



HERITAGE
CULTURE
FARMING

ATTRICTIONS & RED MEAT

9 MILLION SHEEP 1 MILLION CATTLE 17,000 FARMS

AGRICULTURE HAS BEEN THE CORNERSTONE OF THE WELSH WAY OF LIFE FOR CENTURIES, CREATING THE BEAUTIFUL LANDSCAPE THAT DOMINATES THE COUNTRY. IN MANY WAYS, FARMING IS THE STORY OF WALES.

The steep hills and difficult terrain means that livestock is the dominant system of farming.

It means that visitors cannot fail to have noticed how sheep and cattle are allowed to graze freely on wide expanses of lush green grass on mountains and vales throughout the country. That is not surprising, since there are almost nine million sheep and more than a million cattle raised on the 17,000 farms spread throughout Wales.

For a small country, that is an extraordinarily large number of farms. But the reason is simple.

Industrial-scale farming isn't the way that farming in Wales operates. And while that may seem old fashioned to some, here in Wales we are proud of this system because it continues to

work extremely well. Small or medium sized family farms are the backbone of the Welsh agricultural sector.

Generation after generation of farmers have worked tirelessly in harmony with the land to create the beautiful landscape that we all enjoy today. It could be argued that it would be difficult to find another technically advanced country which farms in a more environmentally-friendly way than Wales.

That's not to say that Welsh farmers are slow in taking up new methods and new challenges. In fact, the opposite is true. Welsh farmers are proud of the way they use tried and tested techniques coupled with advances in technology to improve the breed characteristics of the livestock they raise.

They embrace changes that benefit the environment, taking part in agri-environment schemes across the country. They listen to the views of consumers, via butchers and other retailers who are in constant touch with the changing habits of modern shoppers.

It means that the lamb and beef produced in Wales is leaner and better suited to the tastes of the modern family.

Right
Myrddin Davies is typical of a modern Welsh farmer, combining the experience of his forefathers with the latest technology to produce the best from the land.



FARMING

Two-thirds of Welsh Lamb is consumed in the UK, with the remainder going to overseas markets as diverse as mainland Europe, Hong Kong, the United Arab Emirates and Canada.

So next time you want fresh lamb or beef raised in an environmentally-friendly way to the highest possible animal welfare standards – look for the logos.





Eat a wide variety of different foods each day to maintain good health.

BALANCED DIET &

A **BALANCED DIET** CONTAINING ALL THE ESSENTIAL NUTRIENTS COUPLED WITH REGULAR EXERCISE IS CRUCIAL FOR GENERAL HEALTH AND WELL-BEING.

No single food contains all the nutrients that are needed for good health, which is why it is so important to try and eat a wide variety of different foods each day. The important thing is to keep active and to ensure your diet is healthy.

By taking these few simple steps you will quickly find that it's easier to achieve your ideal weight, it will help your body fight off illnesses – and most satisfying of all, you'll feel great!

So adults and children over five should aim to eat a variety of foods including:

- *Plenty of fruit and vegetables;*
- *Some meat, fish, eggs and lentils;*
- *Plenty of starchy foods like bread, potatoes and pasta;*
- *Some milk and dairy foods like cheese and yogurt;*
- *Small amounts of foods containing fat and sugar.*

Did you know that red meat – beef, lamb and pork – can play an important role as part of a healthy balanced diet.

- *Red meat is one of the best sources of iron, needed for healthy blood and to prevent anaemia;*
- *Red meat contains protein, which is needed for growth and repair and to keep our bodies in tip-top condition;*
- *Red meat is a good source of zinc, which helps keep our immune system healthy;*
- *Fresh red meat is naturally low in salt;*
- *Lean red meat contains much less fat than you may think. Fully trimmed lean raw beef contains just 5% fat, fully trimmed lean raw lamb has 8% fat and fully trimmed lean raw pork has 4% fat;*
- *Red meat also contains many vital vitamins, including B vitamins which help release energy from the food we eat and Vitamin D which works with calcium for strong bones and teeth.*



EXERCISE

RED MEAT HAS BECOME SUBSTANTIALLY LOWER IN FAT IN RECENT YEARS. ON AVERAGE, LEAN BEEF NOW CONTAINS JUST **5%** FAT WHILE ON AVERAGE LEAN LAMB HAS **8%**.

