

John Richards – Welsh Food Advisory Committee member

Outlines the professional history and qualifications of our Welsh Food Advisory Committee members.

John Richards' is Producer and Processor Lead at Wales' red meat levy body; Hybu Cig Cymru – Meat Promotion Wales (HCC). He holds a degree in Economics of Agriculture, Food and Rural Environment from Aberystwyth University. He previously worked for Welsh Government and the Royal Welsh Agricultural Society and has spent the last 16 years at HCC where he has served in a variety of roles.

John currently leads on strategic engagement with Wales' red meat sector and leads on initiatives to improve efficiency for producers and processors. He has previously led on market intelligence work and EU Rural Development projects and programmes supporting the red meat sector. He often represents Welsh interests on a variety of national committees and working groups in relation to animal health and supply chain matters.

In his spare time, John is still actively involved in the family farm, producing beef and lamb in Carmarthenshire.

Personal interests

Consultancies and/or direct employment

Fee-paid work

Shareholdings

Clubs and other organisations

Other personal interests

Non-personal interests

Fellowships

Indirect support

Trusteeships

Land and property

Other public appointments

Other non-personal interests