cattle health scheme such as the Premium Cattle Health Scheme.

Board members were requested to encourage farmers within their locality to participate.

b. Market Bulletin (HCC 299)

The above was taken as read.

The results from the UK June Agricultural Survey for 2009 showed a decline in both cattle (2.7%) and sheep numbers (5%). Projections for 2010 indicated a further decline of 2.5% in beef herd and 5% in the sheep flock.

c. Financial Papers

Income and Expenditure (HCC 300)

The above was taken as read.

Balance Sheet (HCC 301)

The above was taken as read.

d. Forthcoming events (HCC 302)

The above was taken as read.

5. **To receive a presentation on research into Brand Drivers for Welsh Lamb**

The Marketing Manager presented on above.

The research commissioned by HCC and funded by the WAG was undertaken to gain an increased understanding of what motivates consumers to buy lamb. The key objective was to identify and rank lamb demand drivers in order to inform effective communication and marketing strategies.

Extensive interviews were undertaken with consumers of all ages, gender, household income etc within key areas of the UK with numerous questions asked with regard to purchasing, consumption, shopping habits etc.

It was agreed to forward the presentation to the Board.

6. **To receive a presentation on Business Plan Targets for 2009/10**

The Corporate Services Manager tabled a paper on the above indicating that a number of targets set within the Business Plan for 2009/10 had been achieved and others would be met by the end of the financial year.

The Value Mapping monitoring system was presented which gave a visual summary of performance against targets for the year.

7. **To receive a paper on the rounding of Lamb carcass weights (HCC 303)**

The above was taken as read.

The paper summarised the issues with regard to the rounding down of sheep carcass weights within Welsh abattoirs.

HCC had undertaken a survey of rounding down procedures of sheep carcass weights within Welsh abattoirs. It was noted that 19 out of the 24 Welsh abattoirs

had participated in the survey with 11 adopting the policy of rounding to the nearest 0.1kg and 8 to the nearest 0.5kg.

Following an in depth discussion, it was agreed for HCC to make further contact with the Local Authorities Coordinators of Regulatory Services (LACORS), the local government central body responsible for overseeing local authority regulatory and related services in the UK, to clarify their role and remit in connection with the red meat supply chain and to receive further guidance with regard to the policing of rounding of weights at abattoirs.

HCC would continue to raise awareness of carcass dressing specifications to the industry with the production of leaflets, insertion of relevant information on the corporate web site and via other communication methods.

#### Video Image Analysis

It was noted that HCC had submitted an application to WAG under the Rural Development Plan for funding towards a project to utilize Video Image Analysis (VIA) on lamb within selected abattoirs in Wales.

The project would develop and integrate VIA systems in abattoirs as an objective classification system for sheep carcasses.

Confirmation on the outcome of the application was awaited from WAG.

8. **To receive a report and adopt the Minutes of Audit Sub-Committee held on 12 November 2009 (HCC 304)**

Item withheld – commercial in confidence.

9. **To receive a report and adopt the Minutes of the R&D Advisory Sub Committee held on 4 November 2009 (HCC 305)**

#### Technology Strategy Board (TSB)

It was noted that the Sustainable Agriculture and Food Innovation Platform was launched on the 13 October 2009. The £75m initiative spread over 5 years and jointly sponsored by the TSB, Defra and the Biotechnology and Biological Sciences Research aimed to bring government, business and researchers together to develop new technologies for the future.

HCC would seek early participation in the above to ensure that strategies and research undertaken met the needs of Welsh levy payers.

The minutes of the R&D Advisory Sub Committee held on 4 November 2009 were taken as read and adopted by the Board.

10. **Any other business**

There was no other business.

11. **Date of next meeting**

The next Board meeting would be held on Friday 22 January 2010.

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