



Hybu Cig Cymru
Meat Promotion Wales

Haf | Summer 2019

Bwletin

Progress through Partnership | Cynnydd trwy Gydweithio



hybucig.cymru
meatpromotion.wales
eatwelshlambandwelshbeef.com
hcctrade.com
porc.wales

Cenedlaeth Nesaf
Next Generation

Marchnadoedd Newydd
New Markets

Datblygu'r Diwydiant
Development Programme

Rhagair y Cadeirydd Chair's Foreword



Mewn amser ansicr, mae'n hawdd anghofio cryfderau niferus sector cig coch Cymru.

Wrth gwrs, mae'r ansicrwydd parhaus yn sgil Brexit a mynediad i farchnadoedd allweddol yn Ewrop yn achos pryder mawr. Fel diwydiant, rydym hefyd yn wynebu sylwadau di-sail ar faterion yn cynnwys iechyd a'r amgylchedd.

Fe wnes i herio'r newyddion ffug ar fwyd yn uniongyrchol yn y wasg y llynedd, ac mae ein hymgyrchoedd wedi canolbwyntio ar y negeseuon cadarnhaol am gig ac iechyd.

Mae stori wych i'w hadrodd o safbwynt yr amgylchedd hefyd. Yng Nghymru, mae gennym un o systemau cynhyrchu mwyaf cynaliadwy'r byd. Mae ffermwyr yn storio carbon mewn glaswelltiroedd wedi'u rheoli'n ofalus, yn atgynhyrchu'r pridd, ac yn hyrwyddo bioamrywiaeth.

Dengys ymchwil newydd fod nwy methan, sef y prif nwy sy'n cael ei ryddhau gan dda byw, yn gwneud llai o ddfrod hir-dymor na'r llygryddion carbon sy'n cael eu rhyddhau gan drafnidiaeth a sectorau eraill.

Mae'r 'Ffordd Gymreig' o ffermio yn gynaliadwy; mae'n rhaid i ni godi'n llais i ledaenu'r neges yma.

Mae ffermwyr yn gyrru gwelliannau sy'n helpu'r amgylchedd ac yn cynyddu cynhyrchiant, a bydd Rhaglen Datblygu Cig Coch HCC roi hwb i hynny hefyd.

Yn wir, mae amser ansicr i ddod. Ond rwy'n falch o waith HCC yn marchnata, datblygu allforion a hyrwyddo ein diwydiant. Os gallwn osgoi Brexit blêr yn yr hydref, mae'r seiliau'n gadarn i'r dyfodol.

Kevin Roberts,
Cadeirydd HCC

In uncertain times, it can be tempting to overlook the many strengths we have in the Welsh red meat sector.

Of course, the continuing uncertainty over Brexit and access to key European markets is a major concern. We're also, as an industry, subject to ill-informed comment on issues such as health and the environment.

I addressed 'food fake news' directly in the press last year, and our campaigns have focused on the positive message about meat and health.

We have a great story too on the environment. In Wales, we boast one of the world's most sustainable systems of production. Farmers store carbon in carefully managed grasslands, regenerate the soil, and promote biodiversity.

New research also shows that methane, livestock's main greenhouse gas emission, does less long-term damage than the carbon pollutants of transport and other sectors.

The 'Welsh Way' of farming is sustainable; we need to shout this from the rooftops.

Farmers are driving improvements that both help the environment and increase production, and HCC's Red Meat Development Programme can give this a boost.

Yes, these are uncertain times. But I'm proud of HCC's work in marketing, developing exports and promoting our industry. If we can avoid a chaotic Brexit in the autumn, we have firm foundations for the future.

Kevin Roberts,
Chairman, HCC

Newyddion a Data
News & Data



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

Cydweithio gyda'r Genhedlaeth Nesaf

Dros y 6 mis diwethaf, mae HCC wedi gweithio law yn llaw gyda nifer o sefydliadau i ledaenu'r gair mewn ysgolion ar sut y gall cig coch fod yn rhan o ddietau iach a chytbwys.

