

Strategic Action Plan for the Welsh Red Meat Industry



2012-2013

Annual Monitoring Report

BACKGROUND

The Strategic Action Plan for the Welsh Red Meat Industry, which was developed by Hybu Cig Cymru - Meat Promotion Wales (HCC) in close consultation with the Welsh red meat industry and the Welsh Government, was launched on 28 April 2009 by Elin Jones AM, the then Minister for Rural Affairs.

The following vision for the industry is identified within the Action Plan - *a profitable, efficient, sustainable and innovative Welsh red meat industry, which responds competitively to ever changing market trends and benefits the people of Wales.* In order to achieve this vision, the Action Plan provides strategic direction for the Welsh red meat industry by identifying strategic objectives, actions and outcomes which seek to address the challenges and take advantage of the opportunities facing the industry.

The Action Plan also identifies that close partnership working between the Welsh Government, HCC and the Welsh red meat industry is essential to progress the objectives and implement the actions. As a result arrangements with HCC for implementation, monitoring and evaluation of this Action Plan have been put in place.

MONITORING AND EVALUATION OF THE ACTION PLAN

A Monitoring Committee of the HCC Board, which includes representatives of the Welsh Government, HCC Board Members and representatives of the Welsh red meat industry, is responsible for the monitoring and evaluation of the Action Plan. Current Committee members are listed in Annex 3.

Evidence of achievements against the actions within the Action Plan is supplied by all parties in the Welsh red meat supply chain - the Welsh Government, HCC and industry stakeholders.

Annual Monitoring Reports of the Action Plan were published in July 2010, October 2011 and August 2012; summarizing delivery against the targets within the Action Plan. It was reported that targets had either been completed or were progressing well during 2009-2010, 2010-2011 and 2011-2012.

The 2012-2013 Annual Monitoring Report is the fourth output of the Monitoring Committee and covers the period 01 April 2012 to 31 March 2013.

In order to meet the needs of the industry and to achieve the objectives identified by the Action Plan, HCC issues a 3-year Corporate Plan in April each year, summarizing the planned delivery by HCC for the forthcoming three years. Internal business plans within the Welsh Government also identify specific targets against actions where the Welsh Government is identified as a responsible body.

The key Actions identified by the Action Plan are as follows. Delivery against these overarching Actions is outlined below.

1. Undertake **promotion** of Welsh red meat products amongst the supply chain.
2. Undertake **research activity** on behalf of the Welsh red meat industry and provide **training** to meet the needs of the Welsh red meat industry.
3. Encourage best practice in regard to **animal health and welfare**.
4. Minimise the environmental impact of Welsh red meat production and seek **environmental protection**.
5. Encourage **new entrants** into the Welsh red meat industry.
6. Seek to enhance Welsh red meat **supply chain** transparency and **integration**.
7. Support Welsh red meat **product development** (e.g. new products, alternative uses of products and new markets).
8. Collate and analyse **information and advice** and target its **dissemination** to the Welsh red meat industry.
9. Advise, assist and influence **regulatory development**.
10. Undertake **contingency planning** to assist the Welsh red meat industry during times of difficulty (including animal health and market impact).

HIGHLIGHTS OF DELIVERY (2012-2013)

The following tables highlight some of the achievements against actions for 2012-2013, with the detailed achievements recorded in Annex 2.

Achievements incorporate the activities delivered by all parties in the Welsh red meat supply chain - the Welsh Government, HCC and industry stakeholders.

Actions	Highlights of Delivery (2012-2013)
<p style="text-align: center;">1. Promotion</p>	<p>Consumer perception of the Welsh Lamb brand as a quality product increased to 94% in Wales and 80% in Meridian</p> <p>Consumer opinion of Welsh Lamb as 'a brand for me' increased to 90% in Wales and to 70% in Meridian</p> <p>Consumer opinion, 'that they were more likely to buy Welsh Lamb', increased to 68% in Wales</p> <p>Consumer perception of the Welsh Beef brand as a quality product increased to 90% in Wales</p> <p>Consumer opinion of Welsh Beef as 'a brand for me' increased to 89% in Wales</p> <p>Consumer opinion, 'that they were more likely to buy Welsh Beef', increased to 77% in Wales</p> <p>HCC promoted Welsh red meat brands by means of integrated advertising (TV, print media and digital), press relations, on-pack sales promotions and marketing literature (including recipe leaflets) at the point of sale</p> <p>Welsh Lamb TV advertising in the Wales and Meridian TV regions was undertaken by HCC during September/ October 2012. Welsh Beef TV advertising in the Wales TV region undertaken by HCC in December 2012</p>

Actions	Highlights of Delivery (2012-2013)
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">1. Promotion (continued)</p>	<p>HCC maintained a presence of Welsh Lamb in UK restaurants by means of the Welsh Lamb Club - 44 new restaurants registered, totalling 100 over the UK</p> <p>HCC maintained a presence of Welsh Lamb and Welsh Beef in Welsh independent retailers by means of the Butchers' Welsh Lamb and Welsh Beef Club - 229 members to date</p> <p>3 sets of Welsh Lamb and Welsh Beef point of sale materials disseminated by HCC to GB retailers. 2 consumer facing promotional activities delivered for pork from Wales</p> <p>6 export markets attended by Welsh exporters alongside the Welsh Government and/ or HCC - Cibus (Italy), Sial (France), Sirha (France), International Food and Drink Event [IFE] (UK), Gulfood (Dubai) and Food & Hotel Asia (Singapore)</p> <p>5 exploratory market visits undertaken by the Welsh Government and/ or HCC - to Germany, China, Russia, Sweden & Finland and Denmark & Norway. 4 inward trade missions undertaken by HCC to France, Germany, Italy and Belgium</p> <p>The Welsh Government carried out an extensive survey of public procurement practices and supply chains for Welsh food and drink supplied to this sector. This will give direction for policy making and targeting the most effective interventions going forward</p> <p>The Welsh Government approved 6 promotional grant applications which encompassed red meat products as part of their activity, e.g. as part of a wider exhibition or event</p> <p>All abattoirs and cutting plants that wish to brand Welsh Lamb and/ or Welsh Beef inspected annually by HCC. Enforcement authorities provided with ongoing support by HCC in regard to Welsh Lamb and Welsh Beef</p>

Actions	Highlights of Delivery (2012-2013)
<p>2. Research activity and training</p>	<p>Portfolio of 7 Research and Development (R&D) projects maintained by HCC, focused on supporting the Welsh red meat industry</p> <p>Welsh Government officials worked closely with Defra counterparts to actively influence both programme and project development to ensure Welsh research needs are considered. R&D programmes of relevance to the Welsh red meat sector include Sustainable Farming Systems, Agriculture and Climate Change, Resource Efficient and Resilient Food Chain and Animal Health and Welfare</p> <p>Market research, on consumers' opinions of beef, commissioned by HCC concluded that price and value are strong influences amongst buyers; leanness is an important consideration when purchasing; and beef is viewed as a versatile meat</p> <p>26 beef and lamb selection for slaughter courses for producers delivered by HCC at abattoirs and in industry events. Selection for slaughter competitions undertaken by HCC at 12 events (including the Royal Welsh Show and Winter Fair)</p> <p>7 projects focusing on development and innovation were supported by HCC to disseminate information to the industry (focused on genetic improvement, climate change/ environmental issues, animal health and welfare, animal and human nutrition, product quality and safety, traceability and socio-economics)</p> <p>The Welsh Government, through the Farming Connect Skills Development Programme, provides access to courses throughout Wales for both practical and regulatory linked training. The Programme can improve working practices within a business, meet statutory requirements and encourage diversification on a variety of topics and into new areas of work (lambing techniques, including sheep shearing, sheep dipping, foot trimming, food preparation and hygiene, butchery skills, trailer towing, safe use of pesticides, safe use of veterinary medicines and health and safety practices and risk assessments). A Skills Assessment tool can identify any training and development opportunities and any new areas of expertise to develop for individuals and businesses. An online Skills Assessment was launched by Farming Connect in July 2012 and has been a popular training tool. This is an electronic system to obtain more information, identify skills and training gaps for individuals and businesses; and select approved Training Providers pan Wales to deliver the training needs identified</p> <p>Quality Management Procedures training continued by HCC in 22 small and medium sized abattoirs and processors across Wales</p>

Actions	Highlights of Delivery (2012-2013)
<p>3. Animal health and welfare</p>	<p>The Animal Health and Welfare Strategy (AHWS) Steering Group re-prioritised their work in moving forward. This involved a list of top “non Statutory” disease priorities: Beef - Bovine Viral Disease (BVD), Johne's, Liver Fluke and lameness Dairy - Johne's Disease, Mastitis, BVD and lameness Sheep - Sheep Scab, Liver Fluke, lameness and lambing losses</p> <p>The AHWS Steering Group set up a Task and Finish group to consider ways to tackle Sheep Scab, including a review of legislation, examples of good practice and behaviour, treatment; and communication. The group has developed some draft proposals which are currently being refined and a final paper is expected for discussion in 2013</p> <p>HCC published 8 booklets/ factsheets/ leaflets focused on animal health and welfare for sheep and beef farmers, including topics such as Controlling Liver Fluke on Welsh Farms, Maximizing Carcase Value, Good Handling and Treatment Procedures, Treatment and control of lame sheep, Contagious Ovine Digital Dermatitis (CODD) and Herd Health</p> <p>HCC offered support for BVD testing on beef cattle in Wales - 103 farmers received support</p> <p>The Welsh Government, through the Farming Connect scheme, provides tailored one to one business and technical guidance and advice on a variety of topics (including feeding and breeding for improved performance and improving animal health) via the Whole Farm Plan and the Knowledge Transfer Programme. Delivery has placed a strong emphasis on animal health and welfare including the priorities identified in the Animal Health & Welfare Strategy. A total of 340 animal health related events were arranged and activities included a series of Lambing Focus events, Fluke Control in sheep and cattle and a number of Sheep Scab Workshops. A number of Demonstration Farm projects have been developed to address and improve Animal Health and Welfare, these projects have included: the control and eradication programme for BVD in the suckler herd and a study looking at the causes of prolapses in ewes in order to minimize lambing losses</p> <p>The Veterinary and Science Policy Advice Team undertook regular surveillance for diseases across GB. In addition the team carried out international disease monitoring to gather information on emerging diseases across the world. This enabled GB Administrations to track what potential threats of disease incursion there could be</p> <p>The Parasitology Steering Group (facilitated by HCC) met and ensured that actions were being delivered in support of the Animal Health and Welfare Strategy: Wales Action Plan</p>

