



Hybu Cig Cymru

Meat Promotion Wales

www.hccmpw.org.uk

Kevin Roberts

Cadeirydd / Chair

HCC

HCC – Role and Remit

Key activities on behalf of levy-payers:

Marketing and
promotion

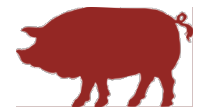
Maintaining trade
marks / schemes
(PGI)

Market
intelligence –
industry statistics

Market /
consumer
research

Research and
development

Knowledge
exchange and
transfer



Vision 2025

A premium
product

Develop EU
opportunities

Optimise
domestic (GB)
consumption



New consumers
in established
global markets

Increase
percentage of
exports which
go outside EU

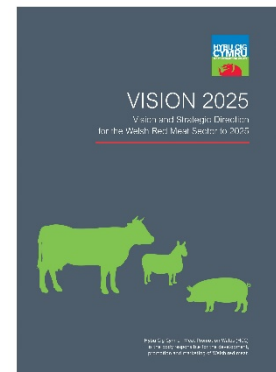
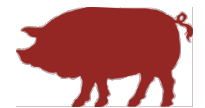
Industry
competitiveness



Reduce
environmental
impact and
waste

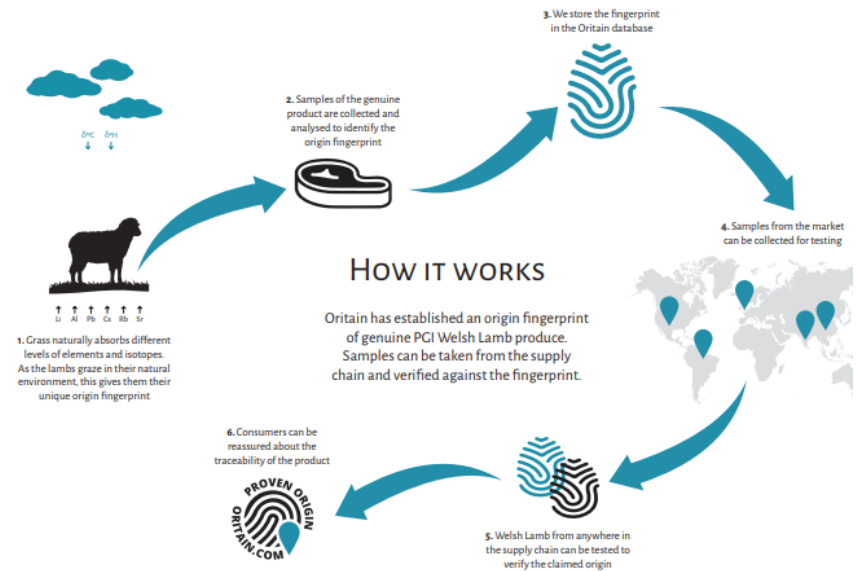
Brexit
contingency
planning

Effective
communication
and unity of
purpose



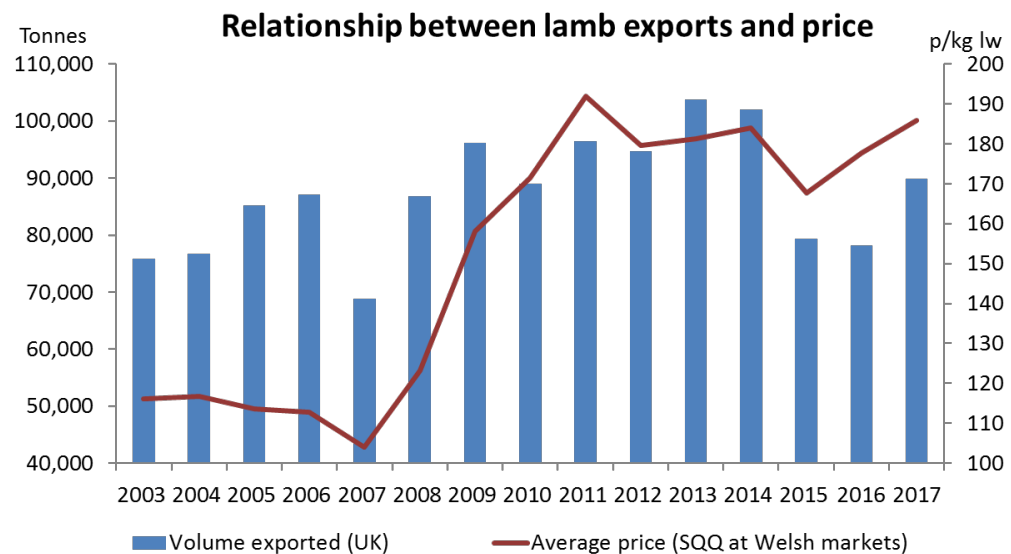
Premiumisation

- We will lose a race to the bottom
 - It's not about selling more volume, but selling at a higher price
 - PGI status helps
 - Award-winning Oritain traceability technology to underpin it
-
- HCC activity:
 - Supporting retailers
 - Increased activity in foodservice; in 2018 HCC took part in roadshows with a wide range of companies



Driving Exports

- Direct link between exports and farmgate price
- Challenge to do 3 things at once (protect EU markets, develop new markets, and market access)
- Welsh Government funding to help



- **Continuing activity in major markets:**
Supermarket promotions in France; foodservice growth in Germany; new customers in Italy & Belgium
- **Develop emerging markets outside EU:**
Visits to Wales by Swiss buyers, trade mission to Qatar, new business in Singapore, promotion in Canada / UAE / Hong Kong
- **Some success in lifting market restrictions:**
Beef & lamb to Japan, lamb to Saudi Arabia & India. Work to follow-up.





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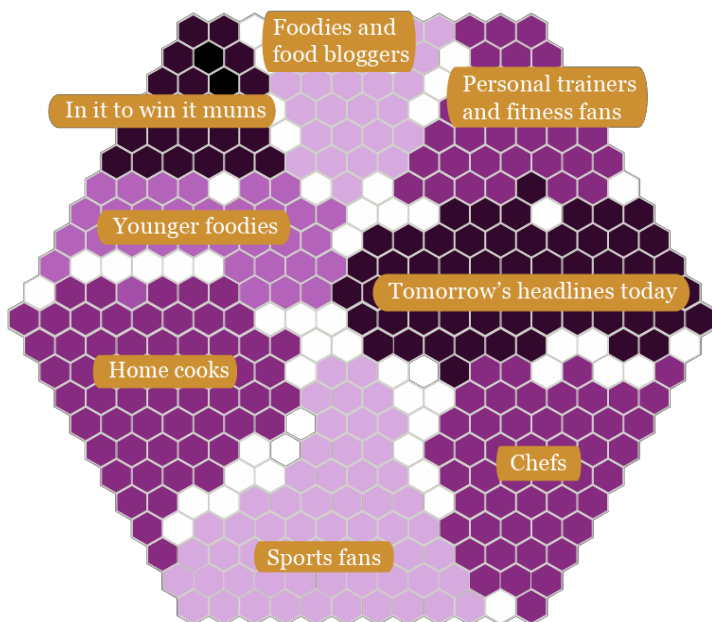