- Gweithiodd HCC gyda'r Urdd ar gystadleuaeth i gynllunio bwydlen o brydau ysgol iach.
- Ym mis Mai, ymunodd HCC â chriw Cows on Tour i addysgu plant am darddiad eu bwyd.
- Roedd amrywiaeth o adnoddau addysgol dwyieithog, a baratowyd gan HCC ar y cyd â Sefydliad Maetheg Prydain ac eraill, ar gael ar blatfform rhyngweithiol 'Food: a Fact of Life', ar yr adnodd digidol i athrawon, 'Hwb', ac ar wefan HCCTrade.co.uk.

Working Together to Reach the Next Generation

Over the past 6 months, HCC has worked hand in hand with a number of organisations to spread the word in schools on how meat can be a vital part of a healthy balanced diet.

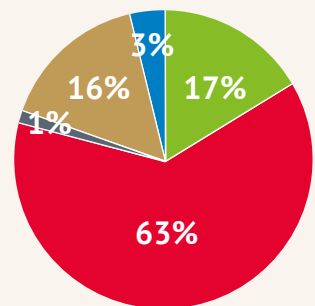
- HCC partnered with the Urdd on a competition to design a week of healthy school dinners.
- In May, HCC joined forces with Cows on Tour, to help educate children on where their food comes from.
- A range of bilingual classroom resources, which HCC prepared in collaboration with the British Nutrition Foundation and others, are available on the interactive 'Food: a Fact of Life' platform, the teachers' resource bank 'Hwb' and the HCCTrade.co.uk website.



Crynodeb Ariannol Financial Summary

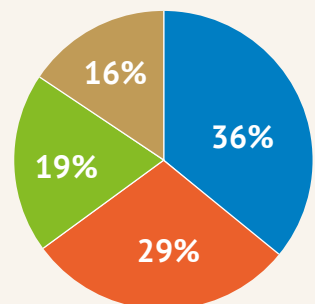
Incwm / Income

Ardoll Wartheg / Cattle Levy	703,056	16.45%
Ardoll Ddefaid / Sheep Levy	2,689,371	62.92%
Ardoll Foch / Pig Levy	37,410	0.88%
Grantiau / Grants	700,992	16.40%
Incwm Arall / Other Income	143,647	3.36%
	£4,274,476	



Gwariant / Expenditure

Hyrwyddo ym Mhrydain / UK Promotion	1,516,035	36.14%
Hyrwyddo Allforion / Export Promotion	1,215,699	28.98%
Cymorth Technegol / Technical Support	804,138	19.17%
Costau Corfforaethol / Corporate Costs	658,470	15.70%
	£4,194,342	



2018/19

Datblygu Marchnadoedd Newydd

Yn sgil ansicrwydd Brexit, mae HCC wedi cynyddu'r gwaith o hyrwyddo Cig Oen Cymru PGI a Chig Eidion Cymru PGI mewn marchnadoedd y tu hwnt i Ewrop.

I nifer o wledydd, mae sicrhau'r hawl i allforio cig coch yn broses hir, sy'n golygu llawer o drafod rhwng llywodraethau a gweithdrefnau ardystio llym.

Ond mae allforion cig eidion i Tsieina o fewn cyrraedd, ac mae Siapan wedi codi gwaharddiad.

O fewn wythnosau o lywodraeth Japan yn cyhoeddi diwedd ei waharddiad ar gig coch o'r DU ym mis Ionawr, roedd HCC a phroseswyr o Gymru yn sioe Foodex yn Tokyo. Mae'r masnachu bellach wedi dechrau, gyda mwy o hyrwyddo ar y gweill o amgylch Cwpan Rygbi'r Byd.

Mae'r broses o gael mynediad i farchnadoedd mewn gwledydd newydd, yn ogystal â phresenoldeb mewn sioeau masnach ychwanegol, wedi'i gefnogi gan gyllid o £2 filiwn o ardoll cig coch sydd wedi'u neilltuo ar gyfer prosiectau ar y cyd a'u rheoli gan Fyrddau Ardoll y DU – AHDB, HCC a QMS – nes bod datrysiaid tymor hir i'r broses o gasglu'r ardoll yn Lloegr gan anifeiliaid sydd wedi'u magu yng Nghymru neu'r Alban.

