



Hybu Cig Cymru
Meat Promotion Wales

Gaeaf | Winter 2019-20

Bwletin

Progress through Partnership | Cynnydd trwy Gydweithio

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Cig a'r Amgylchedd
Meat and the Environment

Ymgyrch Cig Eidion
Beef Campaign

Datblygu'r Diwydiant
Development Programme

Rhagair y Cadeirydd

Chair's Foreword



Ar adeg ysgrifennu'r golofn hon, mae canlyniad trafodaethau hir Brexit yn aneglur.

Wrth baratoi ar gyfer newid mor enfawr, gyda chymaint o ganlyniadau posibl, mae HCC wedi blaenoriaethu tri pheth: - gwneud y mwyaf o farchnad ddomestig Prydain, cynnal ein perthynas â chwsmeriaid yn Ewrop, a chwilio am gyfleoedd newydd ymhellach i ffwrdd.

Mae'r rhifyn hwn o'r Bwletin yn dangos y cynnydd a wnaed, mewn partneriaeth â Llywodraeth Cymru a'r diwydiant.

Mae'n dangos sut mae'r Rhaglen Datblygu Cig Coch, sy'n ceisio sicrhau bod ein diwydiant yn arwain y byd mewn meysydd fel ansawdd cig, iechyd anifeiliaid a geneteg, ar waith.

Yn bwysig, mae'r Bwletin hefyd yn tynnu sylw at sut mae'r amgylchedd yn dod yn fwyfwy canolog i'r hyn a wnawn.

Er fod ffermio da byw yn aml yn darged hawdd i elfennau diog o fewn y cyfryngau, mae barn wyddonol yn dod i gonsensws bod amaethyddiaeth gynaliadwy yn rhan o'r ateb i newid hinsawdd.

Y 'Ffordd Gymreig' hon o ffermio yw'r hyn y mae'r cwsmeriaid ei eisiau. Rydyn ni'n adrodd y stori hon trwy'r cyfryngau a thrwy leisiau awdurdodol y ffermwyr eu hunain.

Trwy heriau tymor hir a thymor byr, nod HCC yw sicrhau enillion da i ffermwyr, o fewn cadwyn gyflenwi gynaliadwy sy'n sylfaen i economi wledig ffyniannus.

Kevin Roberts,
Cadeirydd HCC

At the time of writing this column, the outcome of the long Brexit deliberations are unclear.

In preparing for such a massive change, with so many possible outcomes, HCC has prioritised three things: - maximising the UK domestic market, maintaining our relationships with established customers in Europe, and looking for new opportunities further afield.

This edition of Bwletin shows the progress made, in partnership with Welsh Government and the industry.

It shows how the Red Meat Development Programme, which aims to ensure our industry is a world-leader in areas such as meat quality, animal health and genetics, is forging ahead.

Importantly, this Bwletin also highlights how the environment is becoming ever more central to what we do.

While livestock farming is often the easy target of a lazy media looking for a green headline, scientific opinion is coming around to the view that sustainable agriculture is part of the solution to climate change.

This 'Welsh Way' of farming is what the modern consumer wants. We're telling this story through the media and through the authoritative voices of farmers themselves.

Through both long- and short-term challenges, HCC's aim is to ensure good returns for farmers, within a sustainable supply chain which is a foundation for a thriving rural economy.

Kevin Roberts,
Chairman, HCC

Newyddion a Data
News & Data



Cadwch mewn cyswllt â'r diwydiant – Prisiau'r farchnad, newyddion a mwy ar hybucig.cymru
Stay in touch with the industry – Market prices, latest news and more at meatpromotion.wales



Tri Ysgolor Newydd

Ers dros 20 mlynedd, mae'r ysgoloriaeth deithio wedi helpu unigolion uchelgeisiol o sector cig coch Cymru i ddod ag arfer gorau o dramor yn ôl er budd y diwydiant yng Nghymru.