Did you know that 100g of lean pork leg steak contains less fat than 100g of standard cottage cheese? All the nutrients in red meat are in a form more easily absorbed by the body.

RED MEAT

Exercise doesn't have to mean spending hours pumping weights in a gym or pounding the streets in training for a marathon. It can be as simple as taking walks along one of the many enchanting and dramatic trails in Wales.



EXPERIENCE

Looks good
and tastes
even better!



A great family
favourite



Done in a tick!



A light and
tasty dish



Welsh Beef Waldorf Salad with Orange and Ginger Dressing

Serves: 2

Time: 10 minutes

You will need

225g (8oz) lean Welsh Beef rump steak
2 apples, cored and sliced
2 sticks celery, thinly sliced
25g (1oz) walnuts, roughly chopped
1 orange, rind and juice
1.25cm (½") root ginger, peeled and
grated
30ml (2tbsp) maple syrup

Method

Season the beef steak liberally with black pepper. Cook on a preheated griddle plate, hot BBQ or grill for 3 minutes each side for a medium cooked steak.

Meanwhile place the apples, celery, walnuts and rind from ½ an orange into a bowl and toss together. Mix together the grated root ginger, juice and rind of the rest of the orange, and the maple syrup. Add to the fruit and toss together. *(For a creamy dressing, mix this with 60ml (4tbsp) plain yogurt).*

Cut the steak into thick wedges and place on top of the fruity mixture and toss together. Add a large handful of rocket leaves and serve with crusty bread.

Calories 324kcal
Energy 1361kj
Fat 13.5g
Saturates 2.9g
Salt 0.2g
Iron 3.22g
5-a-day 2



AVOID TOO MANY FOODS WITH HIGH FAT AND SUGAR CONTENT



OUT & ABOUT

Are you a telly addict? Cardiff is now the drama centre for the whole of the BBC, producing dramas including Casualty, Sherlock, Torchwood and Doctor Who.

A permanent Doctor Who exhibition is located near the studios in Cardiff Bay, featuring the Tardis, costumes from the show and the many monsters featured over its 50 year history – including, of course, the Daleks.

IN THESE STONES
HORIZONS
SING

Welsh Lamb, Rocket & Cheddar Risotto

Serves: 2

Time: 30 - 35minutes

You will need

225g (8ozs) lean Welsh Lamb leg steaks, cut into small cubes
5ml (1tsp) olive oil
1 onion, chopped
150g (5ozs) risotto (Arborio) rice
600ml (1pt) stock
Black pepper
50g (2ozs) sugar snap peas, sliced
50g (2ozs) frozen peas
Rocket leaves
Parmesan cheese or mature cheddar cheese

Method

Heat the olive oil in a saucepan and lightly fry the onion and lean lamb cubes.

