

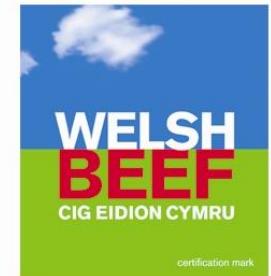
Current Beef Market & Challenges

*James Ruggeri – Industry Development Executive
&
Rhys Llywelyn – Market Development Manager*

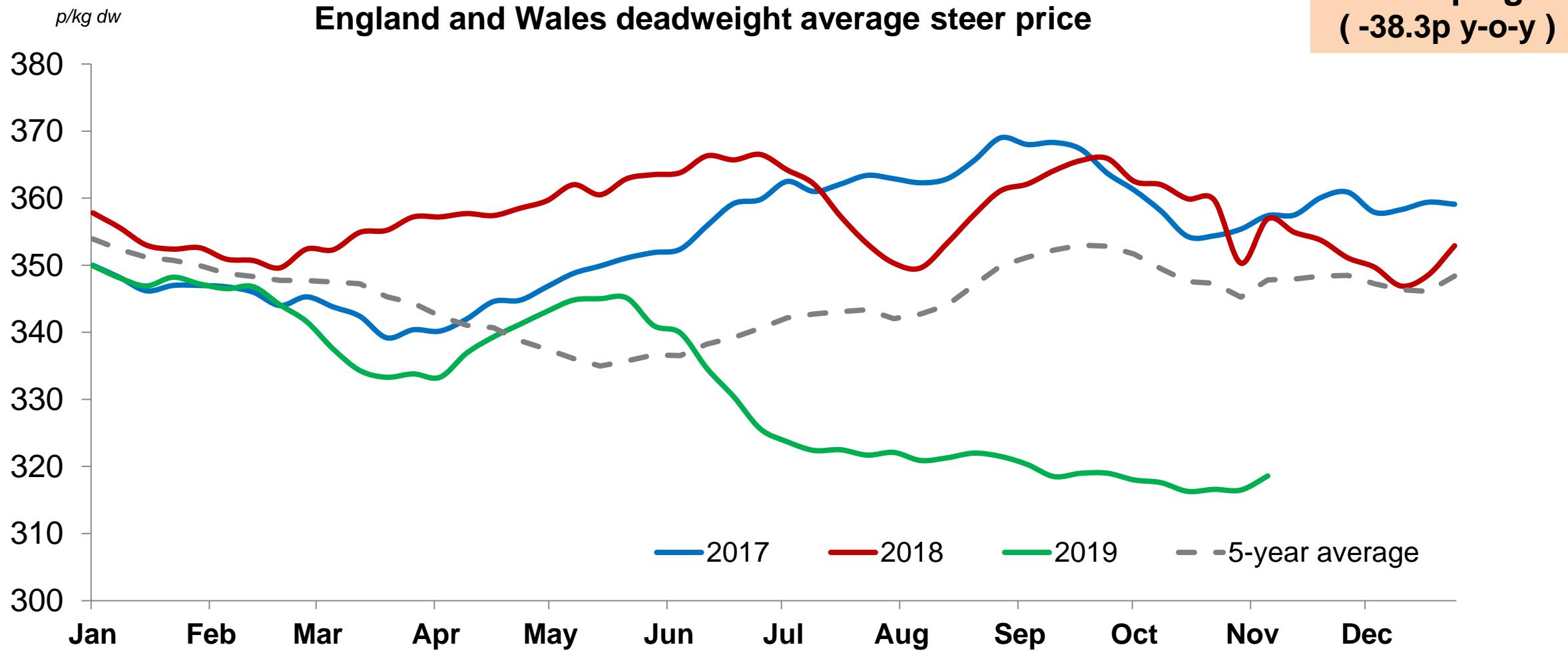


Overview

- Domestic market trends;
- Consumer demand update;
- HCC beef marketing activities.