Eleni, bydd tri ymgeisydd ifanc yn mynd ar deithiau lle byddant yn dysgu ac arloesi. Bydd Mabli Johnson, ffermwr o Sir Drefaldwyn, yn astudio glaswelltir aml-rywogaeth yn Seland Newydd, tra bydd y cynhyrchydd byrbrydau cig eidion Michael George a'r ymchwilydd amgylchedd John Goodwin yn ymweld ag UDA.

Three New Scholars Announced

For over 20 years, the travel scholarship has helped pioneering individuals from the Welsh red meat sector to bring best practice from abroad back to benefit the industry in Wales.

This year, three young applicants will be heading on journeys of learning and innovation. Montgomeryshire farmer Mabli Johnson will study multi-species grassland in New Zealand, while beef snack producer Michael George and environment researcher John Goodwin will both visit the USA.

Mae ysgolorion 2018 Peredur Owen (isod) a Dafydd Huw Evans wedi manteisio o deithiau astudio dramor.

2018 scholars Peredur Owen (pictured) and Dafydd Huw Evans have benefited from study tours abroad.



Rhaglen Datblygu Cig Coch Ar Waith

Flwyddyn ar ôl lansio Rhaglen Ddatblygu Cig Coch arloesol HCC, mae gwaith yn mynd rhagddo ar bob un o'r tri phrosiect mawr sy'n rhan o'r fenter strategol hon ar draws y sector.

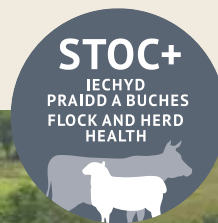
Cefnogir y Rhaglen gan Gymunedau Gwledig Llywodraeth Cymru – Rhaglen Datblygu Gwledig 2014 - 2020, a ariennir gan Gronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig a Llywodraeth Cymru.

Red Meat Development Programme Forging Ahead



A year after the launch of HCC's pioneering Red Meat Development Programme, work is progressing at full speed on all three of the major projects which are part of this strategic sector-wide initiative.

The Programme is supported by the Welsh Government Rural Communities – Rural Development Programme 2014 – 2020, which is funded by the European Agricultural Fund for Rural Development and the Welsh Government.



Stoc+



Mae'r prosiect cynllunio iechyd praidd a buches hwn wrthi'n ymwneud â dros 250 o gynhyrchwyr cig eidion a defaid sy'n awyddus i wella'u cynlluniau iechyd. Cwblhawyd ymweliadau cychwynnol â ffermwyr o'r rownd gyntaf o recriwtio ac mae ymweliadau milfeddygol wedi bod yn

digwydd i drafod targedau ymarferol i fynd i'r afael â materion iechyd anifeiliaid ar ffermydd.

Bydd tîm HCC yn annog ffermwyr i gymryd rhan mewn cynllunio iechyd rhagweithiol, mewn cydweithrediad â'u milfeddygon lleol, i yrru cynaliadwyedd, effeithlonrwydd a phroffidioldeb ar y fferm. Fel rhan o'r gwaith, bydd ffermwyr yn elwa o gyngor a chefnogaeth arbenigol am dair blynedd.

This flock and herd health planning project is engaging with over 250 enthusiastic beef and sheep producers across Wales who are

eager to enhance their animal health plans. Initial visits with farmers from the first round of recruitment have been successfully completed and veterinary visits have been taking place to discuss practical targets to tackle animal health issues.

HCC's team will encourage farmers to partake in productive health planning, in collaboration with their local vets, to drive on-farm sustainability, efficiency and profitability. As part of the work, farmers will benefit from expert advice and specialist support for three years.

Cynllun Hyrddod Mynydd / Hill Ram Scheme

Mae 22 praidd arall wedi ymuno a byddant yn cymryd rhan mewn recordio genetig o'r Hydref hwn.

Bellach mae diadelloedd o'r Preseli i Fynydd Epynt ac i fyny am Eryri yn rhan o'r Cynllun Hyrddod Mynydd. Mae amrywiaeth mawr yn y diadelloedd, gyda llawer yn hollol newydd i gofnodi perfformiad.

