

Strategic Action Plan for the Welsh Red Meat Industry



2013-2014

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 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 Sub 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 2.

The Committee is a unique group for monitoring performance against the Strategic Action Plan targets for the Welsh Red Meat Industry. Its role is crucial in ensuring transparency and it provides a valuable process in reviewing the ongoing contribution of partners within the red meat sector towards achieving the vision.

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 have been published each year from 2010 to 2013, summarising delivery against the targets within the Action Plan. It was reported that targets had either been completed or were progressing well during these years.

The 2013-2014 Annual Monitoring Report is the fifth output of the Monitoring Sub Committee and covers the period 01 April 2013 to 31 March 2014.

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, summarising 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 (2013-2014)

The following tables highlight some of the achievements against actions for 2013-2014, with the detailed achievements recorded in Annex 1.

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 (2013-2014)
1. Promotion	<p>Consumer perception of PGI Welsh Lamb as a quality product achieved 89% in Wales and 81% in Meridian.</p> <p>Consumer opinion of PGI Welsh Lamb as 'a brand for me' achieved 88% in Wales and increased to 71% in Meridian.</p> <p>Consumer opinion that they are more likely to buy PGI Welsh Lamb increased to 72% in Wales and achieved 61% in Meridian.</p> <p>Consumer perception of PGI Welsh Beef as a quality product achieved 90% in Wales.</p> <p>Consumer opinion of PGI Welsh Beef as 'a brand for me' achieved 86% in Wales.</p> <p>Consumer opinion that they are more likely to buy PGI Welsh Beef achieved 71% in Wales.</p> <p>HCC disseminated point of sales materials for Welsh Lamb, Welsh Beef and Pork to all Welsh independent butchers and over 90% displayed the material in their store.</p> <p>Over 90% of retailers are utilizing appropriate PGI Welsh Lamb and Welsh Beef labelling.</p> <p>3 point of sale materials disseminated by HCC to GB retailers for Welsh Lamb and Welsh Beef and Pork.</p> <p>3 exploratory visits undertaken by Welsh Government and/or HCC to Germany, Russia and Switzerland and 6 inward trade missions undertaken by HCC from Germany, Italy (2), France, Denmark and Sweden.</p>

Actions	Highlights of Delivery (2013-2014)
<p style="text-align: center;">1. Promotion (continued)</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. In particular there was increased focus on the use of social media with great success, resulting in substantial increases in opportunities to see promotional material across all social media channels using cost effective methods.</p> <p>Welsh Lamb TV advertising in the Wales and Meridian TV regions was undertaken by HCC during September 2013. Welsh Beef TV advertising in the Wales region undertaken during December 2013, together with sponsorship of Coast and Country on ITV Wales.</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> <p>Welsh Government published its consultation document in December 2013, Delivering Growth An Action Plan for the Food and Drinks Industry 2014-2020. The proposals set out in the consultation aim to encourage sustainable growth in the Welsh food and drink sectors and meet demands of the markets and consumers. It sets out a number of overarching themes and priorities for the food and drinks industry. One key theme recognises Welsh provenance and Wales's reputation for good quality food and drinks products as a positive strength and the Welsh Government proposal is to build on 'Food and Drinks Wales' as an overarching identity. This will encompass domestic and export market needs and expectations into a seamless vision both for the home market, export strategies and inward investment campaigns. Following consultation the final proposals and action plan will be launched in June 2014.</p>

Actions	Highlights of Delivery (2013-2014)
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">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 work 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>41 beef and lamb producer selection for slaughter courses delivered by HCC at abattoirs, with over 400 producers receiving training.</p> <p>The Welsh Government, through the Farming Connect scheme, continues to provide guidance and advice on a variety of topics via the Whole Farm Plan and Farm Advisory Services. The Knowledge Transfer Programme 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. HCC has also assisted Farming Connect with the dissemination of information on market requirements.</p> <p>The Farming Connect Skills Development Programme, continues to provide access to courses throughout Wales for both practical and regulatory linked training. New courses are still being introduced, such as the Safe Use of Pesticides – Grandfather Rights course, which has been developed to meet the regulatory change in pesticide use. The Skills Assessment tool can also identify any training and development opportunities. Young Farmers looking to apply for the YESS in particular have been accessing the Skills Assessment provisions.</p> <p>Improve (the Food and Drink Skills Council) has developed the Improve Proficiency Apprenticeship (IPA) in Food and Drink that meets the governments requirements for Apprenticeships in Wales and the needs of employers in Food and Drink industries. It supports the fast moving and dynamic world of food and drink and ensures apprentices gain opportunity for both on-and-off the-job learning.</p> <p>Welsh Government published its consultation document in December 2013, Delivering Growth An Action Plan for the Food and Drinks Industry 2014-2020. The proposals set out in the consultation aim to encourage sustainable growth in the Welsh food and drink sectors and meet demands of the markets and consumers. It sets out a number of overarching themes and priorities for the food and drinks industry. A key theme within the proposal recognises that a skilled and capable workforce is essential to achieving efficiency improvements and fuelling innovation. Following consultation the final proposals and action plan will be launched in June 2014.</p>