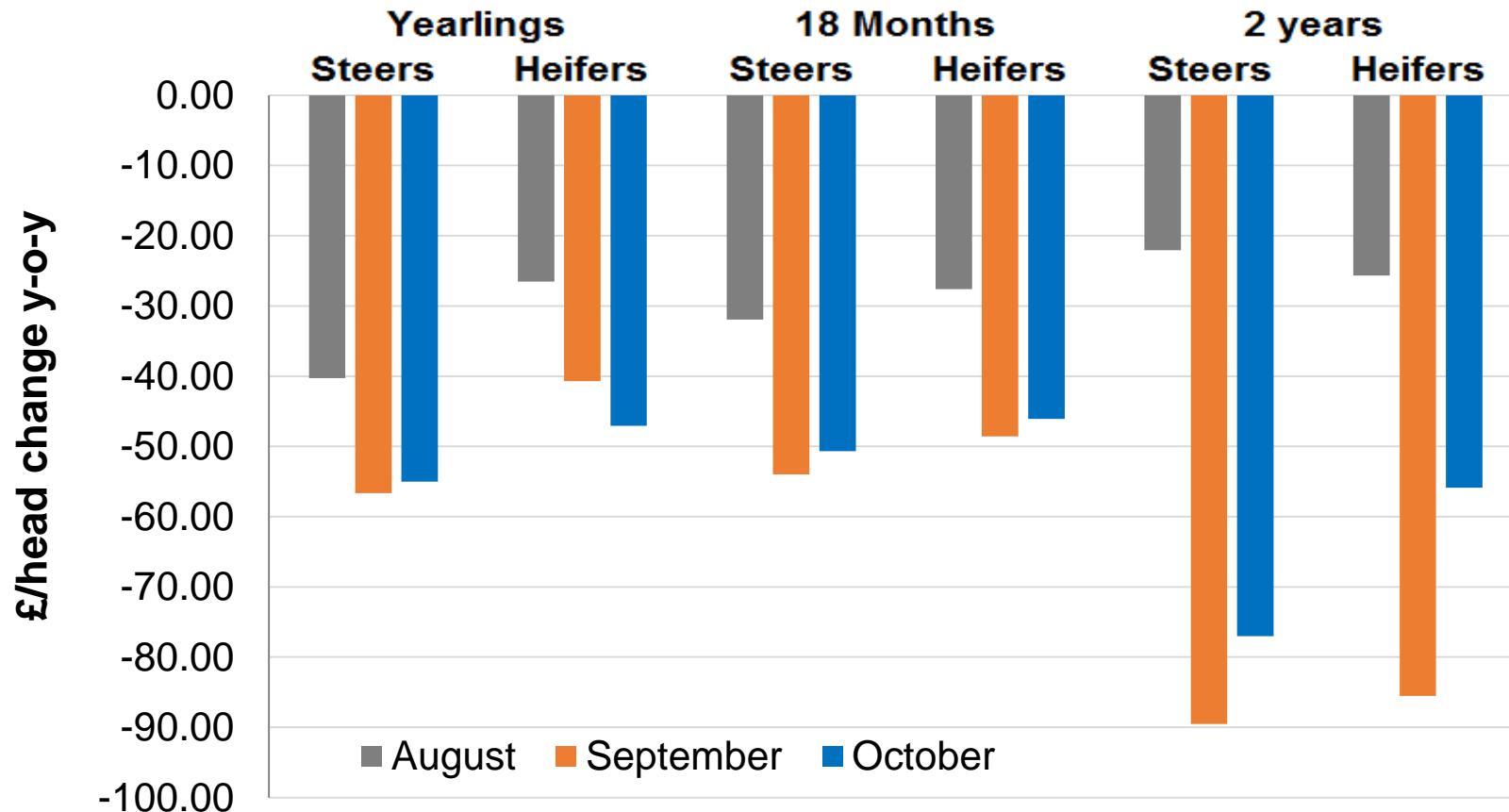
Current Market Prices



Current Market Prices

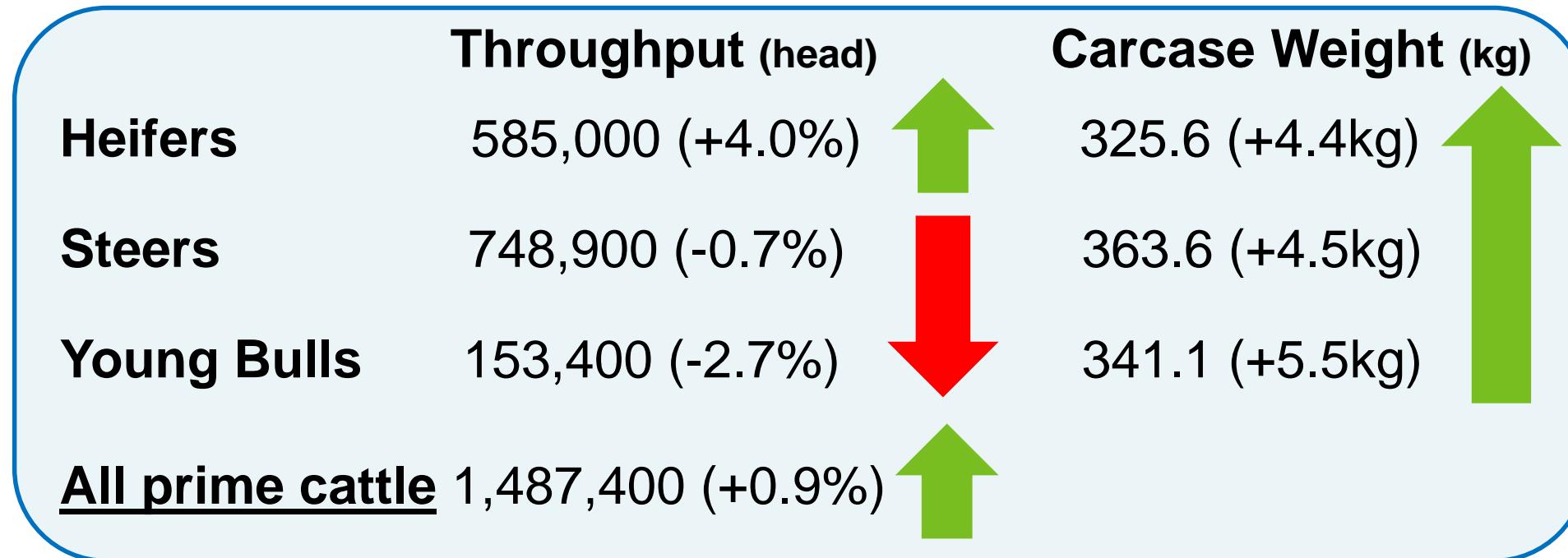
Monthly store cattle prices
(England & Wales auction markets)

Continental Cross



Current UK Production Levels (prime cattle)