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The Home Market

- Although our industry needs to spread the risk in the long term, England still accounts for 60% of Welsh red meat sales. We must continue to target the most profitable segments.
- Challenges include declining red meat consumption and political / environmental agendas. But we are well placed to take advantage of our good brand values and political pressure for home-produced foods.
- Changing household sizes and social trends mean a move away from roasts to convenient meal solutions.

Identifying and targeting our UK customers

Making the most of resources through social media targeting, allied to major events and joint promotions with retailers



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|  <p>Sarah Home cooks</p> <p>mum, mother, wife, work, cook, cleaner</p> <p>Family, home cooking, TV & entertainment and dieting</p> <p>Cooking programmes, TV chefs, celebrities, her community</p> <p>Mentions of TV shows, celebrity news and competitions</p> <p>TV shows and trending news, and family days</p>  |  <p>Dan Personal trainers and fitness enthusiasts</p> <p>personal, trainer, fitness, coach, food, health</p> <p>Training his clients, eating clean, personal nutrition and fitness</p> <p>Health and fitness bloggers, nutritionists, fellow personal trainers</p> <p>Workout videos, dietary and fitness goals</p> <p>Workout and fitness achievements, meal prep</p>  |  <p>James Chefs</p> <p>chef, sous, hotel, head, restaurant, father</p> <p>His job, promoting his restaurant, exploring new recipes/trends</p> <p>Fellow chefs, food critics/writers and industry publications</p> <p>Industry news/events and critics reviews</p> <p>News about his restaurants and his latest recipes</p>  |
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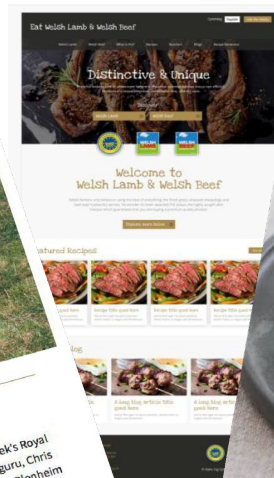
Cost per click of an engagement = **35p**