Mae sawl un o'r saith praidd arweiniol wedi cymryd rhan mewn arwerthiannau hyrddod a gofnodwyd

yr Hydref hwn, yn ogystal â chyflwyno eu blwyddyn gyntaf o ddata.

22 new flocks have signed up and will be taking part in genetic recording from this Autumn onwards.

The Hill Ram Scheme now has flocks ranging from Preseli and Mynydd Epynt up to Snowdonia. There is great diversity in the participating flocks, with many being completely new to performance recording.



The seven Leader Flocks have submitted their first year of data and are awaiting genetic analysis, and many of them have participated in performance-recorded ram sales.

Ansawdd Cig Oen Cymru / Welsh Lamb Meat Quality



Nod y prosiect ansawdd cig yw datgblygu glasbrint ar gyfer y gadwyn gyflenwi i sicrhau'r cysondeb blas uchaf posib yn seiliedig ar adborth gan gannoedd y gwsmeriaid ledled y DU.

Bydd pob gwirfoddolwr yn graddio samplau cig oen a geir o wahanol

gyhyrau o ran eu tynerwch a blas. Bydd y canfyddiadau'n sefydlu asesiad sylfaenol wedi ei seilio ar dechnoleg o arferion cyfredol y gadwyn gyflenwi ac amrywiad ansawdd cig, ac yna'n adeiladu cynllun i anelu at y cysondeb gorau posib. Bydd y prosiect hefyd yn anelu at wella oes silff a lleihau gwastraff a nwyon tŷ gwydr.

The meat quality project aims to develop a supply chain blueprint for future top taste consistency based on feedback involving hundreds of consumers across the UK.

The search is now on to find hundreds of discerning taste testers

who can help the red meat industry deliver for the consumer of the future.

Each volunteer will rate lamb samples on tenderness, juiciness and flavour. The findings will establish a baseline assessment of current supply chain practices and meat quality variation and then aim to build an eating quality roadmap to taste consistency. The Project will also aim to enhance commercial shelf-life and help towards reducing wastage and greenhouse gases.

Adrodd stori GO IAWN ffermio Cymru

Mae'n aml yn ymddangos fel petai ffermwyr dan y lach, oherwydd sylw annheg yn y cyfryngau yn beirniadu cig wrth drafod cynaliadwyedd amgylcheddol.

Mae HCC wedi ymateb trwy dynnu ar farn ddilys y ffermwyr eu hunain – i adrodd stori gadarnhaol amaethyddiaeth da byw yng Nghymru.

Mae'r neges am sut y mae cig yn cael ei gynhyrchu yma yn glir: dwysedd isel, wedi'i besgu gan laswellt yn bennaf, a gyda safonau lles rhagorol.

Dywedodd Rhys Llywelyn, Rheolwr Datblygu'r Farchnad yn HCC, *"Ochr yn ochr â rhaglen ddwys o weithgaredd hyrwyddo ar y cyd â manwerthwyr a phresenoldeb mewn nifer enfawr o ddiwyddiadau cyhoeddus, mae ein strategaeth eleni wedi ceisio tynnu sylw at y stori go iawn am sut mae cig oen, cig eidion a phorc yn cael eu cynhyrchu yng Nghymru."*

"Rydyn ni wedi cynhyrchu fideos, blogiau a deunydd arall sy'n cynnwys ffermwyr a chigyddion, a hysbysebu trwy ein rhaglen cyfryngau cymdeithasol dargededig. Hefyd, rydyn ni wedi dod â chogyddion a newyddiadurwyr i Gymru i ddangos iddyn nhw yn union beth rydyn ni'n ei olygu wrth ffermio cynaliadwy yn y ffordd Gymreig."

Tynnwyd sylw hefyd at rinweddau amgylcheddol cig coch Cymru mewn digwyddiad arbennig yn Sioe Frenhinol Cymru, pan gyfarfu'r Tywysog Charles â ffermwyr sydd ar flaen y gad ym maes amaethyddiaeth gynaliadwy.