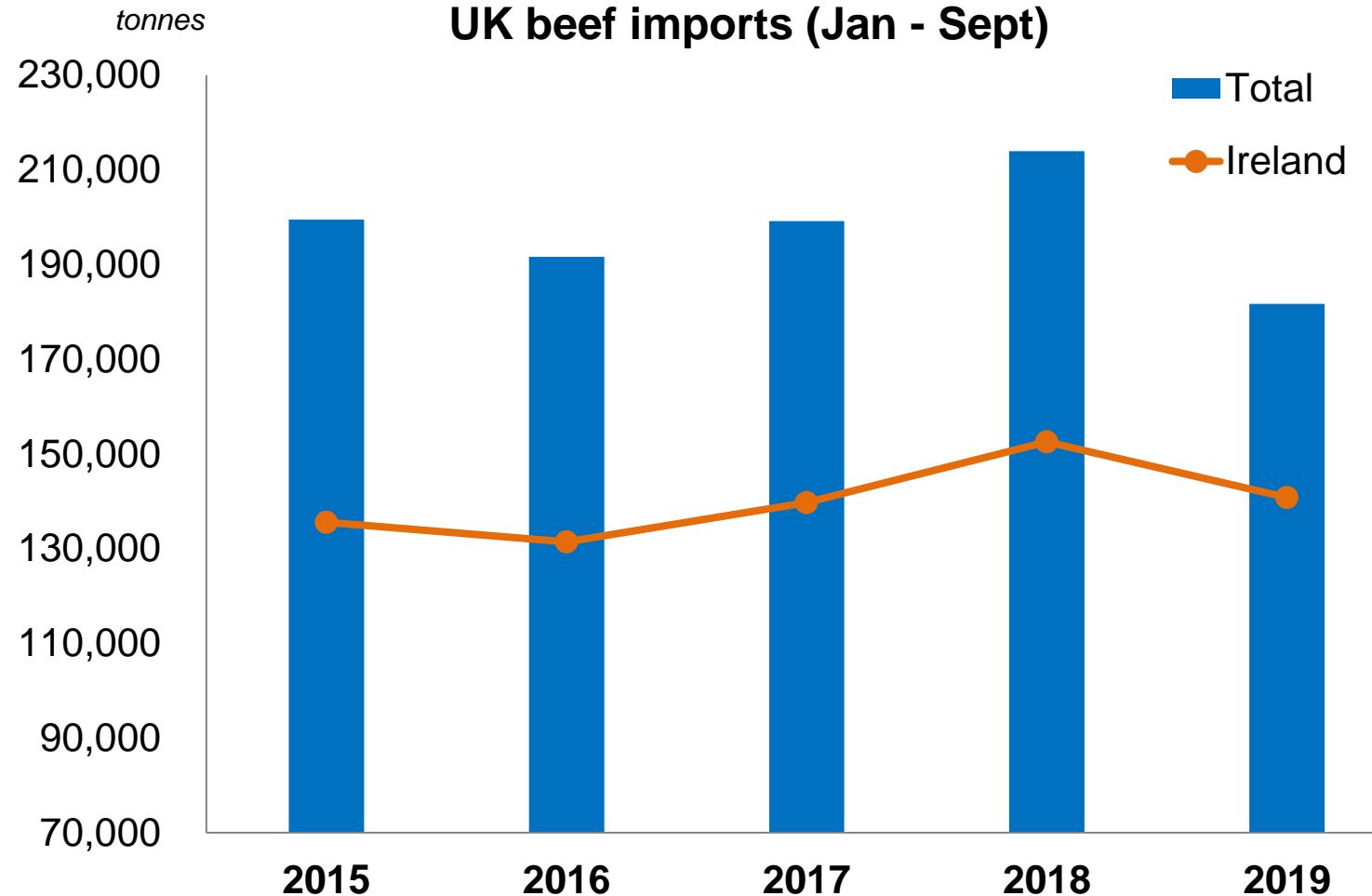
Jan – Sept 19



- Adult cattle slaughterings = **485,100 head** (down 2.6%)
- Adult cattle average carcase weight **up 7.9kg**

Total beef production = 672,400 tonnes (up 1.6%)

UK Beef Trade



Imports from Ireland
down 8% y-o-y
(-11,800 tonnes)

Jan–Sept 2019 (% y-o-y change)

Exports: 98,000 tonnes (+21%)

Imports: 181,650 tonnes (-15%)

Processing Pressures

Increased processing costs, such as;