Actions	Highlights of Delivery (2012-2013)
<p style="text-align: center;">4. Environmental protection</p>	<p>The Welsh Government's Farming Connect Knowledge Transfer Programme emphasised the business benefits of sound environmental management to the red meat sector at 198 events. A total of 48 factsheets and technical articles were produced along with 3 podcasts. The Farm Advisory service offers one to one, confidential on-farm advice, that is tailored to the needs of the business, highlighting areas where improvements can be made or actions to be taken in managing facilities on farm and advice on upgrading farm infrastructure on water management, pollution control and waste disposal. The Knowledge Transfer Programme also delivered a series of events promoting best practice on soil management, nutrient management, efficient grassland utilisation and growing arable and forage crops to improve sustainability</p> <p>Farming Connect has also supported businesses that are interested in applying for the Glastir All-Wales Element (AWE) by giving them mentoring and advice on the most suitable options for their farm. Farming Connect have assisted in arranging 12 Glastir drop-in surgeries during 2012 for farmers to gain advice and guidance on the most suitable options for their farms, and in 2013, ten surgeries were arranged during the Spring</p> <p>The Welsh Government's Farming Connect Knowledge Transfer Programme also promoted climate change at 432 events to the red meat sector. Topics included best practice on soil carbon management, the benefits of grassland based farming and production efficiencies since so many of the efficiencies required to achieve the target reductions in GHG emissions have a direct correlation with efficiencies in production, so-called win-win situations</p> <p>The final results of the Welsh Government and HCC funded research at Bangor University into bioreduction of fallen stock have been analysed and a report is currently being drafted for submission to the EFSA for approval of on farm storage under European Regulation EC 1069/2009</p> <p>A sustainable future – the Welsh Red Meat Roadmap’ was published by HCC in July 2011 - identifying strategies that will assist the Welsh red meat industry in responding to environmental change (including disposal of waste materials). In 2012/2013, 4 projects were funded by HCC which take forward implementation of the Red Meat Roadmap</p> <p>The Welsh Government engages with external organisations to discuss Welsh research priorities and actively influence programme direction. Programmes include Defra's (in partnership with the UK administrations) Agriculture and Climate Change R&D Programme, of which the Greenhouse Gas Inventory R&D Platform is a major (£12.6 million) component. Under the programme consortia of research institutions are delivering specific methane emissions factors for a range of cattle and sheep systems. The Welsh Government also engaged with the Sustainable Intensification agenda on a UK basis</p>

Actions	Highlights of Delivery (2012-2013)
5. New entrants	<p>15 studentships (PhD's and MSc's) commissioned by HCC</p> <p>DVD produced by HCC, highlighting the opportunities for employment amongst 16-18 year olds at each stage of the supply chain</p> <p>The Welsh Government Young Entrants Support Scheme (YESS) provided assistance to facilitate the establishment of young farmers (aged under 40) who possess adequate skills and competence and are setting-up as head of the holding for the first time. The assistance package included a one off grant payment for capital investment for expenses incurred when young entrant is setting-up as head of holding for the first time; access to a dedicated Young Entrants' Business Enabler Service, which will advise on training, knowledge transfer and joint venture opportunities as well as matching young entrants with appropriate established farmers who wish to explore different working patterns e.g. share farming, joint ventures, etc.; and access to funded mentoring services from established farmers</p> <p>The Welsh Government continue to engage following the Equality and Human Rights Commission (EHRC) into recruitment and employment in the meat and poultry processing sector in England and Wales which was released in March 2010</p>

Actions	Highlights of Delivery (2012-2013)
6. Supply chain integration	<p>4 Meet the Producer events held (facilitated by the Welsh Government), which included the promotion of red meat</p> <p>HCC will be seeking to enhance linkages between tourism and red meat production/ products by undertaking an educational programme to raise awareness of Welsh red meat amongst tourists to Wales. The project, which starts in 2013, will link red meat production with the culture and environment of Wales</p> <p>The Welsh Government engaged with the UK Government on the introduction of a fully independent body with the necessary powers to enforce the new Groceries Supply Code of Practice and to hear appeals</p> <p>The Supply Chain Efficiencies Scheme (SCES) - part of Axis 1 of the Rural Development Plan for Wales 2007-2013 provides financial support for co-operation projects that will develop new products, processes and technologies in the agriculture and food sector as well as in the forestry sector. This scheme is designed to help move 'embryonic' supply chain partnerships to a stage where they are confident to adopt a new supply chain process leading to greater tangible and intangible benefits. It aims to increase the capacity of producers to take costs out of the supply chain, improve marketing capability and ensure future sustainability. A total of 31 projects and close to £25 million investment have been awarded under the SCES - 5 projects are specifically focused on the Welsh red meat industry and all projects aim to improve linkages with the entire Welsh red meat supply chain</p>

Actions	Highlights of Delivery (2012-2013)
7. Product development	<p>The Food Technology Centre (Llangefni), the Food Centre Wales (Horeb) and the Food Industry Centre (Cardiff) have supported producers and retailers in fostering the development of the Welsh food processing industry through consultancy, training and research</p> <p>The Food Knowledge Transfer programme (KITE project), delivered by the University of Wales Institute Cardiff (UWIC), aims to support 125 companies in Wales with a further 100 companies receiving disseminated results through workshops and conferences. Through employing graduate/ suitably qualified food technologists, it is estimated that 70 food technology type roles will be developed in Wales during the lifetime of the programme, impacting on sales of Welsh produced product, job creation and waste reduction</p> <p>Ongoing encouragement by HCC for the development of innovative ways of utilising the fifth quarter, hides, skins and offal products</p> <p>The Processing and Marketing Grant Scheme is part of Axis 1 of the Rural Development Plan (RDP) for Wales 2007-2013 funded by the European Union and the Welsh Government. It is designed to enable primary producers of agricultural and forestry products in Wales to add value to their outputs. It is also designed to improve the performance and competitiveness of their businesses; to respond to consumer demand; to encourage diversification and to identify, exploit and service new emerging and existing markets. 25 business have been awarded assistance and the nature of investment relates to adding value to Welsh red meat products</p> <p>HCC awarded 2 scholarships to Australia and New Zealand for members of the Welsh red meat supply-chain to study lamb grading systems and anthelmintic resistance.</p> <p>HCC funded 104 farmers to join study tours (to Norway, Ireland, Wales, England and Scotland) for Welsh red meat producers to learn best practice</p>

Actions	Highlights of Delivery (2012-2013)
<p>8. Information and advice dissemination</p>	<p>The Welsh Government issued a monthly publication (Gwlad) to disseminate information and advice to over 30,000 individuals in the Welsh agricultural industry - including a number of articles on red meat issues</p> <p>HCC targeted relevant trade, consumer and general media, through 131 press releases and on-site visits by farming and other trade journalists</p> <p>Dissemination of information and advice by HCC through literature, the HCC websites and attendance at events and shows</p> <ul style="list-style-type: none"> • 12 Market Bulletins and 22 industry focused publications published • 'Industry facing' and 'consumer facing' internet sites maintained and expanded • Approximately 1,600 liveweight price text messages issued by HCC on a weekly basis (for beef and sheep) <p>A network of demonstration farms, discussion groups and business clubs have been maintained through Farming Connect. 37 events were held on Demonstration farms for the red meat sector. Discussion group meetings have remained to be a popular and effective means of communicating up to date and relevant information and advice to farmers, and a total of 185 discussion group meetings were delivered to the red meat sector by Farming Connect during this period. Farming Connect have established 9 "Know your flock" business clubs across Wales for sheep farmers to share best practice and bench-mark production costs</p> <p>30 meetings and events, 5 farm visits, 1 dedicated open day and the design of 4 factsheets/ booklets focused on genetic improvement in beef and sheep delivered by HCC</p> <p>241 breeders participated in the HCC Breed Improvement Scheme that encouraged the introduction of desirable genetics into pedigree beef herds and sheep flocks by monitoring genetic progress through performance recording</p> <p>309 farmers participated in the HCC Elite AI Bull Project, which encouraged the use of bulls with high EBVs in desired traits on commercial suckler herds. 288 commercial beef producers undertook on-line training that encouraged and developed the use and understanding of EBVs in commercial beef herds in Wales</p> <p>11 UK events and shows attended by HCC to target consumers including Royal Welsh Show, Winter Fair, Halford Road Race, Urdd National Eisteddfod and Taste of London</p> <p>21 events attended by HCC to promote the healthy eating message amongst schools and health professionals, including the Urdd National Eisteddfod</p> <p>7 publications/ new media teaching aids produced by HCC to raise awareness of the importance of Welsh red meat in the diet and to raise consumer understanding of how meat is produced</p>

