



THE WELSH RED MEAT SECTOR IN A GLOBAL MARKETPLACE

PRESENTATION TO NFU CYMRU

FARMERS MARTS (R G JONES) LTD



- CO-OPERATIVE SOCIETY @530 MEMBERS
- OPERATE 3 LIVESTOCK MARKET SITES –
 - BALA, DOLGELLAU, MACHYNLLETH
 - 2 APPROVED LIVESTOCK COLLECTION CENTRES
- 3 ESTATE AGENCY & LETTING OFFICES
- PRINCIPALITY BUILDING SOCIETY AGENCY
- PROFESSIONAL SERVICES – VALUATIONS, CLAIMS, DISPUTES, CONTRACT FARMING, AGRICULTURAL TENANCIES & LAW

RHAI OR CWMNIAU RYDYM YN DELIO A HWY



nationalgrid



SEVERN
TRENT
WATER



Network Rail



Handelsbanken



openreach
a BT Group business

LIVESTOCK MARKETS

- 121 livestock markets in England and Wales
- Selling:
 - 10 million sheep
 - 1.36 million cattle
 - 155,000 pigs
 - • **£1.8 billion turnover**

LIVESTOCK MARKET – PROUD TO SUPPORT

- WEEKLY SALES
- FARM SUPPLIERS
- FARMING UNIONS
- YFC
- RABI
- AIR AMBULANCE
- LOCAL CHARITIES
- MEDIA
- PARLIMENTARY INQUIRIES

DOLGELLAU MART – EXTERNAL FACTORS

COST INCREASES OVER LAST 2 YEARS

National Minimum Wage

Pension Contributions

Business Rates

Insurance Tax Premium

£28,000 increased cost without any changes.

LIVESTOCK MARKET STRENGTHS

- Security of payment
- Specialist staff
- Price makers –not price takers
- Animal selection before sale
- Bio-security
- Timely movement reporting
- Animal Health and Welfare
- Suitable handling facilities
- CPRC services
- Cattle reading centres –In the future

MARKET INSPECTION / ASSURANCE SCHEMES

- LAA National Conditions of Sale for Cattle, Calves, Sheep and Pigs.
- LAA Conditions of Sale for Machinery & Chattels
- Auctioneer Training/Qualification – Livestock Market Operations and Management – Harper Adams University College
- Livestock Drover/Handler Training – Safety and Welfare in Livestock Auction Markets
- Animal Gathering Order - Defra/APHA/Local Authorities
- The Welfare of Animals at Markets Order
- Livestock Market Red Tractor Assurance
- Regular attendance by APHA and Local Authorities agents

South America

Liniers, Argentina



Uruguay



Feedlot Calgary, Alberta, Canada



New Zealand



THE WELSH RED MEAT SECTOR IN A GLOBAL MARKETPLACE

- **PEOPLE, COMMUNITY & ENVIRONMENT**
 - ENGAGEMENT
 - CONSUMER TRENDS
 - SOCIAL MEDIA

- **FOOD SAFETY**
 - FOOD CHAIN
 - HEALTH AND WELFARE
 - NATIONAL DATABASE

IN A GLOBAL MARKETPLACE

ECONOMY

EXCHANGE RATES

BREXIT?

CONSUMER SPENDING POWER

SHORT TERM SURPLUS LAMB ON THE HOME MARKET?

ABATTOIR CAPACITY

PROCESSING COSTS ALONG THE PRODUCTION CHAIN

CREDIT / TRADE TERMS & INSURANCE

AUCTIONS AN OPEN, TRANSPARENT AND COMPETITIVE TRADING PLATFORM

COMMUNICATING CHANGE

CHANGE MAY NEED TO BE RAPID

INDUSTRY MAY NEED TO INNOVATE TO DEAL WITH SEASONAL SUPPLIES

INDUSTRY WILL NEED TO WORK TOGETHER

LIVESTOCK MARKETS CAN BE KEY PART OF COMMUNICATING CHANGE



DIOLCH
THANK YOU

A HIGH PERFORMING BUSINESS (AHDB)

1. Minimise overhead costs
2. Set goals and compile budgets
3. Compare yourself with others and past performance and gather information
4. Understand your market requirements and meet them
5. Give each detail the attention it deserves
6. Have a mindset for change and innovation
7. Continually improve people management
8. Specialise