



(HCC 322)

Minutes of a meeting of the Directors of Hybu Cig Cymru held at 10.30am at Tŷ Rheidol, Parc Merlin, Aberystwyth on Friday 5 March 2010

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

By Invitation: Dafydd Glyn (WAG – Item 12), Wynfford James (WAG),
Lionel Walford (WLB).

In Attendance: Gwyn Howells (Chief Executive Officer)
Sion Aron Jones (Industry Development Manager)
Bill Joyce (Market Development Manager)
Alan Morris (Communications Manager)
Bryan Regan (Corporate Services Manager)

Julie Davies-Jones (Secretariat)
Kirsten Smith (Red Meat Executive).

1. **Apologies for absence**

Apologies were received from John Yeomans.

2. **Minutes of the Board meeting – Friday 22 January 2010 (HCC 312)**

The minutes of the Board meeting held on Friday 22 January 2010 were taken as read, adopted and signed by the Chairman.

3. **Matters Arising**

Export Development - China

It was noted that following an introduction at the recent FUW event held in Westminster, the Chairman had written to China's Minister Counsellor at the Chinese Embassy in London with regard to export opportunities for Welsh lamb and a potential meeting to discuss the matter further at this year's Royal Welsh Show. A response was awaited.

Red Meat Measure (Wales)

There was no update to report at present.

The proposed Measure would be considered by AMs at Plenary during March 2010.

Levy Distribution Update

Item withheld – commercial in confidence.

4. **HCC Reports**

a. Activities Report (HCC 313)

The above was taken as read.

In addition to the content within the report, the Board were updated on the following:

Communications

The Communications Manager reported on the success of HCC's presence at the recent True Taste Welsh Food Market event held in Golden Square, London.

Press / Media

An article featuring a journalist's experience of lambing on a Welsh farm would appear in the Daily Mail on the 8 March 2010. The article, to coincide with the broadcast of the BBC's Lambing Live programme, would highlight activity on the farm of Myrddin Davies (HCC's Face of Welsh Lamb) during the lambing season.

Radio coverage during the period, included an interview broadcasted on Radio Wales with the Market Development Manager on export sales, the demand for Welsh Lamb abroad and HCC's presence at Gulfood, Dubai.

Ryder Cup 2010

HCC had recently participated in an on pack promotion competition for Welsh Lamb with a major retailer; prizes included tickets for the Ryder Cup 2010. It was noted that Welsh Lamb would be on the menu at various corporate events during the Ryder Cup 2010 although suppliers were yet to be confirmed. HCC were currently in discussion with the WAG with regard to presence at the event.

Market Development

Export Activity

HCC's presence on the International Business Wales stand at Gulfood, Dubai, had proven worthwhile with numerous enquiries and continued high interest for Welsh Lamb in the Middle East.

The Market Development Manager informed that HCC's forthcoming export events included participation at a British Food Show in Finland and presence at the international food and beverages exhibition - Alimentaria, Barcelona.

Industry Development

Farming Connect

The Industry Development Manager informed that HCC were currently seeking five new Demonstration Farms in various parts of Wales.

Knowledge Transfer Officer

It was noted that HCC would be recruiting for an additional Knowledge Transfer Officer under the Farming Connect Red Meat Development Programme.

Johne's Disease

The Industry Development Manager highlighted that HCC continued to offer support from Rural Development Plan funding to Welsh pedigree and commercial beef farmers / breeders to test cattle for Johne's disease.

Lamb VIA Project

There was currently no progress to report on the application that HCC had submitted for funding to the WAG Supply Chain Efficiencies (SCE) scheme in July 2009.

Parasitology Steering Group for Wales

It was noted that following a review of the above, it had been agreed to continue with the Group and that its remit and membership should be extended.

It was agreed that when the exercise of appointing new members of the Group was undertaken that consideration be given to inviting representation from the organic sector.

HCC Environmental Roadmap for Welsh Beef and Sheep Production

Work on developing the above was in progress.

The Industry Development Manager briefed the Board on the key findings from the “Land Use Climate Change report” recently published by the WAG.

It was agreed to forward a copy of the report to the Board for information.

b. Market Bulletin (HCC 314)

The above was taken as read.

It was pleasing to note that the value of Welsh Lamb exports had increased by approximately 20% year on year and by 11% in volume terms.

The UK June 2009 agricultural survey showed a 3% reduction in the beef herd and a 4% decline in the sheep breeding flock.

c. Financial update

Income and Expenditure (HCC 315)

The above was taken as read.

Balance Sheet (HCC 316)

The above was taken as read.

Credit Control

Item withheld – commercial in confidence.

d. Forthcoming events (HCC 317)

The above was taken as read.

It was agreed to note events up to two months in advance in future papers and to give consideration to the attendance of the Board at forthcoming key events such as export shows where HCC would have presence.

5 a. **To approve HCC’s Business Plan for 2010 – 2011 (HCC 318)**

The above was taken as read.

The Red Meat Executive summarised the amendments made to the HCC Business Plan for 2010 – 2011 as noted from the previous meeting.

Subject to further presentational amendments to the document, HCC's Business Plan for 2010 – 11 was approved by the Board.

The CEO reiterated that the Executive and the Board would be required to review the Business Plan for 2010 – 11 on an ongoing basis.

b. **Summary of changes to the above from 22 January 2010 Board meeting (HCC 319)**

The above was taken as read.

6. **To consider a draft of HCC's Corporate Plan 2010 – 2013 (HCC 320)**

The above was taken as read.

HCC's Corporate Plan, a three year rolling document, was a public facing document for the industry's reference and was updated annually.

The Corporate Plan for 2010-2013 was adopted by the Board and would subsequently be placed on HCC's Corporate web site.

7. **To receive a verbal report of the R&D Advisory Sub Committee – 17 February 2010**

A verbal report was given on the numerous project proposals that had been considered by the R&D Committee meeting on the 17 February 2010.

8. **To receive a verbal report of the Audit Sub Committee – 5 March 2010**

Item withheld – commercial in confidence.

9. **To agree a response to the FSA consultation on the Removal of Spinal Cord from Older Sheep and Goats (HCC 321)**

The above was taken as read and agreed 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 7 May 2010.

12. **To receive a presentation on the WAG TB Eradication Programme**

Following closure of the meeting, the Chairman welcomed Dafydd Glyn from the WAG to present on the WAG TB Eradication Programme.

Signed.....
Chairman of HCC