Actions	Highlights of Delivery (2012-2013)
<p style="text-align: center;">9. Regulatory development</p>	<p>The Welsh Government's Appetite for Life initiative aims to improve the food and drink provided in schools, through encouraging school meal providers to work towards more challenging food and nutritional standards, including meat and meat products standards. The meat and meat products standard aims to improve the quality of meat and poultry products used in schools, cut down on the number of times that manufactured meat products are served, reduce the fat content of children's diets and encourage children to embrace greater diversity in their diets and explore new taste experiences in and out of school. The Appetite for Life recommended standards are to become statutory standards during 2013</p> <p>HCC responded to 15 relevant government and industry consultations, aimed at informing policies and strategies affecting the Welsh red meat industry</p> <p>Frequent meetings held and sponsorship of events undertaken by HCC to raise awareness of Welsh red meat to politicians and policy makers in Cardiff Bay, London and Brussels</p> <p>In August 2011, Welsh Ministers requested a report to investigate the regulatory burden on Welsh farmers and land managers in Wales. The "Working Smarter" report (published in January 2012) recommended a simplified and improved way of working for both regulators and farmers in Wales and included 74 recommendations to the Welsh Government. In March 2013, a review of progress was published which concluded that progress was very satisfactory overall - of the 74 recommendations, 29 had been completed (39 percent), 39 were in progress (53 percent) and 6 were yet to commence (8 percent)</p>

Actions	Highlights of Delivery (2012-2013)
<p style="text-align: center;">10. Contingency planning</p>	<p>The Animal Health Act 2002 requires that contingency plans are produced which cover certain specified notifiable diseases including Foot and Mouth Disease, Newcastle Disease and Avian Influenza. The Welsh Government Contingency Plan for Exotic Animal Diseases sets out the structures and processes for dealing with exotic animal disease in Wales. The Plan is fully consistent with, and ties into, the GB & Northern Ireland Plan and is reviewed annually</p> <p>The Welsh Government will be looking how the Welsh agricultural sector works and what might be done to strengthen resilience at a business, sector and cross-Wales level in 2013. The review will also consider the ways in which Welsh Government should respond to adverse weather conditions in the future</p>

FOCUS FOR DELIVERY OF THE ACTION PLAN IN 2013-2014

In order to monitor progress of delivery against Actions in 2012-2013, the Monitoring Committee agreed to split the Actions into the following four categories for delivery.

1. Actions which have been fully completed

Actions within the Action Plan which have been fully achieved in 2009-2010, 2010-2011, 2011-2012 or in 2012-2013 are highlighted in the tables in Annex 1.

2. Actions which have been achieved but which require ongoing delivery

Many of the Actions are an ongoing requirement to support the Welsh red meat industry and as such there is a requirement for the same activities to be delivered in 2013-2014. These are colour coded in the tables in Annex 2.

3. Actions which have been achieved but which require an increased emphasis

The Committee has identified Actions where there is a requirement for increased activities to be delivered in 2013-2014. This is colour coded in the tables in Annex 2. The Actions are as follows:

- Encourage the development of innovative ways of utilising the fifth quarter, hides and skins and offal products to encourage utilisation of the entire carcass.
- Undertake contingency planning to assist the industry during times of difficulty (to include animal health and market impact).

4. Actions which have not been fully achieved

In two instances, Actions have not been fully achieved in 2012-2013 as delivery is still underway. This is colour coded in the tables in Annex 2. The Actions are as follows:

- Develop PGI status for Welsh Pork
Due to the lengthy process in applying for Protected Food Name status - which involves Welsh, UK and EU consultation - seeking PGI status for Welsh Pork is a longer term target. During 2012-2013, HCC reviewed the Welsh pork sector to gather data for inclusion in the specification.
- Support the uptake of automated carcass grading systems (such as Video Image Analysis [VIA]) in Welsh abattoirs
A project proposal to support the development and uptake of Video Image Analysis in Welsh abattoirs has been prepared by HCC, however funding sources are still being investigated.

Annex 1

Actions which have been fully completed

In the following tables achievements against actions in the Action Plan are shown for actions where the activity has been fully achieved.

	Objective	Action	Achievements
4. Environmental protection	To seek to mitigate the Welsh red meat industry's impact on the environment	Develop an environmental impact 'roadmap' for Welsh red meat production	'A sustainable future – the Welsh Red Meat Roadmap' was published by HCC in 2011-2012. Reviews of the Roadmap targets will be undertaken in 2013, 2016 and 2020 HCC continue to seek to mitigate the Welsh red meat industry's impact on the environment
		Seek to utilise alternative energy sources, where possible (e.g. hydrocarbons and a replacement for Hydrochlorofluorocarbons [HCFC] refrigerants in abattoirs before 2010)	Alternative energy sources were adopted, where possible, by abattoirs and processors in 2009-2010 and 2010-2011 Alternative energy sources continue to be utilised, where possible, by abattoirs and processors across Wales to meet Regulatory requirements

	Objective	Action	Achievements
6. Supply chain integration	To improve linkages within the entire Welsh red meat supply-chain and develop a coordinated approach (for economic and environmental purposes)	Pilot a project to enhance supply-chain transparency	Pilot project to enhance supply-chain transparency initiated by HCC in 2009-2010 HCC continue to work with the entire Welsh red meat supply-chain to improve linkages and develop a coordinated approach

Objective		Action	Achievements
7. Product development	To encourage the development of added value Welsh red meat products	Undertake an evaluation of market opportunities for red meat in the 'ethnic' market	<p>Evaluation of market opportunities for red meat in the 'ethnic' market undertaken by the Food Standards Agency Wales and HCC in 2009-2010</p> <p>HCC continue to encourage the development of added value Welsh red meat products</p>
		Investigate the market opportunities for dairy-bred bull calves	<p>Investigation of the market opportunities for dairy-bred bull calves undertaken by HCC in 2009-2010</p> <p>HCC continue to encourage the development of added value Welsh red meat products</p>

Annex 2

Achievements against Actions (2012-2013)

In the following tables achievements against actions (April 2012 to March 2013) are colour coded to show the progress of delivery.

-  Signifies that Actions have been achieved but that ongoing delivery is required
-  Signifies that Actions have been achieved but that increased emphasis is required
-  Signifies that delivery is underway but that Actions have not been fully achieved

Objective	Action	Progress				Achievements 2012- 2013	
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013		
1. Promotion	To advertise and promote Welsh red meat and promote the industry overall	Create an awareness of the Welsh red meat brands (e.g. PGI [Protected Geographical Indication], True Taste, Organic, etc.) and enhance their value amongst consumers (through retailers, food service, etc.)					Consumer perception of the Welsh Lamb brand as a quality product increased to 94% in Wales (from 87%) and increased to 80% in Meridian (from 68%) - <i>Source: Market Tools for HCC</i>
							Consumer opinion of Welsh Lamb as 'a brand for me' increased to 90% in Wales (from 87%) and increased to 70% in Meridian (from 44%) - <i>Source: Market Tools for HCC</i>
							Consumer opinion, 'that they were more likely to buy Welsh Lamb', increased to 68% in Wales (from 67%) - <i>Source: Market Tools for HCC</i>
							Consumer perception of the Welsh Beef brand as a quality product increased to 90% in Wales (from 81%) - <i>Source: Market Tools for HCC</i>
							Consumer opinion of Welsh Beef as 'a brand for me' increased to 89% in Wales (from 79%) - <i>Source: Market Tools for HCC</i>
							Consumer opinion, 'that they were more likely to buy Welsh Beef', increased to 77% in Wales (from 71%) - <i>Source: Market Tools for HCC</i>
							4 red meat companies participated in UK events
							Sponsorship by HCC of the Welsh Culinary Association to establish the Welsh red meat brands as premium offerings
							Sponsorship by HCC of 16 industry related events - compared to 13 in 2011/2012 (including county shows, the NFU Cymru conference, the BMPA conference and the Halfords Tour Series)
							The Cywain programme managed by Menter a Busnes has been supported by the Welsh Government and the Rural Development Plan 2007 - 2013. 6 projects have been successful in developing new markets for Welsh meat producers (compared to 18 in 2011/2012)
	Support the retail and food service sectors in Country of Origin labelling and in promoting the consumption of branded Welsh red meat (at home and in export)					2 trade development programmes (via Levercliff and Menter a Busnes) are managed by the Welsh Government (the same number as in 2011/2012). 3 meat sector companies have participated actively (compared to 6 in 2011/2012)	
						HCC maintained relationships with 6 key account retailers and food service operators using where necessary sales promotion programmes to achieve enhanced on-pack and menu identification	
						HCC maintained a presence of Welsh Lamb in UK restaurants by means of the Welsh Lamb Club - 44 new restaurants registered, totalling 100 over the UK	
						HCC maintained a presence of Welsh Lamb and Welsh Beef in Welsh independent retailers by means of the Butchers' Welsh Lamb and Welsh Beef Club - 229 members to date	
						Over 940,000 Welsh Lamb and Welsh Beef labels distributed by HCC to non-established retail accounts. HCC also worked with major multiples to incorporate logos into packaging	
						3 sets of Welsh Lamb and Welsh Beef point of sale materials disseminated by HCC to GB retailers (Summer, Autumn and Christmas). 2 consumer facing promotional activities delivered for pork from Wales. 95% of eligible independents displaying point of sale materials	
						6 export markets attended by Welsh exporters alongside the Welsh Government and/ or HCC - Cibus (Italy), Sial (France), Sirha (France), International Food and Drink Event [IFE] (UK), Gulfood (Dubai) and Food & Hotel Asia (Singapore) (compared to 3 in 2011/2012)	
						5 exploratory market visits undertaken by the Welsh Government and/ or HCC - to Germany, China, Russia, Sweden & Finland and Denmark & Norway (compared to 4 in 2011/2012). 4 inward trade missions undertaken by HCC to France, Germany, Italy and Belgium (compared to 3 in 2011/2012)	
						Market access discussions undertaken with Defra by the Welsh Government and HCC for Canada, China and Russia export markets. Red meat market research/ buyer project in Russia also supported by the Welsh Government	
						Market opportunities for Welsh red meat investigated by HCC (including Denmark/ Norway, Sweden/ Finland and Russia)	
	Open up new markets for Welsh red meat (at home and in export), where appropriate, for prime red meat, veal, mutton, etc.					HCC membership of UK Export Certification Partnership (UKECP) which seeks to open up markets for UK exports	