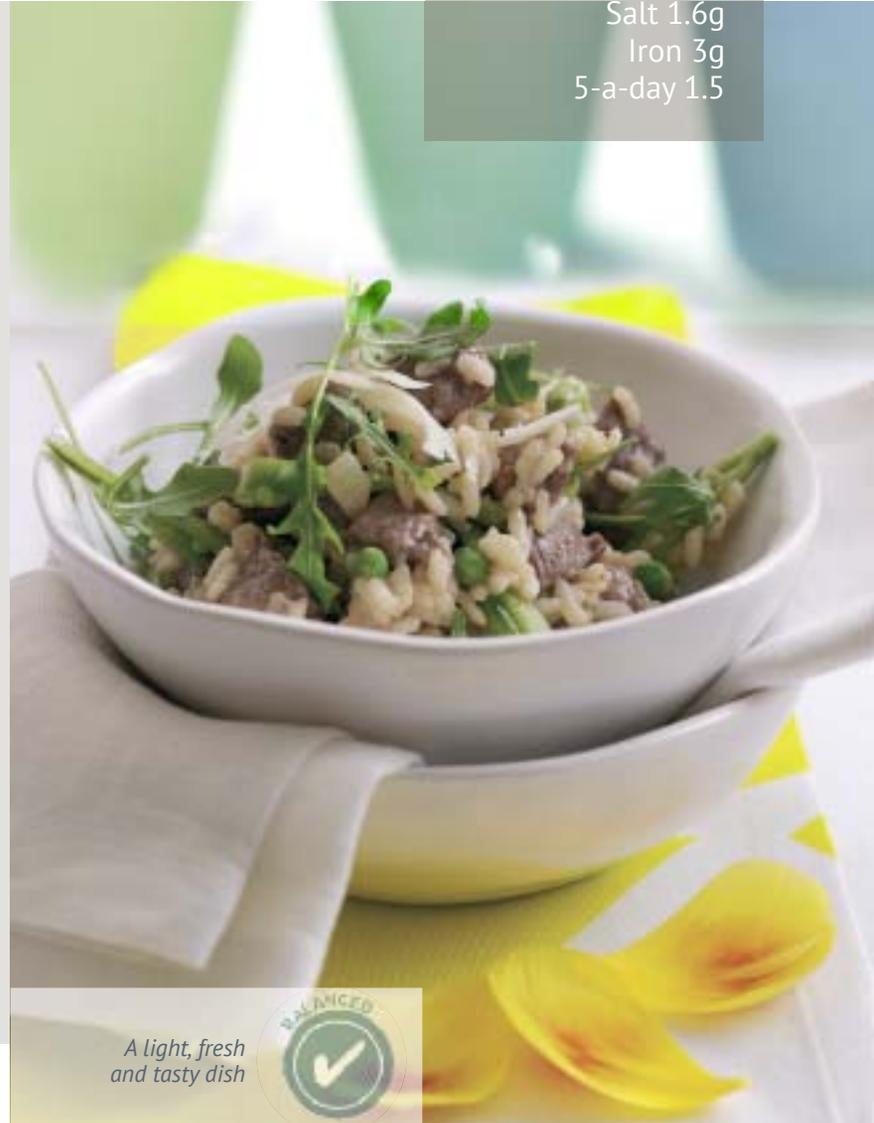
Add the risotto rice and stir thoroughly.

Add a little stock and bring to the boil, add plenty of black pepper, add the remaining stock gradually and give it a good stir every now and again, simmering gently for approximately 30 minutes or until the rice is cooked and all the liquid has been absorbed. (Add a little more stock to achieve your desired texture/consistency).

During the last 5 minutes of the cooking time add the sugar snap peas and frozen peas, stir together and cook until the sugar snaps just start to soften.

Season and finish off served with a handful of rocket and grated parmesan cheese or a strong cheddar cheese.

Calories 584kcal
Energy 2458kj
Fat 20g
Saturates 6.5g
Salt 1.6g
Iron 3g
5-a-day 1.5



*A light, fresh
and tasty dish*



EAT FIVE PORTIONS OF FRUIT AND VEGETABLES A DAY

Welsh Beef Curry

with Cider, Sweet Potatoes and Leek Bhajis

Serves: 4

Time: 120 minutes

You will need

675g (1½lb) Welsh Beef chuck or braising steak, cut into medium sized cubes
15ml (1tbsp) vegetable oil
1 onion, peeled and cut into thin wedges
2 cloves garlic, peeled and crushed
30ml (2tbsp) medium curry powder
450ml (¾pt) sweet cider or apple juice
150ml (¼pt) beef stock
3 sweet potatoes, peeled and cut into chunks
1 cooking apple, peeled, cored and cut into chunks
1 leek, thinly sliced
10ml (1tsp) medium curry powder
1 egg
oil for frying
25g (1oz) flour
5ml (1tsp) ground cumin

Calories 504kcal
Energy 2125kj
Fat 14g
Saturates 4.0g
Salt 1.2g
Iron 10.74mg
5-a-day 3

Method

Heat the oil in a large pan; add the cubes of meat, and brown on all sides. Add the onion and garlic and lightly cook, add the curry powder and stir until all the ingredients are coated. Cook for about a minute.

Pour in the cider, a little of the stock, sweet potatoes and cooking apple. Stir well, bring to the boil and then reduce to a simmer for about 2 hours until the meat is tender.

Remove the lid for last 30 minutes to allow the sauce to thicken slightly if necessary. (Add more stock if needed).