Cefnogir gwaith HCC yn y marchnadoedd tramor sefydledig a newydd hefyd gan Gyllid Ehangu Allforio Llywodraeth Cymru, sy'n helpu i sefydlu busnes mewn gwledydd fel Singapore, Canada, Qatar a Hong Kong.



Progress on New Markets

Given the uncertainty over Brexit, HCC has redoubled its work in promoting PGI Welsh Lamb and PGI Welsh Beef in new markets outside Europe.

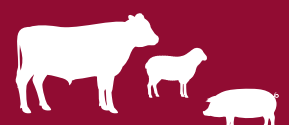
For many countries, securing the right to export red meat is a long process, involving negotiation between governments and stringent certification procedures.

But beef exports to China are now within sight, and Japan has lifted its restrictions.

Within weeks of the Japanese government announcing the end of its ban on UK red meat in January, HCC and Welsh processors attended the Foodex show in Tokyo. Trade has now begun, with further promotion planned around the Rugby World Cup.

The process of gaining market access to new countries, as well as a presence at extra trade shows, has been helped by funding from the £2 million fund of red meat levies ring-fenced for collaborative projects which is managed by the three GB levy bodies – AHDB, HCC and QMS – while a long-term solution is sought to the collection of levy in England for animals that have been reared in Wales or Scotland.

HCC's work in both established and emerging overseas markets is also supported by the Welsh Government's Enhanced Export Fund, which has helped to build business in countries such as Singapore, Canada, Qatar and Hong Kong.



Rhaglen i Ddatblygu'r Diwydiant

Cyhoeddwyd Rhaglen Datblygu Cig Coch pum-mllynedd HCC yn Sioe Frenhinol 2018, a'i nod yw datblygu'r diwydiant i'r dyfodol gyda thri phrosiect strategol bwysig.

- Mae **prosiect Stoc+** yn helpu ffermwyr a milfeddygon i gydweithio i greu cynlluniau iechyd rhagweithiol ar gyfer diadelloedd a buchesi yng Nghymru, a thrwy hynny, rhoi hwb i gynaliadwyedd a phroffidioldeb ffermydd.
- Mae'r **Cynllun Hyrddod Mynydd** yn defnyddio'r dechnoleg geneteg ddiweddaraf i helpu bridwyr defaid mynydd i gyrraedd yr amrywiaeth mwyaf posibl o farchnadoedd i'w hŵyn.
- Mae'r **Prosiect Ansawdd Cig Oen Cymru'n** gweithio ar draws y gadwyn gyflenwi i gryfhau enw da ein cynnyrch gwych.

Cefnogir y Rhaglen gan Gymunedau Gwledig – Rhaglen Datblygu Gwledig 2014-2020, sy'n cael ei gyllido gan Gronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig a Llywodraeth Cymru.

Development Programme Seeks Win-Win Solutions

Announced at the 2018 Royal Welsh Show, HCC's five-year Red Meat Development Programme aims to drive the industry forward through three strategically important projects.

- The **Stoc+ project** helps farmers and vets to work together to enact proactive flock and herd health plans, and drive on-farm sustainability and profitability.
- The **Hill Ram scheme** applies the latest genetic technology to help upland sheep breeders to access the widest possible range of markets for their lambs.
- The **Welsh Lamb Meat Quality project** will work right across the supply chain to strengthen our reputation for an excellent product.

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.

Mae dwsinau o ffermwyr led-led Cymru eisoes yn rhan o'r rhaglen. **Oes gennych ddiddordeb?** Mae mwy o wybodaeth yn hybucig.cymru

Dozens of farmers across Wales are already part of this programme. **Interested in joining them?** Find out more at meatpromotion.wales



Cig Eidion Cymru'n arwain y ffordd

Mae HCC hefyd yn rhan o brosiect ansawdd bwyta **BeefQ**, a arweinir gan IBERS ym Mhrifysgol Aberystwyth. Hyd yn hyn, mae digwyddiadau hyfforddi wedi'u cynnal i broseswyr, a digwyddiadau wedi'u trefnu gan Cyswllt Ffermio.