Welsh Lamb at BBC Countryfile Live

Having already wowed the crowds at a host of venues, including last week's Royal Welsh Show, our resident 'Lambassador' and Welsh Lamb barbecuing guru, Chris Roberts, will be taking his unique cooking style to BBC Countryfile Live at Blenheim Palace later this week (2 - 5 August).

He will be part of the Hybu Cig Cymru - Meat Promotion Wales stand at the show, there will be a warm welcome for everyone who'd like to see our cooking demonstration with a host of other activities highlighting what makes our Welsh Lamb so special. Chris Roberts is also running a very special competition giving the winner the chance to win a BBQ, a pig and to run their very own Chris Roberts BBQ stand at the show. The winner will be chosen by a public vote and will be invited to cook them up at the show.



tempting and cooked in 20
Tuesday Manchego and
arsel ☑☑
is #recipesinspiration
pe #tasty #cook #dinner #inspo
pod #foodie #foodstagram



Hybu Cig Cymru
Meat Promotion Wales

Tackling challenges in the home market:

- Media coverage of red meat & health
- Environmental concerns over agriculture

MYTH 2 Red meat is bad for you

VEGANISM might be the "healthy" diet of the day, but does it really trump the omnivorous diets that humans have lived on for centuries?

Some studies do show plant-based eaters to be healthier, but the results are not clear-cut.

Dietitian **Garrie Ruxton** says: "Plenty of studies show people eating a kilogram of red meat every week – about four small steaks – have lower cholesterol and blood pressure than non-meat eaters."

Meat contains more than ten compounds important for muscles, red blood cells, bones, wound repair, the immune system and keeping us fuller for longer.

Unlike plants, the compounds in meat are easy for the body to break down and absorb. For instance, our bodies absorb roughly 100 per cent of the "heme" iron (the type that keeps blood cells healthy) in lamb's liver, but only ten per cent of the iron in lentils. Then there's protein, crucial for building muscle, skin and bone. Protein is made up of several amino acids and animal products have, by far, the most varied combination. Quantities are an issue too – there's 25g of protein in a small steak, but only 18g in a large bowl of chickpeas.



Fake news on red meat under attack



HCC chairman Kevin Roberts (inset) is pledging a 'fact-based' fightback against fake red meat news.

blend incompatible statistical correlation with meat consumption figures that are often far higher than the average UK intake."

In response, HCC was redoubling its efforts to educate teaching and health professionals and food commentators about the true facts.

Mr Roberts added red meat was a great source of protein, B vitamins, iron and zinc, with many young women in particular, deficient in these nutrients.

It came as the levy bodies announced a jointly commissioned project to measure, manage and monitor beef and lamb's environmental credentials.

The project anticipated increased

pressure on the livestock sector to demonstrate sustainability credentials in future, but also sought to highlight the positives of the UK's predominantly grass-fed systems.

The levy bodies have appointed ADAS to deliver the £29,000 project, funded by the money ring-fenced for collaborative projects.

The project will look at existing sustainability frameworks globally and assess their relevance to UK livestock production.

It will then monitor the key components to measure the current sustainability of beef and lamb production, track progress and compare with global competitors.

SHANE'S 'GRAND SLAM' LAMB PLAN

Former Wales rugby legend fronts 'healthy red meat' initiative

By JEZ HEMMING
Daily Post Reporter

FORMER Welsh rugby legend Shane Williams is using his reputation for good health and a 'meaty' challenge to 'Grand Slam in the Welsh Lamb'.

The campaign, part of a jointly funded programme by the Agriculture and Horticulture Development Board (AHDB), Hybu Cig Cymru (HCC) - Meat Promotion Wales and Quality Meat Scotland (QMS), started this week.

It aims to promote a better understanding of the benefits of red meat as part of a balanced diet and dispel some of the myths producers feel are spread about it.

