



(HCC 353)

**Minutes of a meeting of the Directors of Hybu Cig Cymru held at 10.30am at Tŷ Rheidol, Parc Merlin, Aberystwyth on Friday 3 September 2010**

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

**By Invitation:** Wynfford James (WAG).

**In Attendance:** Gwyn Howells (Chief Executive Officer)  
Sion Aron Jones (Industry Development Manager)  
Bryan Regan (Corporate Services Manager)

Julie Davies-Jones (Secretariat).

1. **Apologies for absence**

Apologies were received from John Brereton, Huw Evans and Lionel Walford.

2. **Declaration of Interests**

Board Member Wyn Williams declared an interest in Item 4 on the agenda.

3. **Minutes of the Board meeting – Friday 4 June 2010 (HCC 344)**

The minutes of the Board meeting held on Friday 4 June 2010 were taken as read, adopted and signed by the Chairman.

4. **Matters Arising**

**Export Development – China**

Considerable press and media coverage had been received following the Chinese delegation visit to the Royal Welsh Show.

Subsequently the First Minister had written to the Prime Minister to encourage Defra and the United Kingdom Export Certification Partnership (UKECP) to continue its dialogue with the Chinese authorities in order to resolve market access issues.

**Credit Control**

Item withheld – commercial in confidence.

EU Promotional Project Application

Work was progressing on the draft application that would be submitted during November 2010.

Consultation on the PGI Designations

The consultation deadline had elapsed on the 30 August 2010. A summary of the responses would be available for consideration at the next Board meeting.

5. **HCC Reports**

a. Activities Report (HCC 345)

The above was taken as read.

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

Communications

North Wales Trading Standards investigation into misuse of Welsh Lamb description on menus

Findings by the Trading Standards officers in North Wales who surveyed 244 pubs and restaurants revealed that half of the establishments had claimed to be serving Welsh Lamb but were not doing so. This was disappointing news as it served to undermine the integrity and value of the brand.

Trading Standards were to be congratulated on exposing the scam and HCC would continue to support their work in relation to the auditing of the PGI designations in the foodservice and retail sectors.

Industry Development

Elite Ram Project

It was agreed to clarify the grant rates available within the scheme for ram purchases at auction and private sales.

b. Market Bulletin (HCC 346)

The above was taken as read.

It was highlighted that the lower beef market prices currently witnessed were as a result of higher cattle slaughterings which was largely a consequence of an increase of beef derived from the dairy herd. This was

evidenced by BCMS data which indicated that male dairy calf registrations in GB had increased by 11% since 2006.

c. Financial Papers

Income and Expenditure (HCC 347)

The above was taken as read.

Balance Sheet (HCC 348)

The above was taken as read.

Revised Budget 2010/11 (HCC 349)

The above was taken as read and presented by the Corporate Services Manager.

Following discussion on the rationale for the revision, the proposal to revise the Budget for 2010/11 was agreed by the Board.

d. Forthcoming Events (HCC 350)

The above was taken as read.

6. **To consider a possible increase in the Welsh Red Meat Levy from April 2011 (HCC 351)**

Proposed Levy Increase

The Board were requested to consider an increase in Levy rates for Cattle, Sheep and Pigs from 1 April 2011.

After a thorough discussion of various proposals it was agreed to consult with industry on an increase in Levy rates from 1 April 2011. A draft consultation document would be prepared for the Board's consideration.

7. **To receive a verbal report of the R&D Sub Committee held on Wednesday 1 September 2010**

The Chairman gave a verbal report on the main topics discussed at the meeting.

8. **To receive a verbal report on the process of the Board Members' evaluations**

The relevant paperwork for the evaluations to be undertaken by the Chairman would be circulated to the Board in advance of scheduled meetings.

9. **To agree a response to the WAG consultation on the Food for Wales, Food from Wales 2010 – 2020 (HCC 352)**

The above was taken as read.

The Board were briefed by Wynfford James on the consultation.

The Board agreed to the draft response subject to highlighting the need for integration between the environment and food production.

10. **Any other business**

There was no other business.

11. **Date of next meeting**

The next Board meeting would be held on Monday 25 October 2010.

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