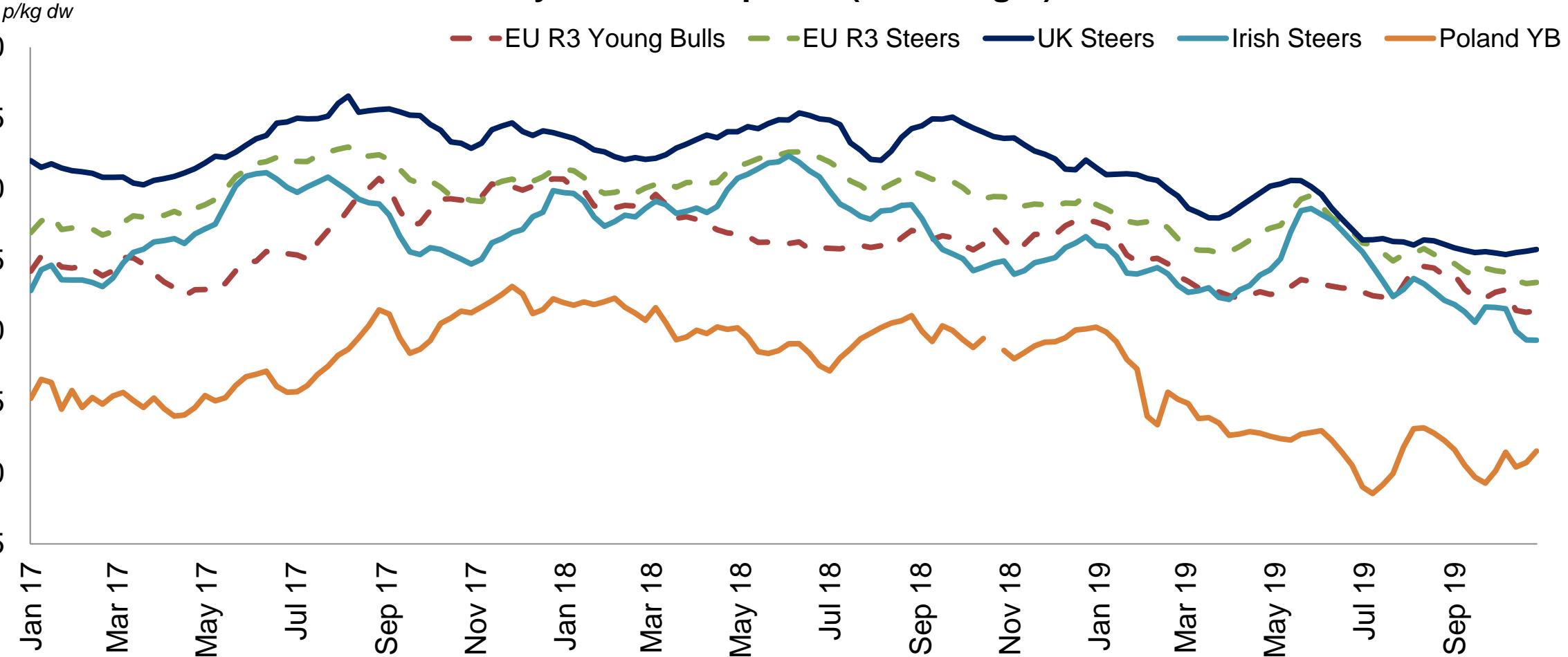
- Labour costs,
- Energy, and
- Packaging costs.

- Reports from industry have indicated significant declines in the hide market.
- Decline in the overall value of the 5th quarter.