To make the Bhajis: Mix together in a large bowl the leeks, curry powder and egg. Using a large pan heat approximately 5cm of oil to fry the bhajis. Heat the oil until it sizzles when a pinch of flour is added to the pan.

On a plate mix together the flour and cumin. Take spoonfuls of the mixture, dust with flour on the spoon and carefully place the spoonful of mixture into the hot oil. Carefully fry a few at a time for about 5 minutes turning, until crisp and golden. Place on a kitchen towel to drain excess oil.

Serve the curry with the bhajis, boiled rice & Indian breads.



CHOOSE FOODS RICH IN STARCH AND FIBRE





Surfers don't need to head for the west coast of the USA – just the west coast of Wales to catch some spectacular waves.

Beginners should practice their skills at Llangennith in Gower or Borth north of Aberystwyth before moving on to more challenging conditions at Llangland Bay, Gower or Freshwater West and Whitesands, both in Pembrokeshire. For a different experience surf the famous Severn Bore on the river Severn.

OUT & ABOUT

Our beaches are among the best in Europe. Brilliant news for surfers!

But when the waves die down – there's nothing like a BBQ on the beach and these Welsh Lamb burgers are ideal to keep you going for another surfing session.

GET ACTIVE! PHYSICAL ACTIVITY BURNS CALORIES AND HELPS CONTROL WEIGHT

SURFING

Welsh Lamb & Apricot Burgers

Makes: 6 Burgers

Time: 12 minutes

You will need

450g (1lb) lean Welsh Lamb mince

5ml (1tsp) oil

1 small onion, peeled and finely sliced

5ml (1tsp) mild curry powder

50g (2oz) dried apricots, roughly chopped

You could try serving your burger with a mixture of salad, vegetables and tomato salsa made from finely diced tomatoes, red onions and a splash of balsamic vinegar.

Method

Heat the oil in a small pan and lightly soften the onions. Add curry powder and gently cook for 1-2 minutes. Allow to cool slightly.

Place the lamb mince and apricots into a large bowl and add the cooled onions.

Mix well together and divide the mixture into 4 or 6 and shape into burgers.

Place under a preheated grill or on a hot barbecue for 10-12 minutes, turning occasionally until cooked thoroughly.

Serve with curried mayo and spicy couscous.



Ideal recipe to share with friends



A great family favourite



Quick to prepare, quick to cook



Great cooked on a BBQ



Calories 204kcal

Energy 853kj

Fat 9.4g

Saturates 0.1g

Salt 0

Iron 1mg

BBQ'd Welsh Beef Sirloin Steak

with Blue Cheese Dressing

Fancy a steak?

A 100g serving of grilled lean rump steak contains 3.6mg of iron – that's more than a quarter of the iron needed by the average woman each day.

Serves: 2

Time: 10 minutes

You will need

2 lean Welsh Beef sirloin steaks
30ml (2tbsp) olive oil
30ml (2tbsp) fresh herbs, mix of parsley, basil, mint and dill
15ml (1tbsp) white wine vinegar
2 cloves garlic, crushed
5ml (1tsp) mustard
15ml (1tbsp) capers
60ml (4tbsp) low fat yogurt
25g (1oz) blue cheese, crumbled or chopped
15ml (1tbsp) Fresh dill, chopped



Done in a tick!



Timings:

2 minutes each side for rare
4 minutes each side for medium
6 minutes each side for well done

Method

Whizz together in a food processor or finely chop the herbs, garlic and capers, then add other ingredients.

Smear over the steak and leave in the fridge for 1-2 hours for the flavours to develop.

To make Blue Cheese Dressing:

Mix together the yogurt, cheese and dill. Chill ready to serve with the steak.

Cook the steaks on a preheated grill or BBQ – see timings above then allow the steaks to stand for a few minutes before serving.

Serve with a tomato and dill salad with a dollop of blue cheese dressing and boiled new potatoes.