Objective	Action	Progress				Achievements 2012- 2013	
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013		
1. Promotion (continued)	To advertise and promote Welsh red meat and promote the industry overall (continued)	Encourage procurement of Welsh red meat by Local Authorities, colleges, the army, hospitals, event and show organisers, other public sectors, etc.					Brand awareness campaigns within the foodservice sector developed by HCC with 3 key accounts. One new important opportunity pursued to encourage procurement of Welsh red meat in 14 Welsh local authorities - Caerphilly County Council on behalf of the Welsh Purchasing Consortium Framework for the Purchase of Cooked, Raw Fresh and Raw Frozen Meat
							The Welsh Government carried out an extensive survey of public procurement practices and supply chains for Welsh food and drink supplied to this sector in 2012/13. This will give direction for policy making and targeting the most effective interventions going forward. The Welsh Government is currently working on a position paper which will be presented to the Minister in summer 2013
							Contact with Welsh show and event organisers maintained by HCC to encourage use of Welsh red meat
	Promote the value of the Welsh red meat industry and products, livestock breeds, livestock genetics and live exports						HCC promoted Welsh red meat brands by means of integrated advertising (TV, print media and digital), press relations, on-pack sales promotions and marketing literature (including recipe leaflets) at the point of sale. Welsh Lamb TV advertising in the Wales and Meridian TV regions was undertaken by HCC during September/ October 2012. Welsh Beef TV advertising in the Wales TV region undertaken by HCC in December 2012
							The Welsh Government approved 6 promotional grant applications which encompassed red meat products as part of their activity, e.g. as part of a wider exhibition or event (compared to 10 in 2011/2012). The Welsh Curry House of the Year asked competitors to come up with a 'Welsh Beef Curry' unique to Wales and the Welsh Culinary Championships regularly use Welsh red meats as part of the produce in competitions
To protect Welsh red meat and enhance the Welsh red meat brands	Develop PGI status for Welsh Pork					PGI specification for Welsh Pork under development by HCC - review of the Welsh pork sector undertaken to gather data for inclusion in the specification	
	Protect and enforce the PGI Welsh Lamb and Welsh Beef designations, to ensure compliance					All abattoirs and cutting plants that wish to brand Welsh Lamb and/ or Welsh Beef inspected annually by HCC – 54 annual inspections and 15 unannounced inspections undertaken Enforcement authorities provided with ongoing support by HCC in regard to Welsh Lamb and Welsh Beef. Enforcement authorities undertook regular inspections of PGI Welsh Lamb and PGI Welsh Beef in the retail sector - enforcement action undertaken when appropriate	

Objective	Action	Progress				Achievements 2012- 2013
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	
2. Research activity and training	To ensure the Welsh red meat industry has access to up to date and relevant information and advice to ensure informed decision making and support the improvement of business efficiency					Portfolio of Research and Development (R&D) projects focused on supporting the Welsh red meat industry maintained by HCC - 7 maintained. Projects quarterly evaluated by the HCC R&D Committee (which is made up of the Welsh Government, HCC and industry representatives). Projects include research into new forage varieties to address future climate change issues and research to investigate incorporating meat quality into commercial sheep breeding programmes
						The Welsh Government engaged with external organisations to discuss Welsh research priorities, actively influence programme direction and encourage collaboration, these included levy boards, research institutes throughout the UK, other Administrations, research councils and Living with Environmental Change (LWEC)
						As Defra manage all research budgets on an England and Wales basis, Welsh Government officials worked closely with Defra counterparts to actively influence both programme and project development to ensure Welsh research needs are considered. R&D programmes of relevance to the Welsh red meat sector include Sustainable Farming Systems, Agriculture and Climate Change, Resource Efficient and Resilient Food Chain and Animal Health and Welfare. The annual Defra and DECC budget for science covering R&D is approximately £186.3 million for 2013/14. This is set to reduce to £167 million by 2014/15
						The Welsh Government has strong links with the Technology Strategy Board - Sustainable Agriculture and Food Innovation Platform which brings together government, businesses and researchers to stimulate the development of new technologies. A total of £90 million is available over a five year period. The Welsh Government aim to facilitate partnerships between R&D and industry. Welsh R&D organisations have been very successful in securing funds under this programme - increasing the relevance to Wales
						Official meat controls are prescribed by directly applicable EU legislation. The FSA's Future Meat Controls Research Programme was set up in 2010 to gather the evidence necessary to support a case for regulatory reform, with the aim of moving towards a more risk-based, proportionate, targeted and cost effective system of official meat controls. The first phase of research was completed in September 2011. The second phase of research, which began in autumn 2011, was completed and published in March 2013 following evaluation by independent experts. This phase consisted of: - a review of Food Chain Information and Collection and Communication of Inspection Results - a qualitative risk assessment of visual inspection of red meat and large game - a trial of visual inspection of fattening pigs from non-controlled housing conditions, and - a social research into the interactions between the Food Business Operator and officials in the slaughterhouse environment. Research into the modernisation of meat controls is also being carried out at European level by the European Food Safety Authority (EFSA). FSA research findings were made available to EFSA in order to inform its scientific opinion on pigs (published in October 2011), on poultry (published in June 2012) and on the remainder species (expected by summer 2013)
						Market research, on consumers' opinions of beef, commissioned by HCC - it concluded that price and value are strong influences amongst buyers; leanness is an important consideration when purchasing; and beef is viewed as a versatile meat - <i>Beaufort Research for HCC</i>

Objective	Action	Progress				Achievements 2012- 2013
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	
2. Research activity and training (continued)	To support the improvement of business efficiency of the Welsh red meat industry Provide training to meet the needs of the industry and enhance the skills base, including enabling the supply-chain to meet market requirements; encouraging best practice, business management, sales and marketing; support work based learning (e.g. butchery) in business operators; and communicate the importance of better understanding ways to control/ reduce cost of production and developing consistent quality products that meet market needs					26 beef and lamb selection for slaughter courses for producers delivered by HCC at abattoirs and in industry events (partly funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU) (compared to 37 in 2011/2012). Selection for slaughter competitions undertaken by HCC at 12 events (including the Royal Welsh Show and Winter Fair)
						7 projects focusing on development and innovation were supported by HCC (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU) to disseminate information to the industry (focused on genetic improvement, climate change/ environmental issues, animal health and welfare, animal and human nutrition, product quality and safety, traceability and socio-economics) (the same number as in 2011/2012)
						The Welsh Government, through the Farming Connect scheme, provide tailored one to one business and technical guidance and environmental advice on a variety of topics (including feeding and breeding for improved performance, reducing feed costs by growing more grass or supplementary crops, making better use of fertiliser and farm manures, improving animal health, financial planning to forecast cashflow and profit, environmental protection and enhancement, succession planning, environmental management and land management, farm diversification, energy conservation and generation and climate change) via the Whole Farm Plan and Farm Advisory Services. Farming Connect also provides necessary support to enable farmers to consider options under Glastir and the Young Entrant support scheme. Subsidised services support the Knowledge Transfer Programme, which aims to help producers adopt new practices, benchmark performances, consider new ideas, share best practice, reduce inputs and increase efficiency, address market needs and encourage innovation. The Knowledge Transfer Programme is responsive to industry needs and challenges and also supports the industry on cross cutting themes of environment and climate change, animal health and welfare, health and safety, biosecurity, effective use of ICT, women and young entrants. Information is disseminated via a range of delivery methods, e.g. Demonstration Farm projects, discussion groups, workshops, farm walks, podcasts, clinics and seminars. HCC has also assisted Farming Connect with the dissemination of information on market requirements to discussion groups during this period
						Lantra (the UK's Sector Skills Council for land-based and environmental industries) looked after the skills needs in relation to land management and production, animal health and welfare; and environmental industries
						The Welsh Government, through the Farming Connect Skills Development Programme, provides access to courses throughout Wales for both practical and regulatory linked training. Skills training can assist in improving business and technical efficiency and meet new challenges. With support from Farming Connect, the Skills Development Programme can improve working practices within a business, meet statutory requirements and encourage diversification on a variety of topics and into new areas of work (lambing techniques, including sheep shearing, sheep dipping, foot trimming, food preparation and hygiene, butchery skills, trailer towing, safe use of pesticides, safe use of veterinary medicines and health and safety practices and risk assessments). A Skills Assessment tool can identify any training and development opportunities and any new areas of expertise to develop for individuals and businesses. An online Skills Assessment was launched by Farming Connect in July 2012 and has been a popular training tool. This is an electronic system to obtain more information, identify skills and training gaps for individuals and businesses; and select approved Training Providers pan Wales to deliver the training
						Quality Management Procedures training continued by HCC in 22 small and medium sized abattoirs and processors across Wales (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU)
						Following the success of the Wales Food Supply Chain Project, Improve is entering into a further collaborative arrangement with the food supply chain Sector Skills Councils (i.e. Lantra, People 1st) through the 'Sector Priorities Fund Pilot 2' project. This will build on the work and recommendations produced in the Food Supply Chain research report
						Improve has been successful in receiving funding through the 'Sector Priorities Fund Pilot 2' managed by the Welsh Government to develop a 'Specialist Network' of Wales based training providers who will deliver 'bite sized' units of learning (from level 2 - level 4) to the food industry in Wales. There is sufficient funding to develop a network of 10 providers delivering solutions to up to 350 learners until December 2014
						In addition, Improve has also been successful in receiving funding through the Welsh Government's 'Sector Leadership Fund' to deliver 'bite sized' units of learning to up to 200 candidates employed in the Wales food industry until November 2014. These solutions will be aimed at level 4 - level 7 and complements the Sector Priorities Fund Pilot 2 project
						Improve continues to participate in the 'Agri-Food partnership' meetings which take place in the four regions of Wales. Huw Rees currently Chairs the South West group on an interim basis until the longer term future of these groups is determined post CAP reform
The Welsh Government collects post-16 education and training data via the Lifelong Learning Wales Record (LLWR). 67 Apprenticeships were pursued in the Meat and Poultry processing sector between August 2011 and July 2012 (compared to 1 Apprenticeship between August 2010 and July 2011). They comprised: - 49 Foundation Apprenticeship learning programmes linked to level 2 certificates and diplomas in meat and poultry industry skills (QCF) - 18 Apprenticeship (level 3) learning programmes linked to level 3 certificates in meat and poultry industry skills (QCF)						