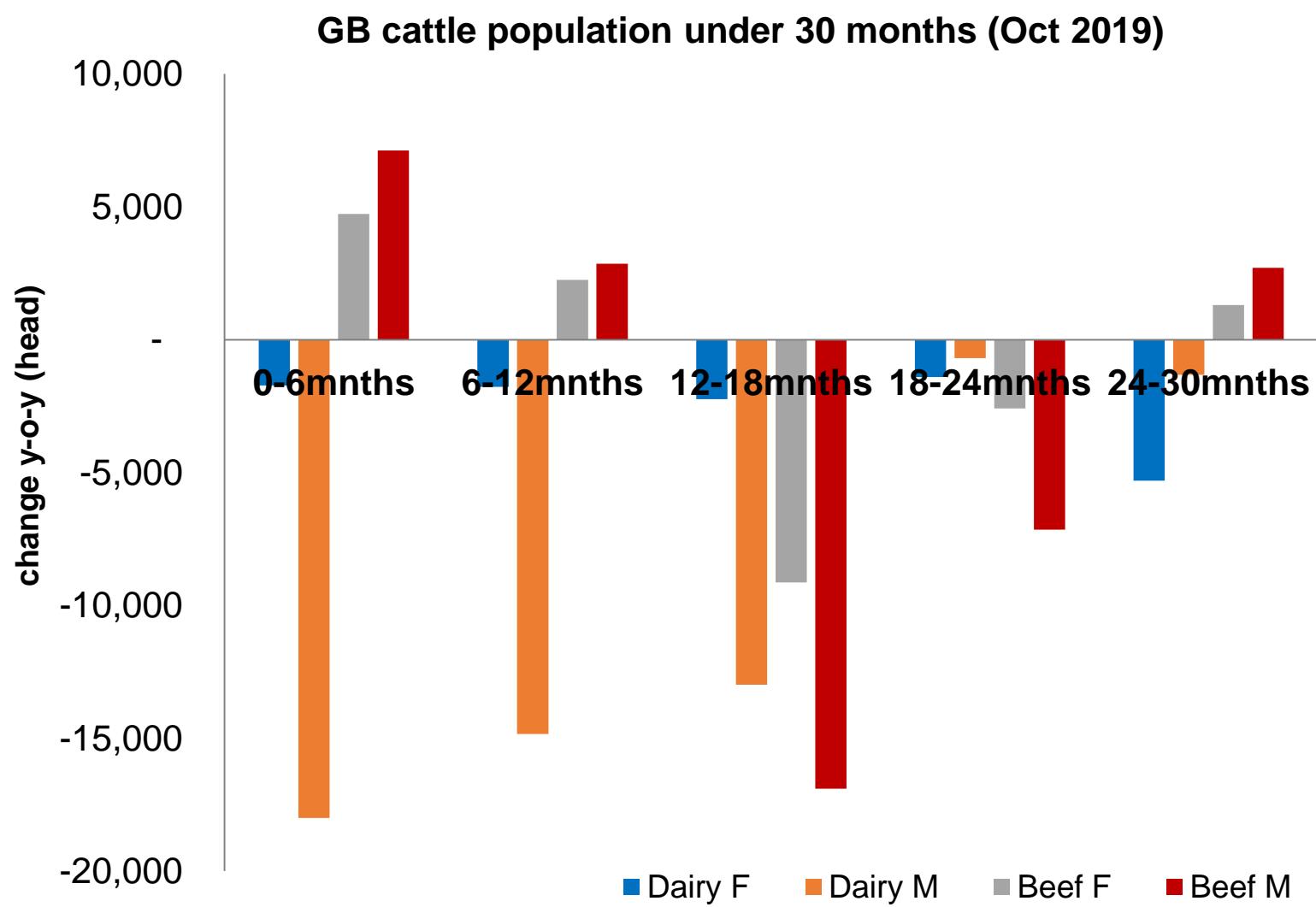
EU Market Prices

EU weekly male cattle prices (deadweight)



UK Supply Forecast

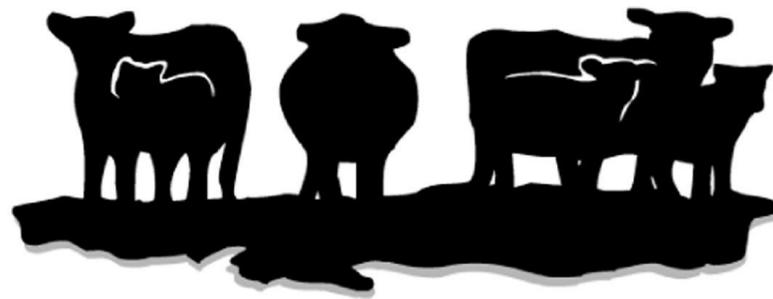
- GB calf registrations down by 49,000 head (-2%) in 2018.
- Total cattle under **30 months**: -75,000 head (-1.5%) y-o-y.
- **18-30 month**: bulk of prime cattle throughput for next 6 months (-14,500 head y-o-y).



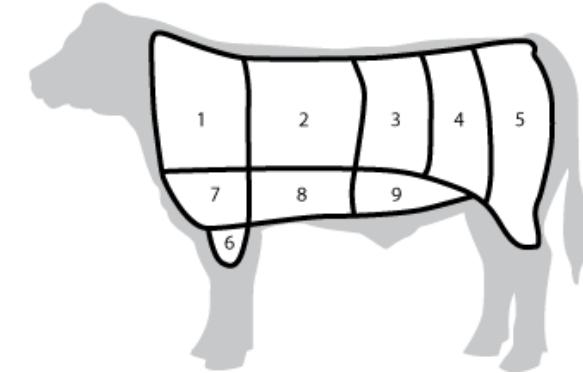
Summary



Lower prime cattle prices – following the global trend.

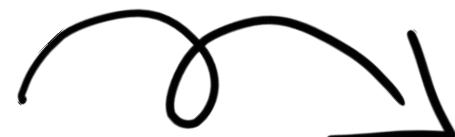


Higher beef production – due to increased prime cattle throughput.