Calories 504kcal
Energy 2125kj
Fat 14g
Saturates 4.0g
Salt 1.2g
Iron 10.7mg

ENJOY CHOOSING, PREPARING AND EATING YOUR FOOD



*Quick to prepare,
quick to cook.*

Welsh Lamb Leg Steaks

with Autumn Chutney

Serves: 4

Time: 15 minutes

You will need

4 lean Welsh Lamb leg steaks
seasoning
butter
15ml (1tbsp) olive oil
1 onion, roughly chopped
1 clove garlic, crushed
½" (1.25cm) root ginger, peeled and
grated
3 plums, stoned and roughly chopped
1 cooking apple, peeled, cored and
chopped
150ml (¼pt) red fruit juice, e.g. blueberry,
cranberry, etc
50g (2oz) soft dark brown sugar

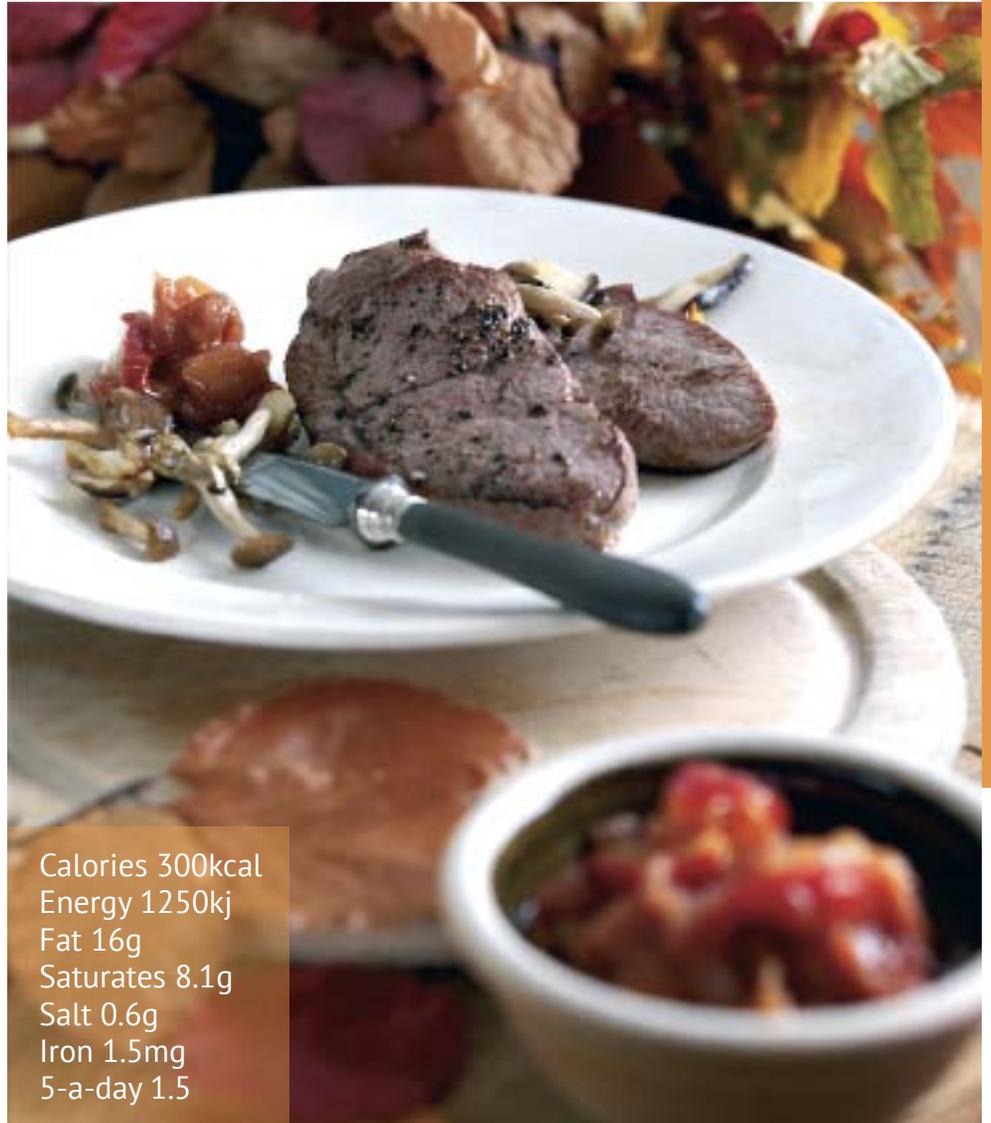
Method

In a small pan heat the oil. Add the onion, garlic and ginger, cook for a few minutes until softened. Add the plums, apple, fruit juice and sugar. Simmer for about 10 minutes until reduced and slightly sticky.