Objective	Action	Progress				Achievements 2012- 2013						
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013							
3. Animal health and welfare	To promote the Welsh red meat industry overall	Support the delivery of the Animal Health and Welfare Strategy: Wales Action Plan				<p>In 2011 the Animal Health and Welfare Strategy (AHWS) Steering Group revised their approach to the delivery of the GB AHWS objectives in Wales and re-prioritised their work in moving forward. This involved a list of top "non Statutory" disease priorities which is reviewed each year by the Steering Group. In the 2012 review, lameness was added to the Beef and Dairy categories. The full list is set out below. Beef - Bovine Viral Disease (BVD), Johne's, Liver Fluke and lameness Dairy - Johne's Disease, Mastitis, BVD and lameness Sheep - Sheep Scab, Liver Fluke, lameness and lambing losses</p> <p>The Welsh Government appointed a new Chair (Peredur Hughes) to the AHWS Steering Group in May 2012. The new Chair is proactively engaging the Group's views on current issues facing the farming industry as well as commencing discussions with them on future considerations post 2014 when the current GB AHWS comes to an end</p> <p>The AHWS Steering Group set up a Task and Finish group to consider ways to tackle Sheep Scab, including a review of legislation, examples of good practice and behaviour, treatment; and communication. The group has developed some draft proposals which are currently being refined and a final paper is expected for discussion in 2013</p> <p>A sub-group of the AHWS Steering Group has been considering what action can be taken in Wales to tackle BVD and have started evaluating options</p> <p>The Welsh Government engage with external organisations to discuss Welsh research priorities</p> <p>In March 2012, Environment Minister John Griffiths announced a new Strategic Framework for Bovine TB Eradication covering the next four years which would build on existing cattle surveillance and control measures, biosecurity best practice and input received from stakeholder engagement. It also included the vaccination of badgers within the Intensive Action Area. In November 2012 it was announced that the Welsh Government has vaccinated over 1,400 badgers in the Intensive Action Area and that work was ongoing</p> <p>HCC published 8 booklets/ factsheets/ leaflets focused on animal health and welfare for sheep and beef farmers (compared to 10 in 2011/2012), including topics such as Controlling Liver Fluke on Welsh Farms, Maximizing Carcase Value, Good Handling and Treatment Procedures, Treatment and control of lame sheep, Contagious Ovine Digital Dermatitis (CODD) and Herd Health - partly funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU</p> <p>HCC offered support for BVD testing on beef cattle in Wales (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU) - 103 farmers received support (compared to 40 in 2011/2012)</p> <p>The Welsh Government, through the Farming Connect scheme, provides tailored one to one business and technical guidance and advice on a variety of topics (including feeding and breeding for improved performance and improving animal health) via the Whole Farm Plan and the Knowledge Transfer Programme. Delivery has placed a strong emphasis on animal health and welfare including the priorities identified in the Animal Health & Welfare Strategy. Farming Connect's innovative and farmer focused approach will enable businesses strive for the highest standards of Animal Health and Welfare and biosecurity. A total of 340 animal health related events were arranged and activities included a series of Lambing Focus events with John Vipond of SAC, Fluke Control in sheep and cattle and a number of Farming Connect Sheep Scab Workshops. A series of practical clinics looked at the treatment and control of feet problems and lameness in sheep which were held during the autumn of 2012. A number of Demonstration Farm projects have been developed to address and improve Animal Health and Welfare, these projects have included: the control and eradication programme for BVD in the suckler herd and a study looking at the causes of prolapses in ewes in order to minimize lambing losses. Farming Connect have also developed projects in conjunction with Liverpool University to study liverfluke and with the particular aim of determining whether there is a triclabendazole resistance in sheep flocks in Wales</p>						
							Undertake surveillance and/ or eradication (where appropriate) of disease/ pests likely to impact on the Welsh red meat industry and prevent the entrance of exotic disease (where possible)					<p>The Veterinary and Science Policy Advice Team undertook regular surveillance for diseases across GB. In addition the team carried out international disease monitoring to gather information on emerging diseases across the world. This enabled GB Administrations to track what potential threats of disease incursion there could be</p> <p>The Parasitology Steering Group (facilitated by HCC) met and ensured that actions were being delivered in support of the Animal Health and Welfare Strategy: Wales Action Plan - partly funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU</p>

Objective	Action	Progress				Achievements 2012- 2013
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	
4. Environmental protection	To seek to mitigate the Welsh red meat industry's impact on the environment					<p>The Supply Chain Efficiency Scheme (SCES) provides financial support for co-operation projects that will develop new products, processes and technologies in the agriculture and food sector as well as in the forestry sector. This scheme is designed to help move 'embryonic' supply chain partnerships to a stage where they are confident to adopt a new supply chain process leading to greater tangible and intangible benefits. It aims to increase the capacity of producers to take costs out of the supply chain, improve marketing capability and ensure future sustainability. The SCES is part of Axis 1 of the Rural Development Plan (RDP) for Wales 2007-2013 funded by the European Union and the Welsh Government. This is the first time that this type of scheme forms part of the RDP and, as such, it constitutes a pilot scheme</p> <p>A total of 31 projects and close to £25 million investment have been awarded under the SCES. 5 projects are specifically focused on the Welsh red meat industry, with one project having the specific aim to assess all new red meat industry innovations, their effectiveness in achieving the desired goal and their impact on the industry and the environment. Additionally the project presents this information to the industry in a clear, concise and unambiguous way, thus ensuring the meat industry is in the best position to meet market requirements efficiently and cost effectively project whilst addressing the issue of mitigating the Welsh red meat industry's impact on the environment</p>
	Facilitate a coordinated approach to water management, pollution control and waste disposal, between industry and relevant private and public sector bodies					<p>The Welsh Government's Farming Connect Knowledge Transfer Programme has emphasised the business benefits of sound environmental management to the red meat sector at 198 events. A total of 48 factsheets and technical articles have been produced emphasising the sound environmental management along with 3 podcasts. The Farm Advisory service offers one to one, confidential on-farm advice, that is tailored to the needs of the business, highlighting areas where improvements can be made or actions to be taken in managing facilities on farm and advice on upgrading farm infrastructure on water management, pollution control and waste disposal. The Knowledge Transfer Programme has delivered a series of events promoting best practice on soil management, nutrient management, efficient grassland utilisation and growing arable and forage crops to improve sustainability</p> <p>The final results of the Welsh Government and HCC funded research at Bangor University into bioreduction of fallen stock have been analysed and a report is currently being drafted for submission to the EFSA for approval of on farm storage under European Regulation EC 1069/2009</p> <p>The Environment Agency (EA) protected and improved the environment and promoted sustainable development through a coordinated approach to water management, pollution control and waste disposal, encouraged through initiatives, events, publications and press relations. On 01 April 2013, Natural Resources Wales brought together the work of the Countryside Council for Wales, the Environment Agency Wales and Forestry Commission Wales, as well as some functions of Welsh Government; with the purpose of ensuring that the natural resources of Wales are sustainably maintained, enhanced and used, now and in the future</p>
	Encourage utilisation of local slaughtering/ processing facilities, where appropriate, in order to minimise the environmental impact of movements of livestock to slaughter					<p>HCC supported the improvement of links between abattoirs and producers in their locality through the provision of carcass selection training at an abattoir of the farmers choice in Wales (partly funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU)</p> <p>5 market requirement information posters produced by HCC and made available to the large Welsh red meat abattoirs to encourage best practice (partly funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU). Posters focussed on PGI, Animal Identification, Clean Livestock, Lamb Carcase Classification and Beef Carcase Classification</p>
	Pursue environmental accreditations at plant level					<p>Environmental accreditations were pursued by abattoirs and processors across Wales in order to reduce their environmental impacts and costs and improve their company's efficiencies. Areas included implementing an Environmental Management System (EMS) - such as SO 14001 (e.g. the Green Dragon Environmental Standard), EMS auditing, production of Energy Performance Certificates, reducing waste and energy consumption and improved resource efficiency</p>
	Provision of advice on agri-environment schemes					<p>The Welsh Government through the Farming Connect scheme provides tailored one to one business, technical guidance and environmental advice on topics including environmental management and land management via the Whole Farm Plan and Farm Advisory Services (FAS). Farming Connect has supported businesses that are interested in applying for the Glastir All-Wales Element (AWE) by giving them mentoring and advice on the most suitable options for their farm. During this period Farming Connect has also supported businesses that have applied for the Agricultural Carbon Reduction and Efficiency Scheme (ACRES) through FAS or the Whole Farm Plan service by completing nutrient management plans, slurry storage reports and energy efficiency reports. Farming Connect have assisted in arranging 12 Glastir drop-in surgeries during 2012 for farmers to gain advice and guidance on the most suitable options for their farms, and in 2013, ten surgeries were arranged during the Spring. The Knowledge Transfer Programme will be disseminating information to the industry at events and also through assisting and supporting Glastir surgeries and on-farm events for farmers to learn more about the Glastir scheme through to application</p> <p>The EA ensured advice on agri-environment schemes was available through events, publications and press relations. On 01 April 2013, Natural Resources Wales brought together the work of the Countryside Council for Wales, the Environment Agency Wales and Forestry Commission Wales, as well as some functions of Welsh Government</p>
	Encourage uptake of existing environmental audits available					<p>The EA encouraged the uptake of existing environmental audits through the dissemination of information at events and through publications and press relations. On 01 April 2013, Natural Resources Wales brought together the work of the Countryside Council for Wales, the Environment Agency Wales and Forestry Commission Wales, as well as some functions of Welsh Government</p>