Actions	Highlights of Delivery (2013-2014)
<p style="text-align: center;">3. Animal health and welfare</p>	<p>Consultation on a new framework for animal health and welfare was launched on 3rd March 2014 and closes 25th April. In Wales this will succeed the current Great Britain Animal Health and Welfare Strategy which was published in 2004. The aim is to continue working in partnership to help raise standards of animal health and welfare of kept animals and help to protect public health. As part of the new approach to the Framework a new Framework Group is being appointed. The Group will help implement the new Framework. The animal disease priorities previously agreed for Wales under the GB Strategy will carry forward until the new Group has had the opportunity to review.</p> <p>The Animal Health and Welfare Steering Task and Finish Group have submitted a report to the Minister for Natural Resources and Food for consideration of their findings and proposals for tackling sheep scab in Wales. This is currently under consideration.</p> <p>A sub-group of the Animal Health and Welfare Steering Group has been considering what action can be taken in Wales to tackle BVD and have started evaluating options. Work is on-going and supplementary work has been commissioned to evaluate costs, impact and options for Wales.</p> <p>HCC has attended 53 meetings to highlight the importance of understanding and addressing herd and flock health status together with ongoing dissemination of technical information on animal health and welfare, including booklets on sheep health and maximizing carcass value.</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> <p>The Welsh Government, through Farming Connect, arranged 372 animal health related events, including Business Clubs, workshops and discussion groups. These covered topics including herd health, flock performance, information and advice on how to control disease, sheep scab, silage analysis, Bovine Viral Diarrhoea. Delivery has placed a strong emphasis on animal health and welfare including the priorities identified in the Animal Health & Welfare Strategy.</p>

Actions	Highlights of Delivery (2013-2014)
<p style="text-align: center;">4. Environmental protection</p>	<p>The Welsh Government's Farming Connect Knowledge Transfer Programme has delivered a series of events promoting best practice in environmental sustainability including sward improvement without ploughing, addressing soil compaction, water resource management and grassland improvement. Climate change was promoted at events to the red meat sector and topics included anaerobic digestion, the benefits of digestates (run in conjunction with WRAP), insights into Hydro and biomass systems and soil and grassland management. In January 2014, Farming Connect re-launched the on-line Soil Temperature map, in conjunction with NRW, in order to aid farmers with the timely application of fertilizer.</p> <p>Farming Connect provides support to businesses in applying for Glastir Entry through mentoring and advice on the most suitable options for their farm. This also now covers the business impact of entering the scheme, to ensure that it is a truly sustainable option for the farm. Farming Connect has also supported businesses that have applied for the Glastir Efficiency Grants scheme through FAS or the Whole Farm Plan service by completing nutrient management plans, slurry storage reports and energy and water efficiency reports. Farming Connect have assisted in arranging Glastir drop-in surgeries during 2013 for farmers to gain advice and guidance on the most suitable options for their farms.</p> <p>The Welsh Government has awarded a contract to Review Land Use Climate Change in Wales. The project will be undertaken by a consortium of researchers and the primary aim is to provide an assessment of the evidence base and make recommendations to support delivery of climate change actions in the Wales Rural Development Plan 2014-2020.</p> <p>Natural Resources Wales came into being in April 2013 bringing together the work of the Countryside Council for Wales, the Environment Agency Wales and Forestry Commission Wales. Its purpose is to ensure that the natural resources of Wales are sustainably maintained, enhanced and used, now and in the future. Following consultation with stakeholders, staff, customers and the people of Wales a Corporate Plan was published, setting out outcomes and priorities for the next 5 years.</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 2013/2014, 16 producer events were held to disseminate the actions highlighted in the Red Meat Roadmap.</p> <p>The results of Welsh Government and HCC funded research undertaken by Bangor University into bio-reduction of fallen stock were received in November 2011. The European Food Safety Authority (EFSA) has considered the report submitted and provided a response (but not approval) which is being considered in order to inform next steps.</p>

Actions	Highlights of Delivery (2013-2014)
<p>5. New entrants</p>	<p>15 studentships (PhD's and MSc's) commissioned by HCC in 2012/13, including topics such as climate change mitigation, novel grass varieties, control strategies for cryptosporidium and inventory calculations for measuring greenhouse gas emissions. HCC has continued to support these studentships throughout 2013/14.</p> <p>The Welsh Government commissioned an independent review by Malcolm Thomas MBE into the "Next Generation into Farming". This review identified issues affecting new entrants to the industry. The implementation of recommendations from this review will be critical in supporting succession within the industry for the longer term.</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>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. Improve has also developed the Improve Proficiency Apprenticeship (IPA) in Food and Drink.</p> <p>Welsh Government continued to engage following the recommendations made within the Equality and Human Rights Commission (EHRC) review into recruitment and employment in the meat and poultry processing sector in England and Wales.</p>

Actions	Highlights of Delivery (2013-2014)
<p style="text-align: center;">6. Supply chain integration</p>	<p>Welsh Government published its consultation document in December 2013, Delivering Growth An Action Plan for the Food and Drinks Industry 2014-2020. The proposals set out in the consultation aim to encourage sustainable growth in the Welsh food and drink sectors and meet demands of the markets and consumers. It sets out a number of overarching themes and priorities for the food and drinks industry. To ensure industry and Government work closely in partnership it proposes that a forum should be established (proposed as the Welsh Food and Drink Federation) comprising the food industry, Government and partner bodies. Its main aims would be to provide leadership, scope market opportunities, enhancing knowledge and greater understanding of agri-food supply chains. Following consultation the final proposals and action plan will be launched in June 2014.</p> <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. 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> <p>To enhance linkages between tourism and red meat production/products HCC undertook the Red Meat Roadshow (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU) which attended 12 events (38 days) throughout Wales at popular tourist destinations. The Red Meat Roadshow included cooking demonstrations and copies of the 'Out & About with the Welsh Red Meat Roadshow' booklet, encompassing aspects of Welsh food, culture and environment were distributed.</p>

Actions	Highlights of Delivery (2013-2014)
<p style="text-align: center;">7. Product development</p>	<p>The Food Centre Wales - Horeb SCE project (funded through the Rural Development Plan for Wales) 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.</p> <p>HCC is working closely with all parts of the red meat supply chain including processors in Wales and exporters to encourage development of new/alternative market sectors and products. A feasibility study into the potential to extend the shelf life of PGI Welsh Lamb has commenced, supported by major processors.</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>The Processing and Marketing Grant Scheme - part of Axis 1 of the Rural Development Plan for Wales - 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>Ongoing encouragement within the industry by HCC for the development of innovative ways of utilising the fifth quarter, hides, skins and offal products. HCC commissioned a study into the opportunities for co-products.</p> <p>HCC awarded 2 scholarships to New Zealand for members of the Welsh red meat supply-chain to study sheep genetics and grazing systems and production methods.</p>