Evch i wefan y prosiect am fwy o fanylion:

www.beefq.wales

Welsh Beef leading the way

HCC is also part of the **BeefQ** meat eating quality project, led by IBERS at Aberystwyth University. So far, training events have been held for processors, and outreach events organised through Farming Connect.

See the project website for more details:

www.beefq.wales



Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig
European Agricultural Fund for Rural Development
Europe Investing in Rural Areas



Llywodraeth Cymru
Welsh Government

Datblygu Marchnata Digidol



Mae HCC yn buddsoddi'n sylweddol yn y cyfryngau hysbysebu modern ym Mhrydain. Gyda llai o bobl yn gwylio'r teledu a miliynau'n gaeth i'r cyfryngau digidol ar eu ffonau a'u tabledi, mae'n bryd bachu ar y cyfle hwnnw i hyrwyddo ein cynnyrch, meddai Rheolwr Datblygu'r Farchnad HCC, Rhys Llywelyn.

"Rhaid i ni hysbysebu'n gost effeithiol i sicrhau'r canlyniadau gorau," meddai Rhys. "Drwy gydweithio gydag arbenigwyr ym maes cyfryngau cymdeithasol, gallwch dargedu grwpiau allweddol gyda negeseuon sydd wedi'u cynllunio'n benodol ar eu cyfer, eu diddordebau a'u ffordd o fyw, a chreu ymgyrch sy'n rhedeg am flwyddyn gron."

Mae HCC yn creu fideos, blogiau a darluniau i dynnu sylw defnyddwyr Facebook, Instagram a Twitter, a hynny i atgyfnerthu'n gwaith gydag archfarchnadoedd a manwerthwyr annibynnol.

Digital Marketing Switch Pays Dividends

HCC is making an unprecedented investment in modern media advertising in the UK. With fewer people watching TV and millions consuming digital media over smartphones and tablets, it's time to get ahead of the game, says HCC Market Development Manager Rhys Llywelyn.

"We need advertising that offers the very best bang for the buck," said Rhys. "By partnering with social media experts, we can target key groups with messages

specifically designed for their interests and lifestyles, and build a campaign all-year-round."

HCC is creating videos, blogs and infographics to engage consumers on Facebook, Instagram and Twitter, which will reinforce its joint promotional work with supermarkets and independent retailers.

Llwyddiant i Ymgyrch Cig Oen

Mae ymgyrch HCC i hyrwyddo Cig Oen Cymru PGI wedi'i chynabod gyda gwobr werth chweil. Enillodd yr ymgyrch hysbysebu ar Facebook ac Instagram dystysgrif rhagoriaeth yng **Ngwobrau EMEA IN2SABRE 2019** am y Defnydd Gorau o'r Cyfryngau Cymdeithasol drwy Ddadansoddiad.

Lamb Campaign Raises the Baa

HCC's PGI Welsh Lamb promotion has been recognised by the media industry. The targeted advertising over Facebook and Instagram won a certificate of excellence in the **2019 EMEA IN2SABRE Awards** for Best Use of Social Media or Analytics.

Cynhyrchwyr Porc yn Elwa o Blatfform Ar-lein

Mae diwydiant porc Cymru'n gweld budd i blatfform **'Porc.Wales'** HCC i werthu'i gynnyrch.

Derbyniodd nifer o gynhyrchwyr wobrau yn ddiweddar, gydag Oinc Oink yn ennill cystadleuaeth selsig 'Pencampwr Pencampwyr y DU', charcuterie Cwm Farm yn derbyn gwobr yn y Senedd, a Forest Coalpit Farm yn ymddangos ar raglen Countryfile y BBC.

Pork Producers Profit from Online Platform

Wales's pork industry is benefiting from HCC's **'Porc.Wales'** platform to sell its wares.

Many producers have earned accolades in recent months, with Oinc Oink winning the 'UK Champion of Champions' sausage contest, Cwm Farm's charcuterie picking up a prize in Parliament, and Forest Coalpit Farm featuring on BBC's Countryfile.