Season the lamb steaks. Preheat a grill or griddle plate and cook lamb steaks for about 4-6 minutes each side (depending on thickness of steak).

When cooked place on a plate, add a small knob of butter to the top of each steak and allow to stand for 3-5 minutes.

Serve the steak with the Autumn Chutney and seasonal vegetables.



Calories 300kcal
Energy 1250kj
Fat 16g
Saturates 8.1g
Salt 0.6g
Iron 1.5mg
5-a-day 1.5

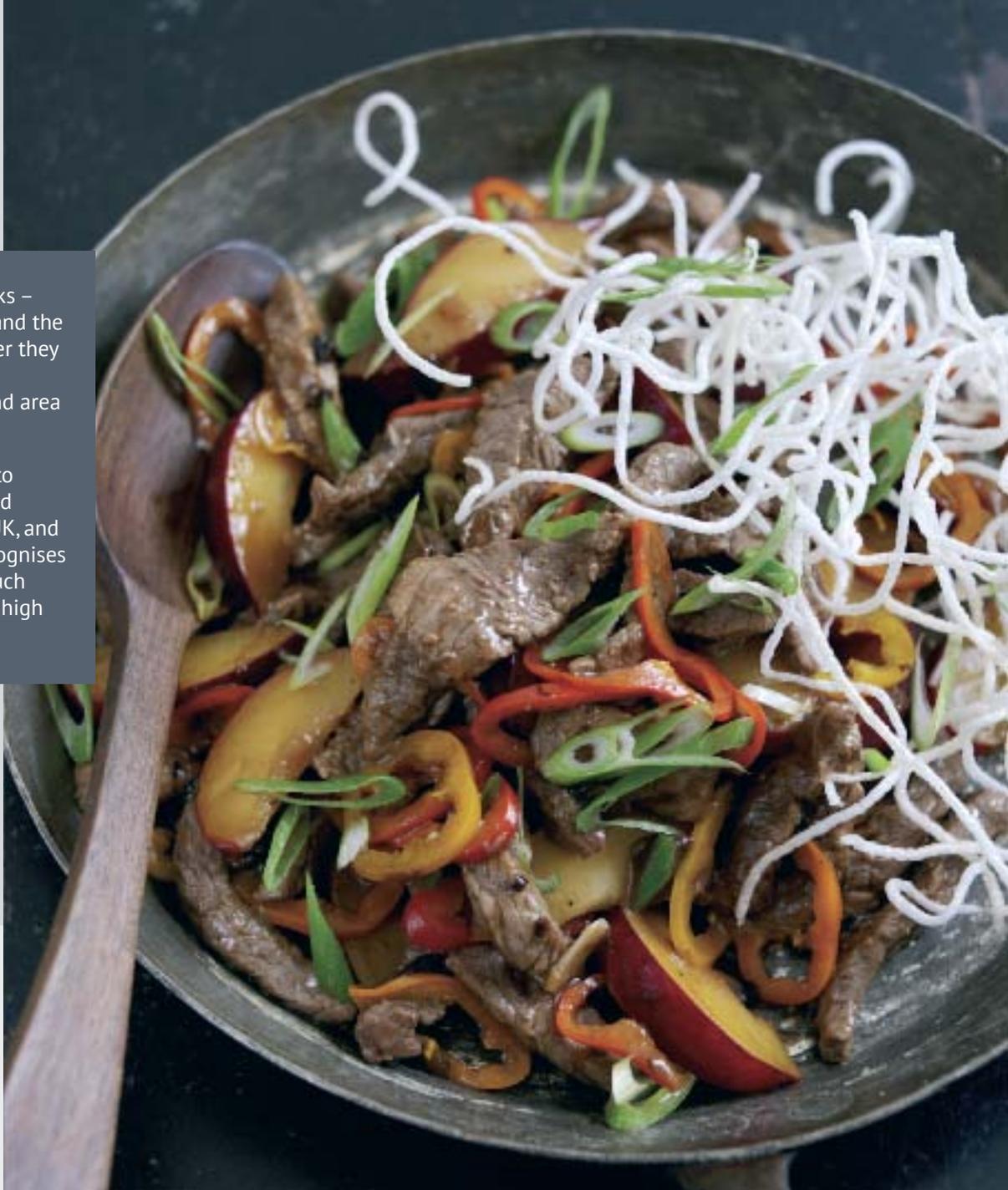
REDUCE THE AMOUNT OF SALT IN YOUR DIET

OUT & ABOUT

Wales has three National Parks – Snowdonia, Brecon Beacons and the Pembrokeshire Coast. Together they cover an area of 4,122 sq km, approximately 20% of the land area of the country.

National Parks were created to protect the most beautiful and imposing landscapes in the UK, and the statutory designation recognises the national importance of such landscapes and gives them a high degree of protection.

Calories 279kcal
Energy 1170kj
Fat 11.2g
Saturates 2.7g
Salt 1.1g
Iron 4.18mg
5-a-day 2



EAT THREE REGULAR MEALS A DAY AND DON'T SKIP BREAKFAST

Welsh Beef Stir Fry

Serves: 2

Time: 10 minutes

You will need

225g (8oz) lean Welsh Beef rump or sirloin steak, cut into thin strips
15ml (1tbsp) vegetable oil
2 cloves garlic, peeled and crushed
3 plums, stoned and sliced
½ red and orange pepper, deseeded and sliced
60ml (4tbsp) black bean sauce or hoisin sauce
10ml (2tsp) reduced salt soy sauce
4 spring onions, sliced

Below

Walkers on Snowdon and the splendid views from Pen-y-Fan, Brecon Beacons.

Method

Heat the oil in a large wok or frying pan, add the garlic and meat strips.

Brown the meat and stir over a high heat, this should take about 2-3 minutes.

Add the plums and peppers, toss well together and cook for 1-2 minutes.

Finish by adding the black bean or hoisin sauce and soy sauce. Serve scattered with spring onions and rice noodles.



Looks good and tastes even better!



A great family favourite



Done in a tick!



