

Agri-Food Partnership

Activity update highlights and Lamb and Beef Strategy

Lamb and Beef Strategy

- Development of the All-Wales Marketing Co-operative
 - Feasibility study concluded, recommending the development of a procurement and marketing co-operative, with success dependant on farmer participation, commitment and ability to collectively improve the quality of product to the market
 - The business will be wholly farmer controlled and will enable farmers to develop new ways of accessing new markets
 - Prospectus now nearing completion and will be issued in early April.
- Employment in the processing sector
 - Working with a number of processing sector initiatives.
 - St Merryn, Merthyr will provide 667 jobs
- Local marketing initiatives
 - Welsh Lamb Direct (North Wales); Brecon Beacons Lamb; Dylan's Salt Marsh Lamb
 - Feasibility study for a Meat Cutting plant for farmers in Monmouthshire
- National Marketing initiatives
 - Welsh Lamb and Beef promotions have won or regained export markets in Europe. Extra £200K for marketing provided to Welsh Lamb and Beef Promotions in this financial year.
 - New Product Development
- Food Centre Wales, Horeb in joint projects to develop new meal-time solutions

Dairy

- First collaborative marketing activity between main Welsh dairy processors in Alimentaria, Spain
- Veal production demonstration unit has been set up. First batch of 100 calves introduced.
- Pembrokeshire Cool School Milk campaign launched. The scheme aims to encourage primary school children in 10 pilot schools in Pembrokeshire to drink more milk.
- Welsh Dairy Club extended to whole of Wales
- CCTA Dairy production technology project at Gelli Aur extended. The scheme aims to enable the dairy industry in Wales to maximise production performance.
- Launch of new product, Snowdonia Cheese by North Wales group of farmers

Organic

- Marketing sub group project to provide improved market and future production information
- Farmers in conversion on the increase (150 farmers fully organic in Wales, 265 in conversion)
- New joint activity in organic dairy production – firm milk prices as a result of demand outstripping supply
- Producer group activity in the Organic livestock sector, providing training and advice for farmers in conversion (Graig Farm producer group)

Farm Development

- Demonstration farm project underway co-ordinated by Lantra

Other Key actions in the Agri-Food Sector

- Welsh Food Branding exercise underway
- Welsh Food Web site launched in two weeks
- Value of deals worth an estimated £800,000 created through Producer Retailer Programme and UK / Overseas events (excluding deals for Red Meat)
- Taste of Wales hospitality scheme reached 250 members

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