Objective	Action	Progress				Achievements 2012- 2013
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	
4. Environmental protection (continued)	To seek to mitigate the Welsh red meat industry's impact on the environment (continued)					<p>The EA encouraged shared practice amongst producers through the dissemination of information at events and through publications and press relations. On 01 April 2013, Natural Resources Wales brought together the work of the Countryside Council for Wales, the Environment Agency Wales and Forestry Commission Wales, as well as some functions of Welsh Government</p> <p>HCC awarded 2 scholarships to France/ USA and New Zealand for members of the Welsh red meat supply-chain to study lamb grading systems and anthelmintic resistance (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU). The scholars will attend industry meetings throughout 2013 to disseminate the findings of their trips. The scholars from 2011/2012 attended 19 industry meetings to disseminate the findings of their trips</p> <p>Farming Connect, delivered by Menter a Busnes, promoted new ideas and initiatives through its knowledge transfer programme. A network of demonstration farms were also maintained and one-to-one support was provided</p>
	Seek to add value to the Welsh supply-chain by encouraging efficient disposal of waste materials (e.g. fallen stock, etc.)					<p>A sustainable future – the Welsh Red Meat Roadmap' was published by HCC in July 2011 - identifying strategies that will assist the Welsh red meat industry in responding to environmental change (including disposal of waste materials). In 2012/2013, 4 projects were funded by HCC which take forward implementation of the Red Meat Roadmap (partly funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU)</p> <p>The final results of the Welsh Government and HCC funded research at Bangor University into bioreduction of fallen stock have been analysed and a report is currently being drafted for submission to the EFSA for approval of on farm storage under European Regulation EC 1069/2009</p> <p>Waste of animal origin (animal by-products) from the food industry will cover all aspects, from the livestock rearing unit, through slaughtering to down stream processing and incorporation into food stuffs. The new European Regulations on this waste have allowed some relaxation for low risk waste and recognises that new technologies are being developed to extract value from the waste rather than landfill/ destroy it. The Welsh Government is attempting to implement the Regulations with the aim of reducing the burden of dealing with this waste and maximising recovery of both energy and resources from it in ways that still safeguard animal and public health. Within the new controls is the possibility to safely store some of the smaller fallen stock on farms via a containment system, the technical aspects of a system being developed in Wales will be included in a dossier to be considered by the EFSA. If this is accepted by EFSA, this containment system could be approved for use in the EU. This Welsh development could have significant benefits to some farmers who find current disposal arrangements burdensome</p> <p>Recycling of low risk animal by-products has been undertaken via composting for a few years in certain parts of Wales. It is expected that recycling by digestion in anaerobic digestors (AD plants) will increase where there is an ability to recover energy via methane and produce a soil improver/organic fertiliser as well. Both these recycling systems can operate at varying throughput sizes that could allow the food supply chain to utilise them for waste disposal</p> <p>The Welsh Government through Farming Connect provides knowledge transfer on best practice and one-to-one technical guidance via the Whole Farm Plan and the Farm Advisory Service</p>

Objective	Action	Progress				Achievements 2012- 2013
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	
4. Environmental protection (continued)	To seek to mitigate the Welsh red meat industry's impact on the environment (continued)					<p>The Welsh Government's Farming Connect Knowledge Transfer Programme aims to help producers prepare for the impact of and mitigate against, climate change and is the overarching theme of the programme as one of the cross cutting themes. Climate change was promoted at 432 events to the red meat sector. Topics included best practice on soil carbon management, the benefits of grassland based farming and production efficiencies since so many of the efficiencies required to achieve the target reductions in GHG emissions have a direct correlation with efficiencies in production, so-called win-win situations. Farming Connect have provided advice on the development of renewable energy systems via Renewable Energy clinics with a renewable energy consultant and diversification seminars looking specifically at renewable energy</p> <p>A sustainable future – the Welsh Red Meat Roadmap' was published by HCC in July 2011 - identifying strategies that will assist the Welsh red meat industry in responding to environmental change</p> <p>HCC published 5 'Animal Bytes' - compared to 6 in 2011/12 (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU) - reports which translate technical scientific reports into a farmer friendly format, including articles on climate change</p> <p>The Welsh Government engages with external organisations to discuss Welsh research priorities and actively influence programme direction. Programmes include Defra's (in partnership with the UK administrations) Agriculture and Climate Change R&D Programme, of which the Greenhouse Gas Inventory R&D Platform is a major (£12.6 million) component. Under the programme consortia of research institutions are delivering specific methane emissions factors for a range of cattle and sheep systems. The Welsh Government also engaged with the Sustainable Intensification agenda on a UK basis</p> <p>The Welsh Government responded to the independent Land Use Climate Change report (March 2010) by accepting the majority of its recommendations. An implementation plan has been developed which includes knowledge transfer and R&D activity to reduce greenhouse gas emissions from Wales' ruminant livestock. The Climate Change Strategy for Wales - which was published in October 2010, confirms the Welsh Government's commitment to tackling climate change and outlines the areas in which it will act. It also outlines the detail of the "3% target". The Strategy's Delivery Plan for Emission Reduction estimates that the agriculture and land use sectors can deliver a saving of 600 kt CO2e by 2020. This would be achieved mainly through Welsh Government intervention as follows:</p> <ul style="list-style-type: none"> - Woodland creation - Optimal management of current woodland sink - The Glastir sustainable land management scheme - Supporting behaviour change in farming practice - Environmental Roadmaps for the Dairy and Red Meat sectors <p>The Welsh Government through Farming Connect provides tailored one to one business and technical guidance and practical and regulatory training on a variety of topics (including environmental protection and enhancement, environmental management and land management, energy conservation and generation and climate change) via the Whole Farm Plan, the Farm Advisory Services and the Skills Development Programme</p>
	Seek to reduce methane and nitrous oxide emissions from grass fed livestock					HCC is funding a project to research new forage varieties to address future climate change issues, including greenhouse gas emissions. 4 studentships are also being funded by HCC, to seek ways of reducing the emissions of grass fed livestock

Objective	Action	Progress				Achievements 2012- 2013
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	
5. New entrants	To encourage new personnel into the Welsh red meat industry and support existing personnel	Support further education opportunities in agriculture and key red meat areas (i.e. meat science)				<p>15 studentships (PhD's and MSc's) commissioned by HCC (compared to 16 studentships in 2011/2012) including topics such as climate change mitigation, novel grass varieties, control strategies for cryptosporidium and inventory calculations for measuring greenhouse gas emissions</p> <p>The Food Industry Centre at Cardiff Metropolitan University contains food processing facilities, test and development kitchens, a sensory evaluation suite and training facilities for food scientists, dietitians and nutritionists</p>
		Promote the Welsh red meat industry as a career opportunity and support young farmer and new entrant's initiatives/ events				<p>DVD produced by HCC, highlighting the opportunities for employment amongst 16-18 year olds at each stage of the supply chain (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU)</p> <p>The Welsh Government Young Entrants Support Scheme (YESS) provided assistance to facilitate the establishment of young farmers (aged under 40) who possess adequate skills and competence and are setting-up as head of the holding for the first time. The assistance package included a one off grant payment for capital investment for expenses incurred when young entrant is setting-up as head of holding for the first time; access to a dedicated Young Entrants' Business Enabler Service, which will advise on training, knowledge transfer and joint venture opportunities as well as matching young entrants with appropriate established farmers who wish to explore different working patterns e.g. share farming, joint ventures, etc.; and access to funded mentoring services from established farmers</p> <p>Young farmers/ new entrants encouraged through a range of HCC activities - including study tours (within Wales and to Ireland) and carcass selection courses (partly funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU)</p> <p>Know what you're looking at' publication produced by HCC and disseminated to young people in conjunction with YFC (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU)</p> <p>Lantra developed and promoted careers information to encourage more new entrants</p> <p>Improve collaborated with Wales based Higher Education Institutions to launch a new 'Food Science Conversion Programme' that seeks to address the shortage of food scientists. This aims to deliver a new 'Masters' level qualification plus 6 'short courses' and a bursary scheme</p> <p>The Welsh Government, through the Farming Connect Skills Development Programme, provides practical and regulatory training to assist in improving working practices, complying with legislation, encouraging diversification on a variety of topics, identifying appropriate training opportunities and supports the introduction to business planning course. Farming Connect provides assistance to Young entrepreneurs through the Whole Farm Plan service with business and financial advice on business planning, and raise awareness of career opportunities in the Welsh red meat industry. The Farming Connect Knowledge Transfer Programme has established and delivered Young Entrant Discussion Groups (targeted at under 40s) across Wales. The Farming Connect Agri Academy was launched during 2012 and although the programme was not exclusively for young entrants, the large majority of participants were young people who were keen to develop their business ideas through the Business and Innovation programme or to develop their leadership skills via the Rural Leadership programme. The Farming Connect Industry Development programme arranged a series of 5 Strategic Awareness events during autumn 2012 providing</p>
	Ensure all employees of the red meat processing sector are treated in accordance with the Department for Health's Single Equality Scheme (2007-2010)				<p>The Welsh Government continue to engage following the Equality and Human Rights Commission (EHRC) into recruitment and employment in the meat and poultry processing sector in England and Wales which was released in March 2010</p>	