Actions	Highlights of Delivery (2013-2014)
<p>8. Information and advice dissemination</p>	<p>The Welsh Government published Gwlad monthly, to disseminate information and advice to over 30,000 individuals in the Welsh agricultural industry.</p> <p>HCC targeted relevant trade, consumer and general media, through press releases and on-site visits by farming and other trade journalists - 124 press releases issued by HCC and 28 articles written.</p> <p>Dissemination of information and advice by HCC through literature, the HCC websites, attendance at events and shows and increasingly through the use of digital media:</p> <ul style="list-style-type: none"> • 12 Market Bulletins and 26 industry focused publications. • 'Industry facing' and 'consumer facing' internet sites maintained and expanded (nearly 2 million webpage hits to date). • Liveweight price text messages issued to 1,870 recipients. <p>A network of demonstration farms, discussion groups and business clubs have been maintained through Farming Connect. 36 events were held on demonstration farms for the red meat sector and a total of 239 discussion group meetings were delivered. The Farming Connect Business clubs also covered topics such as 'Know your flock', introduction to KPI's in lamb production and lamb costing.</p> <p>The Farmer Innovation Fund was agreed and commenced in April 2014. Seven of the projects relate to the red meat industry, including understanding lamb growth rates and fecal egg counts in the performance of finishing lambs, practical assessment of different strategies to improve grassland and nutrient management, optimising lamb value from feeding plantain. The Welsh Government through Farming Connect also continues to provide tailored one to one business and technical guidance and environmental advice on a variety of topics via the Whole Farm Plan and the Farm Advisory Services. 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> <p>41 meetings held with producers and processors to highlight the importance of carcass feedback from processors to producers. Literature and articles disseminated to encourage best practice.</p> <p>6 events attended by HCC to promote the healthy eating message amongst schools and health professionals.</p>

Actions	Highlights of Delivery (2013-2014)
<p style="text-align: center;">9. Regulatory development</p>	<p>The Healthy Eating in Schools (Nutritional Standards and Requirements) (Wales) Regulations 2013 came into force on 2 September 2013. These regulations set out the types of food and drink that should be provided during the school day; and define the nutrient content of school lunches. Schedule 3 of the regulations sets out that meat must be provided in primary schools on at least two days a week and in secondary schools on at least three days a week.</p> <p>HCC responded to 20 relevant government and industry consultations, aimed at influencing 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. Commemorative publication - Flying the Flag: Decade of Success for the Welsh Red Meat Brands - circulated to AMs, MPs and MEPs.</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.</p> <p>In 2011, Welsh Ministers requested a report to investigate the regulatory burden on Welsh farmers and land managers in Wales. The "Working Smarter" report (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.</p>

Actions	Highlights of Delivery (2013-2014)
<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. Exercise Walnut (completed in 2013) tested the UK plans that would be invoked to respond to an outbreak of Classical Swine Fever. It was a national exercise that included Government officials from all administrations and operational partners and stakeholders. The lessons learnt from the exercise were collated into a report, produced by the AHVLA, which has been used to inform the review of the WG Contingency Plan for Exotic Animal Diseases.</p> <p>The Welsh Government worked to ensure a rapid, robust and co-ordinated response by appropriate agencies to the horsemeat investigation in 2013. Close and co-operative working quickly developed to address the issue. An independent review of the response was undertaken to improve the preparedness in the event of future food standard concerns and ensure food chain integrity.</p> <p>The "Review into the Resilience of Welsh Farming" report (published in January 2014) includes recommendations to the Welsh Government on developing responses to risk and emergency events, and maximising economic performance of Welsh agriculture. A Welsh Government team has been set up to deliver against the recommendations.</p>

FOCUS FOR DELIVERY OF THE ACTION PLAN IN 2014-2015

In order to monitor progress of delivery against Actions in 2013-2014, the Monitoring Sub Committee agreed to split the Actions into the following three categories for delivery.

1. 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 2014-2015. These are colour coded in the tables in Annex 1.

2. 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 2014-2015. These are colour coded in the tables in Annex 1. The Actions are as follows:

- Develop protected food status for Welsh Pork- during 2013-2014 the industry has developed a Welsh Pedigree Pig Society TSG (Traditional Specialties Guaranteed) application for consultation and this will be progressed during 2014/15. Following consideration by the Monitoring Committee it was recommended not to pursue an application for PGI status for Welsh Pork.
- Support and develop new Welsh branded products by encouraging development of new/alternative market sectors and products through extending the shelf life of PGI Welsh Lamb
- Encourage development of innovative ways of utilising the fifth quarter, hides, skins and offal products to encourage use of the entire carcass
- Undertake contingency planning to assist the industry during times of difficulty through supporting implementation of the recommendations within the 'Review into the Resilience of Welsh Farming'
- Promote the Welsh red meat industry as a career opportunity and support young farmers and new entrants initiative/events through supporting implementation of the recommendations within the "Next Generation into Farming"

3. Actions which have not been fully achieved

In one instance an Action has not been fully achieved in 2013-2014 as delivery is still underway. This is colour coded in the tables in Annex 1. The Action is as follows:

- Support the uptake of automated carcass grading systems in Welsh abattoirs
A project proposal to support the development and uptake of Video Image Analysis in Welsh abattoirs has been prepared by HCC and sources of funding continue to be investigated to progress this work.

