



industry action plan

A Sustainable Future - The Welsh Red Meat Roadmap

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➤ This document recognises, and seeks to advance, the sterling work that farmers in Wales have traditionally carried out to develop and maintain a sustainable industry that looks after Welsh landscapes, habitats and farming families.

It presents easy to implement actions - detailed and practical ways to improve performance and to achieve the new and agreed goals - while adhering to the business model essentials of improving efficiency and profitability.

You're not alone in this process; other colleagues, partner organisations and, of course, HCC's staff, are here to help you. For more useful information check our website, www.hccmpw.org.uk.



Cronfa Amcwybyddol Ewrop ar gyfer Datblygu
Gwledig: Ewrop yn Buddsoddi
mewn Ardaloedd Gwledig
The European Agricultural Fund for
Rural Development: Europe Investing in
Rural Areas



Llywodraeth Cymru
Welsh Government

Dai Davies
HCC Chairman

1. To reduce greenhouse gas emissions from livestock production

Action	How can this be achieved?	Monitoring	Outcome
(i) Manipulation of ruminant diets.	a). Incorporation of High Sugar Ryegrass (HSG) varieties in grazing and conservation swards. b). Inclusion of beneficial fats (e.g. linseed and naked oats) in diets. c). Use of maize silage where applicable.	Monitoring of sales of herbage varieties and acreage sown to HSG and maize.	A reduction in methane emissions and nitrogen excretion while achieving improvements in efficiency of production.
(ii) Improve the genetic merit of breeding stock on farms.	a). Buying performance recorded terminal sires with traits known to enhance production. b). Understanding the traits that will enhance production according to individual farm constraints.	Measuring uptake of the Elite Ram Project. Monitoring percentage of animals that meet the desired market specifications. Reviewing annual costs of production and farm profits/losses.	A sustainable, profitable livestock industry that produces animals that: <ul style="list-style-type: none"> • Meet market requirements • Have shorter finishing times • Convert feed more efficiently.
(iii) Increase the longevity of maternal stock.	a). Selecting stock with improved longevity traits. b). Attention to nutrition, health and welfare to ensure optimum longevity.	Assessing replacement costs on farm via Farm Business Survey (FBS).	A reduction in the number of annual replacements leading to: <ul style="list-style-type: none"> • Reduction in greenhouse gas emissions through less animals being reared.
(iv) Improving the fertility of breeding stock.	a). Ensuring rams/bulls are fit and tested prior to use. b). Use of female stock that have been selected for their improved fertility levels. c). Provision of correct nutrition when rearing breeding females and during breeding season.	Assessing lamb and calf output through FBS. Monitoring replacement costs through FBS.	Greater production levels from fewer animals leading to: <ul style="list-style-type: none"> • Increased profitability for farmers • Reduction in greenhouse gas emissions as fewer maternal animals will be required.

1. To reduce greenhouse gas emissions from livestock production (continued)

Action	How can this be achieved?	Monitoring	Outcome
(v) Ensuring optimum animal health and welfare standards.	<p>a). Formulation and implementation of an animal health plan in conjunction with veterinary advisor.</p> <p>b). Provide information to farmers and veterinary practices on disease issues, trends and forecasts. Signpost farmers towards subsidised veterinary advice available through Farming Connect.</p> <p>c). Provision of meetings, events and publications to assist farmers in managing and controlling health issues.</p>	<p>Monitoring disease incidents and trends via Veterinary Laboratories Agency disease surveillance information and the National Animal Disease Information Service (NADIS).</p> <p>Monitoring uptake of animal health plans through farm assurance schemes and Farming Connect.</p> <p>Monitoring condemnations in abattoirs to assess on farm health issues such as liver fluke.</p>	<p>Healthy stock that is more efficient and productive allowing farmers to:</p> <ul style="list-style-type: none"> • Improve welfare standards • market animals quicker • reduce costs • reduce need to disposal of harmful waste products such as sheep dips • reduce disposal of condemned carcasses/offal from abattoirs.
(vi) Improving grassland and forage management.	<p>a). Utilisation of productive varieties that have been bred to reduce their environmental impact, including high sugar grasses.</p> <p>b). Use of clovers to increase productivity and reduce fertiliser requirements.</p> <p>c). Improving grazing management to ensure swards are of high quality.</p> <p>d). Utilisation of other forages to enhance production e.g. chicory, brassicas and maize.</p>	<p>Monitoring sales of different grass and alternative forage varieties. Reviewing fertiliser costs in cost of production data.</p>	<p>Farms that are able to take greater advantage of home-grown forages and thus</p> <ul style="list-style-type: none"> • reduce their reliance on bought in feeds including concentrates • reduce finishing times through use of highly productive forages • reduce potential for pollution incidents through reduced chemical fertiliser use • reduce GHG emissions through greater reliance on home grown forages and reduced fertiliser use.