Telling the **REAL** story of Welsh farming

It often appears as though farmers are in the front line, with media coverage unfairly singling out meat for criticism when discussing environmental sustainability.

HCC has responded by drawing on the authentic views of farmers themselves – to set the record straight and tell the positive story of livestock agriculture in Wales.

The message of how meat is produced here is clear: non-intensive, largely grass-fed, and with excellent standards of welfare.

HCC's Market Development Manager Rhys Llywelyn said, *"Alongside an intensive programme of joint promotional activity with retailers and a presence at a huge number of consumer events, our strategy this year has sought to highlight the real story of how lamb, beef and pork are reared in Wales."*

"We've produced videos, blogs and other material featuring farmers and butchers, with advertising through our award-winning targeted social media programme. Also, we've brought chefs and journalists to Wales to show them exactly what we mean by sustainable farming the Welsh way."

The environmental credentials of Welsh red meat were also highlighted at a special event at the Royal Welsh Show, when HRH The Prince of Wales met farmers who are at the forefront of sustainable agriculture.



Gweithredu ar y sector cig eidion

Ar draws y byd, bu prisiau gwartheg eidion yn isel dros y misoedd diwethaf, oherwydd cyfuniad o ansicrwydd economaidd, diffyg cydbwysedd rhwng galw a chyflenwad, ac yn y DU cynnydd mewn gwerthiant o friwrig sy'n is ei werth.

Lansiodd HCC ymgyrch aml-gyfrwng dargededig o gwmpas Cwpan Rygbi'r Byd er mwyn hyrwyddo Cig Eidion Cymru PGI fel dewis maethlon, yn ogystal â chryfhau ymgyrch yn y sector gwasanaeth bwyd sydd wedi cael llwyddiant gyda mwy o gig Cymreig ar drenau.

Action on beef price problems

Globally, the past few months have seen low beef prices, due to a combination of a general economic downturn, an imbalance of supply and demand, and in the UK an increase in purchases of lower-value mince.

HCC launched a targeted multi-media campaign around the Rugby World Cup to promote PGI Welsh Beef as a healthy choice, as well as a renewed drive in the foodservice sector which has had success with more procurement of Welsh meat on trains.

Cyfran toriadau cig eidion manwerthu a werthir ym Mhrydain / Proportion of beef cuts sold at retail in GB

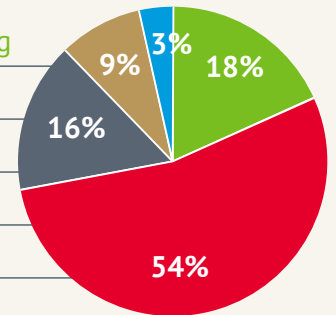
Ffriio/Grilio / Frying/Grilling

Briwrig / Mince

Rhostio / Roasting

Stiwio / Stewing

Arall / Other



Ffynhonnell/Source: Kantar Worldpanel



Cig Cymreig yn cystadlu yn Japan

Mae ymgyrchoedd Cig Eidion Cymru ym Mhrydain wedi manteisio ers amser ar broffil rygbi proffesiynol, a'i gysylltiad â ffyrdd iach o fyw.

Eleni, cynigiodd Cwpan Rygbi'r Byd gyfle unigryw i fanteisio ar y proffil uwch a roddwyd i Gymru yn Japan, i sefydlu troedle ar gyfer cig oen ac eidion yn y farchnad newydd hon.

Gan weithio gyda nifer fawr o bartneriaid, trefnwyd hyrwyddiadau mewn siopau adrannol moethus yn Osaka a Hakata, ac mewn bwytai yn Oita a Tokyo.



Welsh meat hoping to be 'Big in Japan'

Welsh Beef campaigns in the UK have long taken advantage of the profile of professional rugby, and its link with healthy lifestyles.

This year, the Rugby World Cup offered a unique opportunity to take advantage of the higher profile given to Wales in Japan, to establish a foothold for beef and lamb in this new market.

Working with a large number of partners, promotions were organised in high-end department stores in Osaka and Hakata, and in restaurants in Oita and Tokyo.