Annex 1

Achievements against Actions (2013-2014)

In the following tables achievements against actions (April 2013 to March 2014) 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 2013- 2014							
		2009/10	2010/11	2011/12	2012/13		2013/14						
1. Promotion	To advertise and promote Welsh red meat and promote the industry overall					HCC use of the Rain TV advertisement has seen a rise in the recognition of the Welsh Lamb brand in Wales of 8%, up to 33% - <i>Source: Market Tools for HCC</i>							
						Consumer perception of PGI Welsh Lamb as a quality product achieved 89% (from 94%) in Wales and increased to 81% in Meridian (from 80%) - <i>Source: Market Tools for HCC</i>							
						Consumer opinion of PGI Welsh Lamb as 'a brand for me' achieved 88% in Wales (from 90%) and increased to 71% in Meridian (from 70%) - <i>Source: Market Tools for HCC</i>							
						Consumer opinion 'that they were more likely to buy PGI Welsh Lamb' increased to 72% in Wales (from 68%) and achieved 61% in Meridian (establishing a baseline) - <i>Source: Market Tools for HCC</i>							
						Consumer perception of PGI Welsh Beef as a quality product maintained 90% in Wales - <i>Source: Market Tools for HCC</i>							
						Consumer opinion of PGI Welsh Beef as 'a brand for me' achieved 86% in Wales (from 89%) - <i>Source: Market Tools for HCC</i>							
						Consumer opinion 'that they were more likely to buy PGI Welsh Beef' achieved 71% (from 77%) in Wales - <i>Source: Market Tools for HCC</i>							
						HCC disseminated point of sale materials for Welsh Lamb, Welsh Beef and Pork to all Welsh independent butchers and over 90% displayed the materials in their stores							
	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)						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						
							Over 90% of retailers utilising appropriate PGI Welsh Lamb and Welsh Beef labelling						
							HCC undertook a review of the objectives of the Welsh Lamb Club. The scheme will be restructured during 2014.						
							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 - 205 members						
							Over 900,000 Welsh Lamb and Welsh Beef labels distributed by HCC to non-established retailers. HCC also worked with major multiples to incorporate logos into packaging						
							3 sets of point of sale materials (for Welsh Lamb, Welsh Beef and Pork from Wales) disseminated by HCC to GB retailers (Autumn/Winter, Christmas and Spring/Summer)						
							Open up new markets for Welsh red meat (at home and in export), where appropriate, for prime red meat, veal, mutton, etc.						4 export markets attended by Welsh exporters alongside the Welsh Government and/ or HCC - TuttoFood (Italy), Anuga (Germany), ProdExpo (Russia) and Gulfood (Dubai) (compared to 6 in 2012/2013)
													3 exploratory market visits undertaken by the Welsh Government and/ or HCC - to Germany, Russia and Switzerland (compared to 5 in 2012/2013). 6 inward trade missions undertaken by HCC to France, Germany, Italy, Denmark and Sweden (compared to 4 in 2012/2013)
													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 worldwide (including USA, Singapore and Russia) and in the UK (including Harrods, Fortnam and Mason and Lidl)
						HCC membership of UK Export Certification Partnership (UKECP) which seeks to open up markets for UK exports							

Objective	Action	Progress					Achievements 2013- 2014	
		2009/10	2010/11	2011/12	2012/13	2013/14		
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. Support also provided to cookery events and sponsorship of the Welsh Culinary team 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. A position paper was 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. In particular there was increased focus on the use of social media with great success, resulting in substantial increases in opportunities to see promotional material across all social media channels using cost effective methods. Welsh Lamb TV advertising in the Wales and Meridian TV regions was undertaken by HCC during September 2013. Welsh Beef TV advertising in the Wales TV region undertaken by HCC in December 2013
	To protect Welsh red meat and enhance the Welsh red meat brands	Develop PGI status for Welsh Pork						During 2013-2014 a Welsh Pedigree Pig Society TSG (Traditional Specialties Guaranteed) application has been developed for consultation and this will be progressed during 2014/15. Following consideration by the Monitoring Committee it was recommended not to pursue an application for PGI status for Welsh Pork.
		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 – 57 annual inspections and 11 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 2013- 2014	
		2009/10	2010/11	2011/12	2012/13	2013/14		
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	Undertake relevant, cost effective research activity which meets the needs of the Welsh red meat sector whilst ensuring there is no duplication						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 sustainable protein sources for ewes, liver fluke in cattle and forage breeding to improve the fatty acid content of perennial ryegrass The Welsh Government (WG) continue to work with external organisations to determine Welsh research priorities. Aim to influence research and evidence programme direction and facilitate collaboration where appropriate. WG work with Research Councils - BBSRC, NERC, LWEC, Research Institutes, Levy Bodies, Devolved Administrations and EU (EIP's). 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 Intensification Platform, Global Food Security Programme & UK Agri Tech Strategy. Welsh Government maintains links with the Technology Strategy Board - Sustainable Agriculture and Food Innovation Platform which is Business led research to develop near market new technologies. New funding such as Agri Tech Catalyst funds (BBSRC/ TSB) to be considered. 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 the global lamb and beef market, commissioned by HCC and findings disseminated