Wales and British Lions

rugby star Williams (pictured) represents Wales, with Celebrity MasterChef winner, Angelica Bell championing the cause in England, while ex-Scotland rugby player and Strictly Come Dancing contestant, Shon Faves, fronts the campaign for Scotland.

Social media will feature heavily in the campaign, highlighting the nutritional value, ease and versatility of lean red meat.

"In line with approved health claims", Williams, winner of 87 Welsh test caps and the nation's leading test cap scorer, said: "Red meat is full of the nutrients that we need in our diet and I was encouraged to see it when I was a rugby player which is why I continue to eat it now.

We should all know that



Rugby player Elinor Snowwill says nutrition is key to keeping in top form

Fake food news ignores reality

» Don't skimp on red meat at meals

MOST people in Britain have no need to cut red meat from their diets despite recent health warnings, a top nutritionist has said.

Speaking at the Nursing in Practice conference in Cardiff, Dr Carrie Ruxton said there were a lot of mixed messages about meat.

"In the UK, most of your patients will be eating the right amounts of meat", she told delegates.

"We don't need to ask them to reduce."

The conference,



HCC's red meat team in Cardiff

facilitated by Hybu Cig Cymru, was attended by GP nurses, health visitors and district nurses.

Afterwards, 95% of them said they would recommend red meat as part of a healthy and balanced diet.

Celebrities front new red meat campaign

Rugby star scores with lamb family favourite

WITH 87 international caps to his name, Welsh legend Shane Williams certainly knows what he's doing on a rugby pitch.

He can also claim to be a capable cook after his guest appearance at the Royal Welsh Winter Fair where he dished up his family's favourite Welsh lamb recipe.

Pessimists who thought that he might be winging it were proved wrong as he prepared his speciality dish - lamb with ginger and spring onions - with ease in front of a capacity crowd on the Hybu Cig Cymru - Meat Promotion Wales (HCC) stand.

The recently-launched "Discover your weekday prime" campaign, from the joint-funded programme by Britain's three red meat levy bodies, aims to promote the nutritional value and versatility of lamb, especially as a mid-week meal, to a younger audience, hence its focus on social media.

We'll fight scourge of 'fake food news'

WELSH MEAT LOBBY TAKES AIM AT 'MISLEADING' HEALTH CLAIMS

Supply-side Challenges

- Quality
- Consistency
- Competitiveness



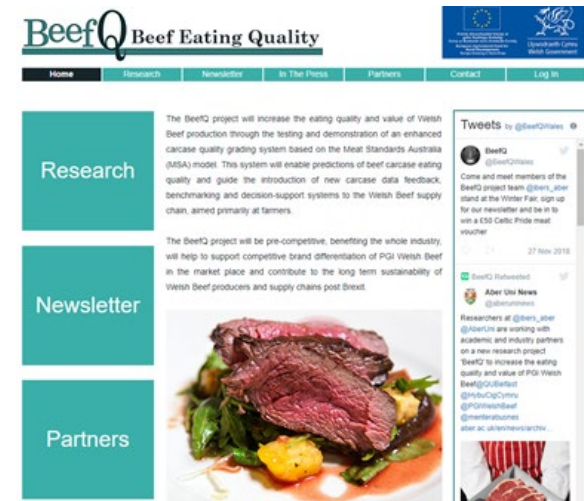
Red Meat Development Programme



- Red Meat Development Programme (five-year scheme) – projects on Hill Ram Genetics, Animal Health Planning, and Lamb Eating Quality

- Also a partner in the RDP-funded BeefQ project, led by Aberystwyth University

With Welsh Government Brexit readiness funding, HCC has undertaken the Red Meat Benchmarking project



A supply chain which can meet the challenge

Quality

- Aiming at premium markets means consistent quality is essential
- Address moves towards eating quality assessment
- Lamb shelf life

Efficiency

- Ensure farmers and processors have access to market intelligence.
- Benchmarking project on business efficiency
- Drive progress in key on-farm efficiencies
- Part of collaborative research with AHDB, QMS and others.



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Post-CAP policy.

- The 'size of the pie' is vital
- Support outcomes that help the industry to deliver on the positive outcomes in Vision 2025
- Transition to a new system has to depend on the type of EU Exit

Brexit – deal or no deal?

What are the options on deals and contingency plans?





Conclusion

- Red meat can drive Wales's food industry strategy; established brands and growing exports
- Positive prospects in the long term, with the right strategy for a changing global market and a quality product. But Brexit still poses an obstacle
- Retain a critical mass within the industry