A light and tasty dish

WALKING



CLASSIC

Looks good
and tastes
even better!



A great family
favourite



Ideal on the
BBQ



Below

The Dylan Thomas statue looks over Swansea Marina, the city of his birth, while (right) is his writing shed at the Boathouse in Laugharne.



Butterflied Leg of Welsh Lamb

Serves: 6

Time: 40-50 minutes

You will need

1 whole leg of Welsh Lamb, bone removed and butterflied (cut through the large muscle so that joint becomes flatter and of a more even thickness). Finished weight approx 1.35kg (3lb).

Marinade:

30ml (2tbsp) soy sauce
1 orange, rind and juice removed
15ml (1tbsp) Dijon mustard
3 cloves garlic, peeled and crushed
3 sprigs fresh thyme

Method

This recipe is ideal to cook on the BBQ, or you can cook it in the oven on Gas Mark 5, 190°C, 375°F.

Either ask your butcher to butterfly the leg of lamb or, follow our step by step guide on www.eatwelshlamb.com. Take two long metal skewers and thread through the meat corner to corner. This not only holds the meat together but also helps it cook.

Place all the marinade ingredients into a large deep dish and stir well. Remember that the dish must be big enough to hold your joint of lamb.

Now place the joint of meat into the dish and turn it to coat with marinade. Cover with cling film and place in the fridge to marinate for about 1 hour.

The joint can be cooked on the BBQ (lidded BBQ's are best) or you can place in a preheated oven directly onto the oven shelf with a 'drip tray' placed under the meat to catch juices.

Cook for about 40-50 minutes or until centre is around 70°C – the thinner the lamb the quicker it will cook! Keep the delicious marinade, pour it into a small pan and boil rapidly for a few minutes.

Serve with jacket potatoes and a salad of mixed leaves, chicory and orange wedges drizzled with the heated marinade.



OUT & ABOUT

Dylan Thomas is probably Wales' best known poet with a huge world-wide fan base.