Objective	Action	Progress					Achievements 2013- 2014
		2009/10	2010/11	2011/12	2012/13	2013/14	
2. Research activity and training (continued)	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						67 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 38 in 2012/2013)
							The Welsh Government, through the Farming Connect scheme, continues to 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, continues to provide access to courses throughout Wales for both practical and regulatory linked training, and is set up to meet the needs of the industry in regards to improving business and technical efficiency, 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). New courses are still being introduced, such as the Safe Use of Pesticides – Grandfather Rights course, which has been developed to meet the regulatory change in pesticide use. The Skills Assessment tool can also identify any training and development opportunities and any new areas of expertise to develop for individuals and businesses. The Online Skills Assessment offer the opportunity for farmers to assess their skills and training needs online in their own time, and can help identify skills and training gaps for individuals and businesses; and select approved Training Providers pan Wales to deliver the training needs identified. Face-to-Face discussions with regional coordinators are also available. Young Farmers looking to apply for the YESS in particular have been accessing the Skills Assessment provisions.
							Welsh Government published its consultation document in December 2013, Delivering Growth An Action Plan for the Food and Drinks Industry 2014-2020. The proposals set out in the consultation aim to encourage sustainable growth in the Welsh food and drink sectors and meet demands of the markets and consumers. It sets out a number of overarching themes and priorities for the food and drinks industry. A key theme within the proposal recognises that a skilled and capable workforce is essential to achieving efficiency improvements and fuelling innovation. Following consultation the final proposals and action plan will be launched in June 2014.
							Improve (the Food and Drink Skills Council) has developed the Improve Proficiency Apprenticeship (IPA) in Food and Drink that meets the governments requirements for Apprenticeships in Wales and the needs of employers in Food and Drink industries. It supports the fast moving and dynamic world of food and drink and ensures apprentices gain opportunity for both on-and-off the-job learning. The IPA includes the Foundation Apprenticeship (level 2), the Apprenticeship (level 3) and the Higher Apprenticeship (level 4)
							Improve develops qualifications with employers to help the industry to remain competitive. This ensures they are fit for purpose and that they fulfil the exact needs of food and drink businesses. There are two innovative and flexible families of qualifications available at different levels, making it possible for everyone from new entrants to experienced managers to find a qualification that will be right for them.
							<ul style="list-style-type: none"> • Improve Proficiency Qualifications (IPQs) - Develop and confirm competence of staff in the workplace • Improve Vocational Qualifications (IVQs) - Allow learners to develop skills and knowledge in a learning environment

Objective	Action	Progress					Achievements 2013- 2014
		2009/10	2010/11	2011/12	2012/13	2013/14	
3. Animal health and welfare	To promote the Welsh red meat industry overall						<p>Consultation on a new framework for animal health and welfare was launched on 3rd March 2014 (Closed 25th April). In Wales this will succeed the current Great Britain Animal Health and Welfare Strategy which was published in 2004. The aim is to continue working in partnership to help raise standards of animal health and welfare of kept animals and help to protect public health. The purpose of this consultation is to seek views on the proposed approach for developing a framework, the draft strategic outcomes for animal health & welfare in Wales and the data required to support them. It is essential to work with industry and other partners to collect, share and use data to agree disease priorities, identify solutions and make effective decisions to achieve maximum impact and ensure best use of resources.</p> <p>As part of the new approach to the Framework an exercise is being undertaken to appoint a new Framework Group through the public appointment process. The Group will help implement the new Framework. The animal disease priorities previously agreed for Wales under the GB Strategy will carry forward until the Group has been formed and they have the opportunity to review. The current Chair (Peredur Hughes) appointment overlaps with the formation of the new Group and he will therefore remain as Chair.</p> <p>The AHWS Task and Finish Group have submitted a report to the Minister for Natural Resources and Food for his consideration on their findings and proposals for tackling sheep scab in Wales. This is currently under consideration.</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. Work is on-going and supplementary work has been commissioned to evaluate costs, impact and options for Wales.</p> <p>The Welsh Government engage with external organisations to discuss Welsh research priorities</p> <p>The Welsh Government TB eradication programme is carrying out a long-term goal of eradicating bovine TB in Wales. The programme is aimed at dealing with all the sources of TB infection - controls are in place to tackle the disease in cattle and vaccinating badgers has started to deal with the infection in the badger population. A key part of the TB eradication programme is also to develop and promote improved biosecurity and husbandry practices. In December 2013 the European Commission formally accepted the UK bovine TB eradication plan for 2014. This is an important part of the programme as it underpins all activities that will be undertaken and means that Wales will receive a share of provisional funds awarded to the UK to help accelerate the eradication of the disease.</p> <p>Farming Connect's innovative and farmer focused approach enables businesses to strive for the highest standards of animal health, welfare and biosecurity. A total of 372 animal health related events were arranged, including Business Clubs, which looked at topics including herd health, 'Know your flock' focusing on key performance indicators influencing flock performance, feeding options including consideration of outwintering stock. Discussion groups covered topics including lambing focus events, keeping disease off farms and suckler herd health and performance. Workshops included sheep scab, aimed at helping farmers gain an understanding of the disease, its diagnosis, treatments available and reducing disease risk, faecal egg counts, aimed at encouraging farmers to monitor worm populations on their own farms so they only treat when necessary, silage analysis, to developed understanding of silage analysis and the nutritional requirements of different classes of livestock, BVD - aimed at helping and encouraging farmers to carry out an initial screen of their suckler beef herds for the presence of Bovine Viral Diarrhoea (BVD) virus. Other activities included drop-in clinics, farm events and discussion groups, factsheets, shows and exhibitions, as well as using new media such as podcasts.</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.</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 AHVLA Veterinary and Science Policy Advice Team and Veterinary Exotic Notifiable Diseases Unit undertook regular surveillance for diseases across GB, communicating their findings to the GB administrations accordingly. The AHVLA International Disease Monitoring and Risk Assessment team monitor and provide updates on emerging diseases from across the world. This enabled GB Administrations to track both the domestic and International potential threats of disease incursion.</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. HCC also engaged with the national Control of Worms Sustainably group.</p> <p>53 meetings attended by HCC to highlight the importance of understanding and addressing herd and flock health status together with ongoing dissemination of technical information on animal health and welfare</p>