2. To improve efficiency of on-farm resources

Action	How can this be achieved?	Monitoring	Outcome
(i) Managing on-farm nutrients effectively.	<p>a). Developing a nutrient management plan to ensure manures and slurries are used effectively and safely.</p> <p>b). Assessing nutrient status (N, P, K) of fields prior to applying artificial fertilisers.</p> <p>c). Incorporating clovers into swards to reduce reliance on artificial fertilisers.</p> <p>d). Under the NVZ Action Programme farmers operating in the designated areas are required to undertake nutrient planning. Co-ordinated activities between Farming Connect and Environment Agency Wales can assist farmers in achieving this.</p>	<p>Monitoring pollution incidents caused by run-off and leachates. Monitoring on-farm use of artificial fertilisers.</p> <p>Monitoring uptake of nutrient management planning as part of Farming Connect Whole Farm Planning.</p>	<p>More efficient use of nutrients leading to:</p> <ul style="list-style-type: none"> • Requirement for less artificial fertilisers to be purchased • Reduction in pollution incidents from run-off and leaching • Reduced costs • Improved water quality.
(ii) Reduce fertiliser use.	<p>a). Encourage soil testing to ensure nutrients are applied in a targeted manner.</p>	<p>Monitoring of costs assigned to input in FBS data.</p>	<p>Reduction in greenhouse gas emissions due to more effective use of artificial fertilisers, slurries and manures.</p>

3. To reduce on-farm waste

Action	How can this be achieved?	Monitoring	Outcome
(i) Improve disposal of farm plastics.	<p>a). Encourage responsible disposal of farm plastics.</p>	<p>Monitor number of farmers participating in recycling schemes.</p>	<p>Reduced quantity of plastics entering landfill and littering farms.</p>

3. To reduce on-farm waste (continued)

Action	How can this be achieved?	Monitoring	Outcome
(ii) Reduce carcase waste.	<ul style="list-style-type: none">a). Produce stock that meet market requirements.b). Handle and inject animals carefully to avoid abscesses and bruising.c). Implement animal health plans to control parasitic infections.	Monitor data from abattoirs on condemnations and amount of waste being disposed of.	Reduced costs to farmers and abattoirs. Reduction in greenhouse gas emissions due to less rendering and disposal. Improved health and welfare of farmed livestock.



4. To increase the adoption of management practices that increase on-farm and regional biodiversity

Action	How can this be achieved?	Monitoring	Outcome
<p>(i) Provide information on available agri-environment schemes and other non-government funded opportunities to allow farmers to make informed decisions.</p> <p>(ii) Facilitate involvement by farmers in non-government funded opportunities. Current examples include projects awarded grants by Wales Biodiversity Ecosystem Group and Biffaward.</p> <p>(iii) Provide advice and technical support on management practices that support farm specific biodiversity to allow farmers to make informed decisions with regard to changes to management operations and/or entry to agri-environment schemes.</p> <p>(iv) Enhance the synergies between biodiversity and stock production on Section 42 habitats and those under other designations, consistent with EU habitats regulations.</p>	<p>a). Provide workshops/sessions/ case studies at farm open days and evening meetings through the Farming Connect programme.</p> <p>b). Encourage joint working with other organisations that provide advice in these areas e.g. CCW and FWAG.</p> <p>c). Encourage new partnerships with the natural environment management sector, to support non-government funded schemes that maximise environmental gain and production benefit from farming areas rich in biodiversity. Mechanisms for providing advice to farmers on these schemes also need to be developed.</p> <p>d). Improve knowledge of grassland management on sensitive habitats by joint working between FC, FWAG and PONT.</p>	<p>Data from Welsh Government on numbers of farmers in agri-environment schemes.</p> <p>Number of farmers participating in non-government funded schemes.</p> <p>Number of farmers participating in relevant meetings and events.</p>	<ul style="list-style-type: none"> • Improved bio-diversity through habitat management and development • Improved awareness of nutrient management planning resulting in improved water quality and reduced reliance on chemical fertilisers.

5. To increase number of farmers using water efficiently

Action	How can this be achieved?	Monitoring	Outcome
<ul style="list-style-type: none"> (i) Provide information on water use. (ii) Reduce on-farm water use. (iii) Ensure water resources are protected and conserved. 	<ul style="list-style-type: none"> a). Provide meetings, events, literature and on-line resources for farmers. b). Work with Environment Agency Wales and other relevant organisations to implement Water Resources Strategy for Wales. 	<p>Monitor number of farmers requesting support through Farming Connect.</p>	<ul style="list-style-type: none"> • Reduced costs through more efficient water use • Sustainable water stocks for future use.

6. To improve water quality

Action	How can this be achieved?	Monitoring	Outcome
<ul style="list-style-type: none"> (i) Increase uptake of nutrient management planning and manure management plans particularly in NVZ areas. 	<ul style="list-style-type: none"> a) Nutrient management planning and manure management planning support is available through Farming Connect. b). Under the NVZ Action Programme farmers operating in the designated areas are required to undertake nutrient planning. c). Nutrient planning is included in the targeted element of Glastir. d). Manure management planning is already a requirement of the farm assurance schemes and organic standards. 	<p>Pollution incidents data from Environment Agency Wales and data on water quality improvements.</p>	<ul style="list-style-type: none"> • Improved bio-diversity due to better water quality • Reduced pollution incidents and convictions.