Objective	Action	Progress				Achievements 2012- 2013
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	
6. Supply chain integration	To improve linkages within the entire Welsh red meat supply-chain and develop a coordinated approach (for economic and environmental purposes)					<p>4 Meet the Producer events have been held (facilitated by the Welsh Government), which included the promotion of red meat (compared to 5 in 2011/2012). In addition, the Field to Fork event at Coleg Powys specifically demonstrated the red meat food chain in terms of cattle and sheep raised on the College farm, a cutting demonstration, food preparation and cooking</p> <p>The Welsh Government continue to liaise with Visit Wales to explore the linkages between Welsh tourism and Welsh production/ products. Emphasis continues to be placed on celebrating the excellence of Welsh food</p> <p>HCC will be seeking to enhance linkages between tourism and red meat production/ products by undertaking an educational programme to raise awareness of Welsh red meat amongst tourists to Wales. The project (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU) starts in 2013 and will link red meat production with the culture and environment of Wales</p>
	Seek to enhance the linkages between Welsh tourism and red meat production					
	Seek to have a Retailer Ombudsman appointed to regulate supermarkets					
	Support development of multiple retailer and co-operative networks to strengthen branding, market share and market intelligence and to provide training opportunities					<p>The SCES provides financial support for co-operation projects that will develop new products, processes and technologies in the agriculture and food sector as well as in the forestry sector. This scheme is designed to help move 'embryonic' supply chain partnerships to a stage where they are confident to adopt a new supply chain process leading to greater tangible and intangible benefits. It aims to increase the capacity of producers to take costs out of the supply chain, improve marketing capability and ensure future sustainability. The SCES is part of Axis 1 of the Rural Development Plan (RDP) for Wales 2007-2013 funded by the European Union and the Welsh Government. This is the first time that this type of scheme forms part of the RDP and, as such, it constitutes a pilot scheme</p> <p>A total of 31 projects and close to £25 million investment have been awarded under the SCES. 5 projects are specifically focused on the Welsh red meat industry and all projects aim to improve linkages with the entire Welsh red meat supply chain. To achieve this the projects deliver training, information dissemination and knowledge transfer of new technologies</p>

Objective	Action	Progress				Achievements 2012- 2013
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	
7. Product development	To encourage the development of added value Welsh red meat products					<p>HCC maintain an ongoing dialogue with Welsh processors and exporters to encourage development of new/ alternative market sectors and products</p> <p>The Food Technology Centre (Llangefni), the Food Centre Wales (Horeb) and the Food Industry Centre (Cardiff) have supported producers and retailers in fostering the development of the Welsh food processing industry through consultancy, training and research</p> <p>The Food Knowledge Transfer programme (KITE project), delivered by the University of Wales Institute Cardiff (UWIC), aims to support 125 companies in Wales with a further 100 companies receiving disseminated results through workshops and conferences. Through employing graduate/ suitably qualified food technologists, it is estimated that 70 food technology type roles will be developed in Wales during the lifetime of the programme, impacting on sales of Welsh produced product, job creation and waste reduction (funded through the Rural Development Plan for Wales 2007-2013)</p> <p>The Food Centre Wales - Horeb SCE project (funded through the Rural Development Plan for Wales 2007-2013) aims to increase the support for innovation along the food supply chain in Wales, to encourage the economic growth of the sector through exploitation of that innovation and underpin the sustainability of this growth through the development of a skilled workforce. In order to achieve this aim the project provides primary producers (through either their links with secondary food businesses or through their own diversification) with:</p> <ul style="list-style-type: none"> • Research and development • Training and mentoring • Guidance on new product development • Technical advice • Opportunities for collaboration • Access to the skills of qualified Food Technologists for food producers who cannot normally afford the up front costs of new product development <p>The Food Technology Centre Welsh Food Added Value project (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU) aims to increase communication and integration between supply chain partners, in order to nurture and drive a collaborative ethos between primary producers, processors and end users. It has the following six key themes:</p> <ul style="list-style-type: none"> • Developing collaborative initiatives with primary food producers and food processors that develop efficient supply chain partnerships in Wales • New Product Development utilising local farm produce • To carry out research and development with primary food producers or food collaborations in order to create new products • To provide specialist mentoring for food producers and food collaborations to improve the skill base within Wales through specialist training programmes • To provide food producers and food collaborations with advice on primary and secondary food packaging in order to reduce material costs and improve environmental performance • To develop cost effective processes for food producers and food collaborations to develop innovative ways of utilising wastage <p>There are strong elements of industrial research within two of the six themes which are to carry out research and development with primary food producers or food collaborations in order to create new products and to develop cost effective processes for food producers and food collaborations to develop innovative ways of utilising wastage. The project provides high level support and guidance to individuals and groups of primary producers for researching and developing food products, improving the efficiency of production and ensuring that adequate skills are being developed to service the needs of the industry</p>
	Encourage the development of innovative ways of utilising the fifth quarter, hides and skins and offal products to encourage utilisation of the entire carcass					Ongoing encouragement by HCC for the development of innovative ways of utilising the fifth quarter, hides, skins and offal products
	Encourage further processing and packing facilities within Wales					The Processing and Marketing Grant Scheme is part of Axis 1 of the Rural Development Plan (RDP) for Wales 2007-2013 funded by the European Union and the Welsh Government. It is designed to enable primary producers of agricultural and forestry products in Wales to add value to their outputs. It is also designed to improve the performance and competitiveness of their businesses; to respond to consumer demand; to encourage diversification and to identify, exploit and service new emerging and existing markets. 25 business have been awarded assistance and the nature of investment relates to adding value to Welsh red meat products
	To encourage the uptake of technology within the Welsh red meat industry	Encourage the industry to utilise experiences from around the world, in regard to red meat production				<p>HCC awarded 2 scholarships to Australia and New Zealand for members of the Welsh red meat supply-chain to study lamb grading systems and anthelmintic resistance (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU). The scholars will attend industry meetings throughout 2013 to disseminate the findings of their trips. The scholars from 2011/2012 attended 19 industry meetings to disseminate the findings of their trips</p> <p>HCC funded 104 farmers to join study tours (to Norway, Ireland, Wales, England and Scotland) for Welsh red meat producers to learn best practice (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU) - compared to 306 in 2011/2012</p>
	Support the uptake of automated carcass grading systems (such as Video Image Analysis [VIA]) in Welsh abattoirs				HCC supported a CT scanning and meat quality project and a scholarship, both investigating automated carcass grading systems and meat yields prediction technologies	