Objective	Action	Progress					Achievements 2013- 2014
		2009/10	2010/11	2011/12	2012/13	2013/14	
4. Environmental protection	To seek to mitigate the Welsh red meat industry's impact on the environment						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. 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
	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 delivered a series of events promoting best practice:</p> <ul style="list-style-type: none"> • Efficient grassland management and utilisation to improve profitability and increase sustainability (projects developed in conjunction with IBERS 'Grazing 4 Profit') • Developing and demonstrating a series of cropping options for out wintering cattle • Improving pasture use through rotationally grazing sheep and cattle including a review of the environmental impact • Sward improvement without ploughing • Addressing soil compaction • Water resource management • Soil compaction and grassland improvement <p>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.</p> <p>The bioreducer application was submitted to EFSA 5th June 2013 via Defra as the UK Competent Authority for the ABP Regulations. EFSA's opinion, published 17th December 2013 was not favourable. The Welsh Government has noted the assessment by the EFSA Biohazard panel and, in line with the Minister's commitment detailed in Kevin Roberts Resilience Review, is now working with partner organisations to consider the detail of the EFSA report before deciding on next steps</p> <p>Natural Resources Wales came into being in April 2013 bringing together the work of the Countryside Council for Wales, the Environment Agency Wales and Forestry Commission Wales. Its purpose is to ensure that the natural resources of Wales are sustainably maintained, enhanced and used, now and in the future. Following consultation with stakeholders, staff, customers and the people of Wales a Corporate Plan was published, setting out outcomes and priorities for the next 5 years.</p>
	Encourage utilisation of local slaughtering/ processing facilities, where appropriate, in order to minimise the environmental impact of movements of livestock to						<p>30 abattoirs visited to explore options for working with suppliers on factors influencing business efficiency and environmental impact</p> <p>HCC supported the improvement of links between abattoirs and producers in their locality through the provision of carcass selection training at abattoirs in Wales</p>
	Pursue environmental accreditations at plant level						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
	Provision of advice on agri-environment schemes						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 Glastir Entry by giving them mentoring and advice on the most suitable options for their farm. This provision now also covers the business impact of entering the scheme, to ensure that it is a truly sustainable option for the farm. During this period Farming Connect has also supported businesses that have applied for the Glastir Efficiency Grants scheme through FAS or the Whole Farm Plan service by completing nutrient management plans, slurry storage reports and energy and water efficiency reports. Farming Connect have assisted in arranging Glastir drop-in surgeries during 2013 for farmers to gain advice and guidance on the most suitable options for their farms, and in 2014, a further 6 surgeries have already been arranged. 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.
	Encourage uptake of existing environmental audits available						Welsh Government, through Keep Wales Tidy, continues to encourage the uptake of environmental audits through the dissemination of information at events, the Keep Wales Tidy website, and through publications and press relations.

Objective	Action	Progress					Achievements 2013- 2014
		2009/10	2010/11	2011/12	2012/13	2013/14	
4. Environmental protection (continued)	To seek to mitigate the Welsh red meat industry's impact on the environment (continued)						<p>In 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. Natural Resources Wales provides advise on sustainable land and water use and integrated natural resource management to embed good practice through the dissemination of information at events and through publications and press relations.</p> <p>HCC awarded 2 scholarships to New Zealand for members of the Welsh red meat supply-chain to study sheep genetics and grazing systems and production methods (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 2014 to disseminate the findings of their trips. The scholars from 2012/2013 attended 8 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 2013/2014, 16 producer events were held to disseminate the actions highlighted in the Red Meat Roadmap (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU)</p> <p>The bioreducer application was submitted to EFSA 5th June 2013 via Defra as the UK Competent Authority for the ABP Regulations. EFSA's opinion, published 17th December 2013, was not favourable. The Welsh Government has noted the assessment by the EFSA Biohazard panel and, in line with the Minister's commitment detailed in Kevin Roberts Resilience Review, is now working with partner organisations to consider the detail of the EFSA report before deciding on next steps</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 has been considered by the EFSA. The EFSA has provided a response (but not approval). This is currently being considered to inform next steps.</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 digesters (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 continues to provide 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 2013- 2014
		2009/10	2010/11	2011/12	2012/13	2013/14	
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 events to the red meat sector and topics included anaerobic digestion, the benefits of digestates (run in conjunction with WRAP), insights into Hydro and biomass systems and soil and grassland management. In January 2014, Farming Connect re-launched the on-line Soil Temperature map, in conjunction with NRW, in order to aid farmers with the timely application of fertilizer. The interactive map reported temperatures from 9 sites from across Wales each morning.</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>The Welsh Government seeks to maintain its scientific evidence base through close engagement with R&D providers throughout the UK. Of particular note is the Defra led UK Greenhouse Gas Inventory R&D Platform where consortia of research institutions are delivering specific methane emissions' factors for a range of cattle and sheep systems. The Welsh Government is also supportive of technological innovation especially where there are multiple benefits for the environment. It is closely engaged with the UK Agri-tech Strategy and the Defra led Sustainable Intensification R&D Platform.</p> <p>The Welsh Government has awarded a contract to Review Land Use Climate Change in Wales. The project will be undertaken by a consortium of researchers and the primary aim is to provide an assessment of the evidence base and make recommendations to support delivery of climate change actions in the Wales Rural Development Plan 2014-2020. It will also:</p> <ul style="list-style-type: none"> • support the refresh of the 2010 Climate Change Strategy for Wales' Delivery Plan for Emissions Reduction in the agriculture and land use sectors, • provide a basis for developing Sector Adaptation Plans, • outline how emissions can be reported, and • identify those actions that have potential to deliver multiple benefits in terms of (green) economic growth, sustainable development and alleviating poverty. <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						