7. To increase implementation of alternative energy on-farm

Action	How can this be achieved?	Monitoring	Outcome
<p>(i) Provide information on alternative energy sources and ensure that the right technology is deployed in the right location with due regard to environmental impact.</p> <p>(ii) Reduction of on-farm energy use and increased energy efficiency.</p>	<p>a). Support is available through Farming Connect and specific advice on siting micro-hydro plants is available from Countryside Council Wales and Environment Agency Wales.</p> <p>b). Provide meetings, events, publications and on-line resources to keep farmers updated with latest developments.</p>	Monitoring number of farmers attending Farming Connect events and requesting support.	<ul style="list-style-type: none"> • Reduction in use of fossil fuels • Sustainable energy provision on-farm.

8. To facilitate the management of soils so that their ability to support plants and animals, store carbon and provide other important ecosystem services is safeguarded

Action	How can this be achieved?	Monitoring	Outcome
<p>(i) Reduce soil erosion and loss of nutrients.</p> <p>(ii) Ensure that the industry has the necessary understanding and skills to prevent soil damage.</p>	<p>a). Encourage effective use of soil management plans in line with the Code of Good Agricultural Practice.</p> <p>b). Access to information and services through Farming Connect, FWAG and other relevant organisations.</p>	Monitoring number of farmers attending Farming Connect events and requesting support.	Soils in Wales will be in a good condition for production of food and for safeguarding the ecosystems that they support.

9. To maintain and improve the amount of carbon conserved or captured by the natural environment in Wales

Action	How can this be achieved?	Monitoring	Outcome
<p>(i) Maintain soils that are carbon rich as a resource for storing carbon.</p> <p>(ii) Discourage land use changes and land management changes that may impact negatively on carbon stores.</p> <p>(iii) Encourage planting of trees/forestry on areas of land not suited to other enterprises where this will not negatively impact on Section 42 or other Habitats and Species.</p> <p>(iv) Reduce uncontrolled fire risk on open areas within forestry</p> <p>(v) Management of existing on-farm forestry and woodland for carbon storage.</p> <p>(vi) Encourage the use of agro-forestry where appropriate e.g as utilised by PontBren.</p>	<p>a). Ensure farming practices are the most appropriate for the land type.</p> <p>b). Provide technical information through Farming Connect activities.</p> <p>c). Provision of advice on forestry issues through Forestry Commission Wales.</p> <p>d). Raise awareness that the appropriate grazing by cattle of open areas occurring within forestry will reduce fire risk.</p>	<p>Monitoring of land use through Welsh Government data and statistics.</p> <p>Monitoring uptake of woodland creation schemes including Glastir and Better Woodlands for Wales.</p>	<ul style="list-style-type: none"> Wales will continue to play a significant role in conserving and sequestering carbon stocks Important habitats to encourage biodiversity will be maintained or improved Minimised risk of soil carbon loss due to fires.





10. To deliver the sustainable management of important habitats that are grazeable (Section 42 Habitats)

Action	How can this be achieved?	Monitoring	Outcome
(i) Improve forage management on grazeable Section 42 Habitats.	a). Promote the appropriate grazing by cattle and sheep of grazeable Section 42 Habitats. b). Encourage local producer groups to sell meat that is marketed as delivering biodiversity benefit, similar to the existing 'Heathland Beef' in Pembrokeshire and 'Ynys Môn Wildlife Friendly Produce' on Anglesey.	Monitor the hectareage of grazeable Section 42 Habitats being appropriately grazed. Monitor the number of local producer groups marketing produce as delivering a biodiversity benefit.	<ul style="list-style-type: none"> • Sustainable beef and sheep production from appropriate grazing of priority habitats across Wales • Biodiversity and carbon sequestration benefits for Wales.

11. To encourage efficiency in energy and resource use in all areas of the supply chain beyond the farm gate

Action	How can this be achieved?	Monitoring	Outcome
<p>(i) Reduce water use in processing plants.</p> <p>(ii) Reduce energy use in processing plants, distribution activities and in retail outlets.</p>	<p>a). Provide information on how water use can be reduced without compromising production or product quality and safety.</p> <p>b). Work with all sectors of the supply chain to reduce requirement for electricity and fuel.</p>	Monitoring of data from farms and processing plants where data is available.	<ul style="list-style-type: none"> • Businesses that are more efficient and manage resources more effectively. • Processing plants that reduce water use will also reduce effluent production which will reduce costs for dealing with effluent • Reduced fuel use and costs through more efficient transportation. • Reduced energy use through better packaging techniques.

12. To reduce waste beyond the farm gate

Action	How can this be achieved?	Monitoring	Outcome
<p>(i) Reduce product wastage at all points in processing, distribution and retail.</p>	<p>a). Provide information on cutting techniques to add value to traditionally lower value meat cuts</p> <p>b). Provide information on storage and shelf life to reduce wastage.</p> <p>c). Encourage research on new packaging techniques to improve product quality and shelf life.</p> <p>d). Educate consumers to reduce wastage in the home.</p>	Monitoring on wastage in retail and processing where data is available.	<ul style="list-style-type: none"> • Reduction in waste requiring disposal in landfill or through incineration/rendering which have associated energy requirements.