Objective	Action	Progress				Achievements 2012- 2013
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	
8. Information and advice dissemination	To ensure the Welsh red meat industry has access to up to date and relevant information and advice to ensure informed decision making					<p>The Welsh Government, FSA Wales, EA, HCC, trade organisations and farmers unions all collate data on an ongoing basis in order to disseminate appropriate data through press articles, publications, presentations, meetings, events, open days, DVD's, text messages and through their websites</p> <p>Guidance notes for compliance with legislation is published by the Welsh Government on an ongoing basis (including electronic identification - EID, Food Chain Information, Welfare of animals at time of slaughter, the EU Pig Directive and changes to the bovine TB Programme)</p> <p>The Welsh Government issued a monthly publication (Gwlad) to disseminate information and advice to over 30,000 individuals in the Welsh agricultural industry - including a number of articles on red meat issues</p> <p>HCC targeted relevant trade, consumer and general media, through press releases and on-site visits by farming and other trade journalists - 131 press releases issued by HCC (compared to 112 in 2011/2012)</p> <p>Dissemination of information and advice by HCC through literature, the HCC websites and attendance at events and shows (partly funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU). 12 Market Bulletins published by HCC. 22 industry focused publications produced by HCC (compared to 15 in 2011/2012). In excess of 500 publications currently available from HCC, including the Little Book of Meat Facts 2012. 'Industry facing' and 'consumer facing' internet sites maintained and expanded by HCC - 1.1 million webpage hits to date. Approximately 1,600 liveweight price text messages issued by HCC on a weekly basis (for beef and sheep)</p>
	Deliver a network of demonstration farms, development farms and discussion groups and disseminate best practice responsibly to the industry					<p>A network of demonstration farms, discussion groups and business clubs have been maintained through Farming Connect. 37 events were held on Demonstration farms for the red meat sector. Discussion group meetings have remained to be a popular and effective means of communicating up to date and relevant information and advice to farmers, and a total of 185 discussion group meetings were delivered to the red meat sector by Farming Connect during this period. Farming Connect have established 9 "Know your flock" business clubs across Wales for sheep farmers to share best practice and bench-mark production costs</p> <p>18 hot topic articles produced and posted on HCC's corporate website to encourage best practice</p>
	Support a range of business improvement activities focused on reducing waste, adding value, reducing energy and water usage; and including benchmarking to encourage informed decision making and genetic improvement					<p>30 meetings and events (compared to 42 in 2011/2012), 5 farm visits, 1 dedicated open day and the design of 4 factsheets/ booklets focused on genetic improvement in beef and sheep delivered by HCC. 241 breeders participated in the HCC Breed Improvement Scheme (compared to 634 in 2011/2012) that encouraged the introduction of desirable genetics into pedigree beef herds and sheep flocks by monitoring genetic progress through performance recording (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU)</p> <p>309 farmers participated in the HCC Elite AI Bull Project, which encouraged the use of bulls with high EBVs in desired traits on commercial suckler herds. 288 commercial beef producers undertook on-line training that encouraged and developed the use and understanding of EBVs in commercial beef herds in Wales</p> <p>4 publications produced and disseminated by HCC on cost of production/ benchmarking by HCC (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU), including lamb cost of production and suckler calf cost of production</p> <p>The Welsh Government through Farming Connect provides tailored one to one business and technical guidance and environmental advice on a variety of topics (including feeding and breeding for improved performance, reducing feed costs by growing more grass or supplementary crops, making better use of fertiliser and farm manures, improving animal health, financial planning to forecast cashflow and profit, environmental protection and enhancement, succession planning, environmental management and land management, farm diversification, energy conservation and generation and climate change) via the Whole Farm Plan and the Farm Advisory Services. The Knowledge Transfer Programme delivery aims to help producers adopt new practices, benchmark performances, share ideas, address market needs and encourage innovation. It also supports the industry on cross cutting themes of environment and climate change, animal health and welfare, health and safety, biosecurity, effective use of ICT, women and young entrants. Information is disseminated via a range of delivery methods, e.g. Demonstration Farm project events, discussion groups, business clubs, workshops, farm walks, podcasts and clinics</p>
	To inform consumers of the benefits of Welsh red meat in the diet, counter threats to consumption, highlight the essential role that livestock production plays in maintaining Wales' landscape and biodiversity and highlight Welsh red meat production standards					<p>Farming and Countryside Education (FACE) provided a range of educational programmes to raise understanding amongst children of how food is produced - through their website, publications, open days, school farmer markets and DVD's - focused on healthy eating and sustainability, the food chain, local food, school meals, farming methods, food miles and global agriculture</p> <p>11 UK events and shows attended by HCC to target consumers (compared to 9 in 2011/2012) including Royal Welsh Show, Winter Fair, Halford Road Race, Urdd National Eisteddfod and Taste of London</p> <p>21 events attended by HCC to promote the healthy eating message amongst schools and health professionals (compared to 6 in 2011/2012), including the Urdd National Eisteddfod (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU)</p> <p>Several thousand copies of Cool2Cook (red meat cook book aimed at children) distributed by HCC via school events and through shows such as the Royal Welsh and Urdd National Eisteddfod</p> <p>7 publications/ new media teaching aids produced by HCC to raise awareness of the importance of Welsh red meat in the diet and to raise consumer understanding of how meat is produced (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU) - compared to 3 in 2011/2012</p> <p>Tastings and cooking demonstrations provided by HCC at events worldwide - including Cibus trade show (Italy), Sial trade show (France), Sirha, trade show (France), Halfords Tour Series (Wales), the URDD National Eisteddfod [Welsh language youth organisation] and Conwy Food Festival</p>

Objective	Action	Progress				Achievements 2012- 2013	
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013		
9. Regulatory development	To advise, assist and influence policy makers and regulatory development with regard to the Welsh red meat industry and support the Welsh red meat industry in complying with and adapting to legislation and requirements (whilst ensuring longer-term economic and environmental sustainability)	Keep up to date with global/ EU/ UK/ Welsh policy and strategic developments, including developments in diet and nutrition; developments in new products, techniques and technologies; and environmental requirements					<p>The Welsh Government, FSA Wales, EA, HCC, trade organisations and farmers unions keep up to date with policy and strategic developments on an ongoing basis through attendance at research and market intelligence/ insight meetings, by receiving weekly/ monthly/ quarterly/ annual subscriptions and liaising with contacts worldwide</p> <p>The Welsh Government, through Farming Connect, provides tailored one to one business and technical guidance and environmental advice on a variety of topics (including assisting farmers to meet cross-compliance requirements) via the Farm Advisory Services. A range of delivery methods are in place to disseminate key industry messages and new developments through our range of delivery tools, strategic awareness events and through the Knowledge Transfer Programme.</p>
		Improve nutritional standards of food and drink provided in schools in Wales					<p>7 publications/ new media teaching aids produced by HCC to raise awareness of the importance of Welsh red meat in the diet and to raise consumer understanding of how meat is produced (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU)</p> <p>The Welsh Government's Appetite for Life initiative aims to improve the food and drink provided in schools, through encouraging school meal providers to work towards more challenging food and nutritional standards, including meat and meat products standards. The meat and meat products standard aims to improve the quality of meat and poultry products used in schools, cut down on the number of times that manufactured meat products are served, reduce the fat content of children's diets and encourage children to embrace greater diversity in their diets and explore new taste experiences in and out of school. The Appetite for Life recommended standards are to become statutory standards during 2013. A consultation seeking views on the Regulations setting out the nutritional standards and requirements for food and drink provided in schools (including nursery schools) maintained by local authorities (LAs) in Wales ended on 25 April 2013. The provisions in these draft Regulations are based on the food and nutrient standards recommended under the Welsh Government's Appetite for Life agenda</p>
	Influence global/ EU/ UK/ Welsh policies and strategies to ensure commercial performance is not adversely affected					<p>HCC responded to 15 relevant government and industry consultations, aimed at informing policies and strategies affecting the Welsh red meat industry (compared to 14 in 2011/12)</p> <p>Frequent meetings held and sponsorship of events undertaken by HCC to raise awareness of Welsh red meat to politicians and policy makers in Cardiff Bay, London and Brussels</p>	
	Interact with the Welsh Government Task Force and the Red Tape Review					<p>In August 2011, Welsh Ministers requested a report to investigate the regulatory burden on Welsh farmers and land managers in Wales. The "Working Smarter" report (published in January 2012) recommended a simplified and improved way of working for both regulators and farmers in Wales and included 74 recommendations to the Welsh Government. In March 2013, a review of progress was published which concluded that progress was very satisfactory overall - of the 74 recommendations, 29 had been completed (39 percent), 39 were in progress (53 percent) and 6 were yet to commence (8 percent)</p>	
	Ensure interaction with policy makers to ensure Welsh interests are protected					<p>The Welsh Government, FSA Wales and HCC maintained a dialogue with key Government Ministers through regular meetings</p> <p>Frequent meetings held and sponsorship of events undertaken by HCC to raise awareness of Welsh red meat to politicians and policy makers in Cardiff Bay, London and Brussels</p>	
	Investigate the links between cross compliance and farm assurance to ensure there is no duplication or additional burden					<p>The "Working Smarter" report (published in January 2012) includes recommendations to the Welsh Government on how to minimise duplication or additional burden in relation to compliance checks. A Welsh Government team has been set up to deliver against the recommendations. In March 2013, a review of progress was published which concluded that progress was very satisfactory overall</p>	

Objective	Action	Progress				Achievements 2012- 2013	
		2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013		
10. Contingency planning	To support the improvement of business efficiency of Welsh red meat industry	Undertake contingency planning to assist the industry during times of difficulty (to include animal health and market impact)					<p>The Animal Health Act 2002 requires that contingency plans are produced which cover certain specified notifiable diseases including Foot and Mouth Disease, Newcastle Disease and Avian Influenza. The Welsh Government Contingency Plan for Exotic Animal Diseases sets out the structures and processes for dealing with exotic animal disease in Wales. The Plan is fully consistent with, and ties into, the GB & Northern Ireland Plan and is reviewed annually. UK plans will be tested in 2013 on the response to an outbreak of Classical Swine Fever. Exercise Walnut is a national exercise that will include Government officials from all administrations and operational partners and stakeholders. Lessons learned from the exercise will go forward in the next review of the Welsh Government Contingency Plan for Exotic Animal Diseases</p> <p>The Welsh Government continues to work with the industry to identify and assess vulnerabilities facing the Welsh food supply chain should operational, financial, external or market disruptions be experienced</p> <p>The Welsh Government will be looking how the Welsh agricultural sector works and what might be done to strengthen resilience at a business, sector and cross-Wales level in 2013. The review will also consider the ways in which Welsh Government should respond to adverse weather conditions in the future</p> <p>HCC contributed to Welsh Government and Defra contingency planning exercises</p>

Annex 3

Action Plan Monitoring Committee Members

HCC Board Members

Dai Davies (*Monitoring Committee Chair*)

Gwynn Angell Jones

Richard Rogers

Wyn Williams

Industry Representatives

FUW Livestock, Wool & Marts Committee Chair - Dafydd Roberts

NFU Cymru Livestock Board Chair - Lyndon Edwards

Welsh Government Officials

Food and Market Development Division - Paula Whitfield

Agriculture, Fisheries and Rural Strategy Division - Vicky Davies

HCC Executives

Siôn Aron Jones

Kirsten Hughes