Objective	Action	Progress					Achievements 2013- 2014	
		2009/10	2010/11	2011/12	2012/13	2013/14		
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)					15 studentships (PhD's and MSc's) commissioned by HCC in 2012/13, including topics such as climate change mitigation, novel grass varieties, control strategies for cryptosporidium and inventory calculations for measuring greenhouse gas emissions. HCC has continued to support these studentships throughout 2013/14.	
							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, dieticians and nutritionists	
	Promote the Welsh red meat industry as a career opportunity and support young farmer and new entrant's initiatives/ events							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). DVD segments uploaded to HCC YouTube channel.
								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
								Young farmers/ new entrants encouraged through a range of HCC activities - including study tours 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)
								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). 10 YFC stock judging events attended by HCC to highlight best practice.
								Lantra developed and promoted careers information to encourage more new entrants
								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. Improve has also developed the Improve Proficiency Apprenticeship (IPA) in Food and Drink
								The Welsh Government, through the Farming Connect Skills Development Programme, continues to provide 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. Business Plans have been prepared by consultants on behalf of young farmers seeking to access the YESS funding, and Skills Assessments have been undertaken for students at agricultural colleges in Wales. A team of young farmers from Ceredigion won the first Farmer Enterprise competition in 2013. - each team were allocated 50 lambs of the same breed and 0.8 hectares (2 acres) of land at Fronlas Farm in Coleg Powys, Newtown, with an additional 0.2ha (0.5 acres) of runback. The aim was to finish the lambs through grazing a forage crop of each team's choice.
								The Welsh Government commissioned an independent review by Malcolm Thomas MBE into the "Next Generation into Farming". This review identified issues affecting new entrants to the industry. The implementation of recommendations from this review will be critical in supporting succession within the industry for the longer term.
Ensure all employees of the red meat processing sector are treated in accordance with the Department for Health's Single Equality Scheme (2007-2010)							Welsh Government continued to engage following the recommendations made within the Equality and Human Rights Commission (EHRC) review into recruitment and employment in the meat and poultry processing sector in England and Wales.	

Objective	Action	Progress					Achievements 2013- 2014	
		2009/10	2010/11	2011/12	2012/13	2013/14		
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)	Seek to enhance the linkages between Welsh tourism and red meat production					<p>The Welsh Government continues 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. The recently published strategy, "The Welsh Government Strategy for Tourism 2013-2020 – Partnership for Growth", provides the basis for the Welsh Government, the tourism industry and other organisations to focus on the priorities that will deliver a more prosperous and competitive tourism sector. The strategy identifies quality local food and drink as part of the product offering and the need to increase Wales reputation as a high quality food destination through improving food quality and range, raising awareness amongst visitors and encouraging tourism operators to use locally sourced food. A 'Framework Action Plan Years 1-3' was published alongside the strategy.</p> <p>To enhance linkages between tourism and red meat production/products HCC undertook the Red Meat Roadshow (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU) which attended 12 events (38 days) throughout Wales at popular tourist destinations. The Red Meat Roadshow included cooking demonstrations and copies of the 'Out & About with the Welsh Red Meat Roadshow' booklet, encompassing aspects of Welsh food, culture and environment were distributed.</p> <p>Welsh Government published its consultation document in December 2013, Delivering Growth An Action Plan for the Food and Drinks Industry 2014-2020. The proposals set out in the consultation aim to encourage sustainable growth in the Welsh food and drink sectors and meet demands of the markets and consumers. It sets out a number of overarching themes and priorities for the food and drinks industry. To ensure industry and Government work closely in partnership it proposes that a forum should be established (proposed as the Welsh Food and Drink Federation) comprising the food industry, Government and partner bodies. Its main aims would be to provide leadership, scope market opportunities, enhancing knowledge and greater understanding of agri-food supply chains. Following consultation the final proposals and action plan will be launched in June 2014.</p>	
			Seek to have a Retailer Ombudsman appointed to regulate supermarkets					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. The Minister for Natural Resources and Food has discussed how the Adjudicator will operate with Christine Tacon who will take up the role
			Support development of multiple retailer and co-operative networks to strengthen branding, market share and market intelligence and to provide training opportunities					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

Objective	Action	Progress				Achievements 2013- 2014
		2009/10	2010/11	2011/12	2012/13	
7. Product development	To encourage the development of added value Welsh red meat products					<p>HCC is working closely with all parts of the red meat supply chain including processors in Wales and exporters to encourage development of new/alternative market sectors and products. A feasibility study into the potential to extend the shelf life of PGI Welsh Lamb has commenced, supported by major processors.</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) 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 Research and development, Training and mentoring, Guidance on new product development, Technical advice, Opportunities for collaboration and Access to the skills of qualified Food Technologists for food producers who cannot normally afford the up front costs of new product development</p> <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 within the industry by HCC for the development of innovative ways of utilising the fifth quarter, hides, skins and offal products. HCC commissioned a study into the opportunities for co-products. The findings are being reviewed and considered to inform next steps.
	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. 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				HCC awarded 2 scholarships to New Zealand for members of the Welsh red meat supply-chain to study sheep genetics and grazing systems and production methods (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 2014 to disseminate the findings of their trips. The scholars from 2012/2013 attended 8 industry meetings to disseminate the findings of their trips
	Support the uptake of automated carcass grading systems (such as Video Image Analysis [VIA]) in Welsh abattoirs				HCC continues to explore potential funding sources which would enable this work are to be progressed.	

