

18 February 2025

Dear stakeholder,

It has been nearly ten years since a review was undertaken into the body known as Hybu Cig Cymru and the Senedd's Economy, Trade and Rural Affairs Committee has decided to undertake a short inquiry into Hybu Cig Cymru / Meat Promotion Wales (HCC). The Committee is reviewing the effectiveness of HCC in delivering on its priorities and providing value for money to levy payers.

Members agreed to focus the inquiry on:

- HCC's performance in delivering against its current priorities.
- The appropriateness of HCC's purpose, priorities and activities, and whether they should be revised.
- The relationship between HCC and the farming and meat processing/exporting sector, including whether HCC is delivering value for money to levy payers.
- The relationship between HCC and the Welsh Government, including whether the Welsh Government should have more oversight.
- Whether HCC is the most effective vehicle for developing, promoting and marketing red meat from Wales, and whether a red meat levy is the most effective means of funding this activity.

As the Committee intends this to be a specific, focused inquiry, we will not be opening a public consultation. However, we have decided to write to key interested parties for their views.

We would be keen to hear your views on the above terms of reference. We would also welcome any other information or evidence on the issue that you see fit.

Thank you in advance for your engagement. If possible, I would appreciate your contribution by 12 March.

Yours sincerely,

A handwritten signature in black ink that reads "Andrew RT Davies". The signature is written in a cursive style with some capital letters.

Andrew RT Davies MS

Chair: Economy, Trade and Rural Affairs Committee

We welcome correspondence in Welsh or English.