2014 marks the centenary of his birth in Swansea, where there is a centre with a permanent exhibition dedicated to his life and work as well as a theatre named after him.

Further west in Laugharne, Carmarthenshire is the Dylan Thomas Boathouse where he wrote many of his classic works.



Calories 358kcal
Energy 1497kj
Fat 18g
Saturates 7.8g
Salt 0.7g
Iron 3.5g

DRINK PLENTY OF FLUIDS TO AVOID DEHYDRATION



OUT & ABOUT

Wales is known as the castle capital of the world, with more than one hundred of the original four hundred castles still standing.

These are hugely impressive structures, with some of the best examples to be found at Caernarfon, Harlech, Caerphilly and Carreg Cennen near Llandeilo.

Calories 370kcal
Energy 1561kj
Fat 12g
Saturates 3.1g
Salt 1.2g
Iron 6.8mg
5-a-day 2

EAT 'ME SIZE' MEALS – EATING MORE THAN WE NEED MEANS THE EXCESS IS CONVERTED TO FAT AND STORED IN OUR BODIES

EXPLORE

Welsh Beef Mince Fajitas

Serves: 4

Time: 20 minutes

You will need

450g (1lb) lean Welsh Beef mince
1 red onion, thinly sliced
1 small red pepper, deseeded and thinly sliced
1 small yellow pepper, deseeded and thinly sliced
30-45ml (2-3tbsp) fajita seasoning
2 fresh tomatoes, roughly chopped
15ml (1tbsp) mango chutney
Flour tortillas
Seasoning
1 small mango, peeled and cut into small cubes
2 spring onions, finely sliced
1 small ripe avocado, peeled and cubed
15ml (1tbsp) fresh coriander, finely chopped
Squeeze lime juice

Method

Place the mince into a cold pan, increase the heat and dry-fry the mince until browned.

Add the onions and peppers and cook until starting to soften.

Add the seasoning and mix thoroughly, place a lid on the pan and simmer for about 5-10 minutes.

Add the tomatoes and chutney, mix through.

Heat through for 2-3 minutes until the tomatoes break down slightly. Make the salsa by mixing together the mango, spring onion, avocado, coriander and lime juice.

Take the tortillas, place a large spoonful of the mince mixture onto each tortilla, top with a spoonful of salsa and roll up and serve.



Looks good and tastes even better!



Fun for all the family



Done in a tick!



A light and tasty dish

Below

Two medieval strongholds of Wales, Caerphilly Castle with its leaning tower and Carreg Cennen Castle, perched high above the Towy Valley.



Spicy Pork Burgers

topped with Cheesy Nachos

Makes: 4 burgers
Time: 15 minutes

You will need

450g (1lb) lean pork mince
2 cloves garlic, crushed
1 green chilli, deseeded and finely chopped
1 small red pepper, deseeded and finely chopped
5ml (1tsp) harissa paste
Black pepper

Guacamole Salsa:

30ml (2tbsp) sweet chilli sauce
¼ small cucumber, roughly chopped
1 ripe avocado, peeled, stone removed and chopped
2 spring onions, finely sliced
Juice of ½ a lemon
1 tomato, roughly chopped

To serve:

Handful tortilla chips
Grated Cheddar cheese
Sour cream
Iceberg lettuce

Method

Place the pork mince into a large bowl add the garlic, chilli, pepper, harissa paste and seasoning and mix together.

Next, divide the mixture into four even amounts and shape into four neat burgers.

Then place the burgers under a pre-heated grill and cook for about 12 - 14 minutes or until golden brown and cooked through (can also be cooked on the BBQ).

When the burgers are cooking, combine all of the ingredients for the guacamole salsa and chill.

When the burgers have cooked, add two or three tortilla chips on top, add a little grated cheese and place under the grill until the cheese has melted, this should only take a minute.

Serve the burgers on wedges of iceberg lettuce with a large dollop of guacamole and sour cream.

Done in a tick!



Calories 34kcal
Energy 1273kj
Fat 17.4g
Saturates 5.8g
Iron 1.6mg
Salt 0.6g
5-a-day 1

EAT MODERATE AMOUNTS OF LEAN RED MEAT – IT'S A GOOD SOURCE OF IRON AND PROTEIN