Objective	Action	Progress					Achievements 2013- 2014	
		2009/10	2010/11	2011/12	2012/13	2013/14		
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						The Welsh Government, FSA Wales, NRW, 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	
							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)	
							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	
							HCC targeted relevant trade, consumer and general media, through press releases and on-site visits by farming and other trade journalists - 124 press releases issued by HCC and 28 articles written (131 press releases in 2012/13)	
							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. 26 industry focused publications produced by HCC (compared to 22 in 2012/2013). 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 - nearly 2 million webpage hits to date. Corporate Facebook page (284 likes) and twitter feeds (730 followers) maintained continuously. Live weight price text messages issued by HCC on a weekly basis (for beef and sheep) to 1,870 recipients.	
	Deliver a network of demonstration farms, development farms and discussion groups and disseminate best practice responsibly to the industry							A network of demonstration farms, discussion groups and business clubs have been maintained through Farming Connect. 36 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 239 discussion group meetings were delivered to the red meat sector by Farming Connect during this period. The Farming Connect Business clubs also covered topics such as 'Know your flock', introduction to KPI's in lamb production and Lamb costing group
								41 meetings held with producers and processors to highlight the importance of carcase feedback from processors to producers. Literature and articles disseminated to encourage best practice.
								12 hot topic articles produced and posted on HCC's corporate website to encourage best practice
	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							Over 1,000 beef and sheep producers have been engaged with at industry events to promote the benefits of breed improvement schemes to breeders. HCC has also organised a number of meetings and events focusing on breed improvement and is funding the BASCO website.
								HCC has attended 34 meetings and events with pedigree beef and sheep producers to encourage participation in genetic improvement activity
6 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 beef finishing and lamb and suckler calf cost of production								
The Farmer Innovation Fund was agreed and commenced in April 2014. 7 of the projects, which are farmer led, and relate to the red meat industry, including; understanding lamb growth rates and fecal egg counts in the performance of finishing lambs, practical assessment of different strategies to improve grassland and nutrient management, optimising lamb value from feeding plantain, genetic improvement of Beulah Speckled Face Sheep and ewe post-mortem group. The Welsh Government through Farming Connect also continues to 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 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. One project on a demonstration farm is to understanding the use of myostatin variants and the role of genomics in beef cattle breeding with Alison Glasgow. The aim of the project has been provide information to encourage the use of genomics and DNA information to make more informed breeding decisions within beef genetics								

Objective	Action	Progress					Achievements 2013- 2014	
		2009/10	2010/11	2011/12	2012/13	2013/14		
8. Information and advice dissemination (continued)	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	Deliver a range of educational and health programmes on the importance of Welsh red meat in the diet and raise consumer understanding of how meat is produced (e.g. school road shows, farm visits, cooking demonstrations, etc.)						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
								6 events attended by HCC to promote the healthy eating message amongst schools and health professionals, including the Conwy Schools Festival and Hawardenn School event. Over 500 school children have benefited from these HCC events (funded through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the EU)
								Several thousand copies of Cool2Cook (red meat cook book aimed at young people) distributed at student events, including Aberystwyth University and the University of South Wales, at school events, and through shows such as the Royal Welsh and Winter Fair. Over 500 school children have attended HCC healthy eating events.
								HCC was a partner in the development of a new A level resource available on meat&education.com. The new website resources feature Myrddin Davies Welsh Lamb farmer and sausage making at Edwards of Conwy. These are also available on HCC's web site.
								Tastings and cooking demonstrations provided by HCC at events worldwide - including Anuga trade show (Cologne), Tutto food fair (Italy), the Royal Welsh Show and Winter Fair, Abergavenny and Portmeirion Food Festivals

Objective	Action	Progress					Achievements 2013- 2014	
		2009/10	2010/11	2011/12	2012/13	2013/14		
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						The Welsh Government, FSA Wales, NRW, 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
								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.
		Improve nutritional standards of food and drink provided in schools in Wales						The Healthy Eating in Schools (Nutritional Standards and Requirements) (Wales) Regulations 2013 came into force on 2 September 2013. These regulations set out the types of food and drink that should be provided during the school day; and define the nutrient content of school lunches. Schedule 3 of the regulations sets out that meat must be provided in primary schools on at least two days a week and in secondary schools on at least three days a week. The regulations also set out and how frequently meat products may be provided. http://www.legislation.gov.uk/wsi/2013/1984/schedule/3/made
		Influence global/ EU/ UK/ Welsh policies and strategies to ensure commercial performance is not adversely affected						HCC responded to 20 relevant government and industry consultations, aimed at informing policies and strategies affecting the Welsh red meat industry (compared to 15 in 2012/13)
		Interact with the Welsh Government Task Force and the Red Tape Review						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. Commemorative publication - Flying the Flag: Decade of Success for the Welsh Red Meat Brands - circulated to AMs, MPs and MEPs
		Ensure interaction with policy makers to ensure Welsh interests are protected						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)
		Investigate the links between cross compliance and farm assurance to ensure there is no duplication or additional burden						The Welsh Government, FSA Wales and HCC maintained a dialogue with key Government Ministers through regular meetings
								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

Objective	Action	Progress					Achievements 2013- 2014	
		2009/10	2010/11	2011/12	2012/13	2013/14		
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)						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. Exercise Walnut completed in 2013, tested the UK plans that would be invoked to respond to an outbreak of Classical Swine Fever. It was a national exercise that included Government officials from all administrations and operational partners and stakeholders. The lessons learnt from the exercise were collated into a report, produced by the AHVLA, which has been used to inform the review of the WG Contingency Plan for Exotic Animal Diseases. In adherence to the requirements of the Animal Health Act 1981, as amended, the WG Plan is subject to annual review and the 2014 updated plan is scheduled to be published in 2014/2015.
								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.
								The Welsh Government worked to ensure a rapid, robust and co-ordinated response by appropriate agencies to the horsemeat investigation in 2013. Close and co-operative working quickly developed to address the issue. An independent review of the response was undertaken to improve the preparedness in the event of future food standard concerns and ensure food chain integrity.
								The "Review into the Resilience of Welsh Farming" report (published in January 2014) includes recommendations to the Welsh Government on developing responses to risk and emergency events, and maximising economic performance of Welsh agriculture. A Welsh Government team has been set up to deliver against the recommendations.
							HCC contributed to Welsh Government and Defra contingency planning exercises	

Annex 3

Action Plan Monitoring Sub Committee Members

HCC Board Members

Dai Davies (*Monitoring Sub 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

Agricultural and Rural Affairs Division – Helen Minnice-Smith

Food Policy Division - Paula Whitfield

HCC Executives

Siôn Aron Jones

Jo Horder