Additional pressure from increased costs in the processing sector.

Consumer demand





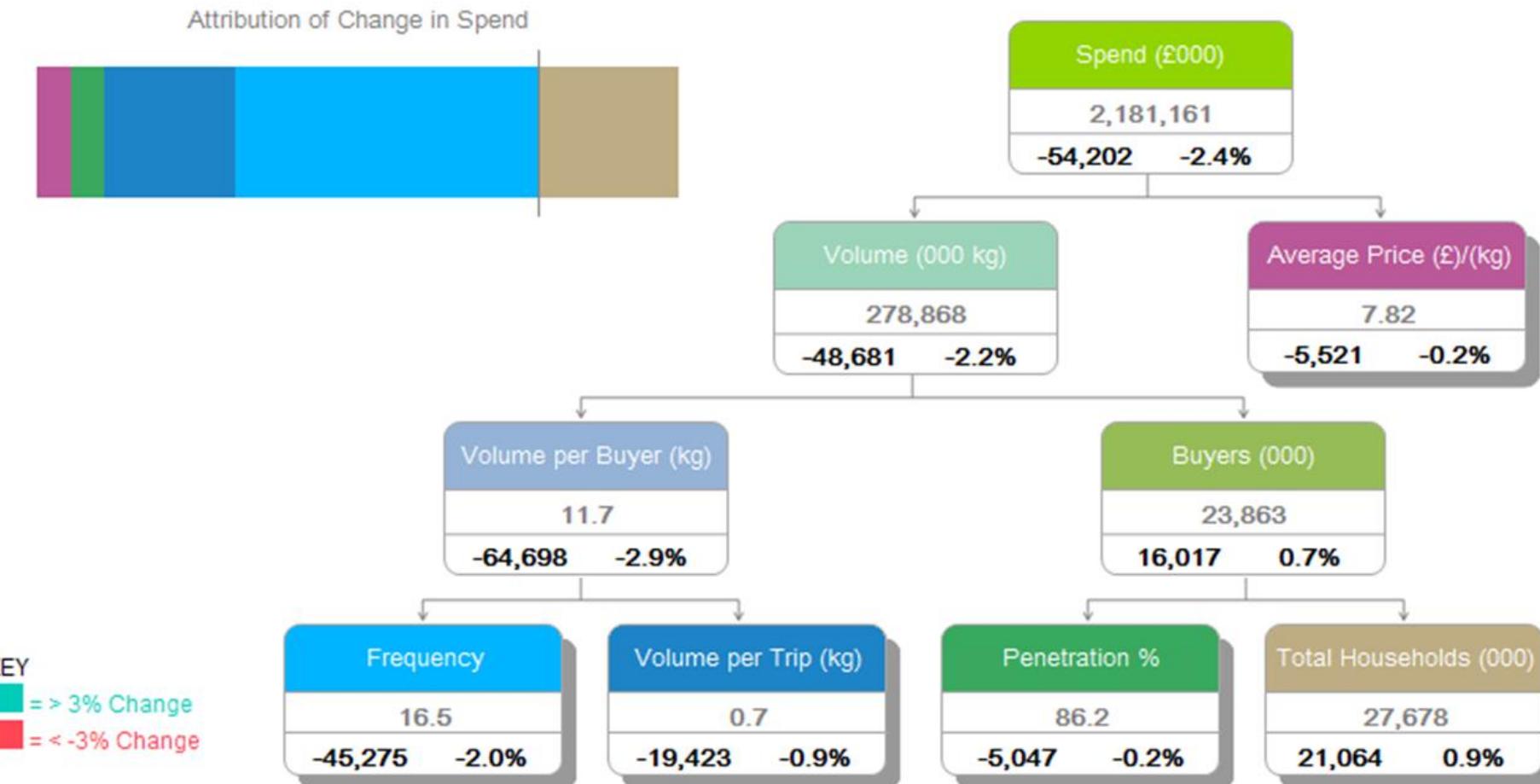
Hybu Cig Cymru
Meat Promotion Wales

hybucig.cymru
meatpromotion.wales

Cig Eidion yn y DU

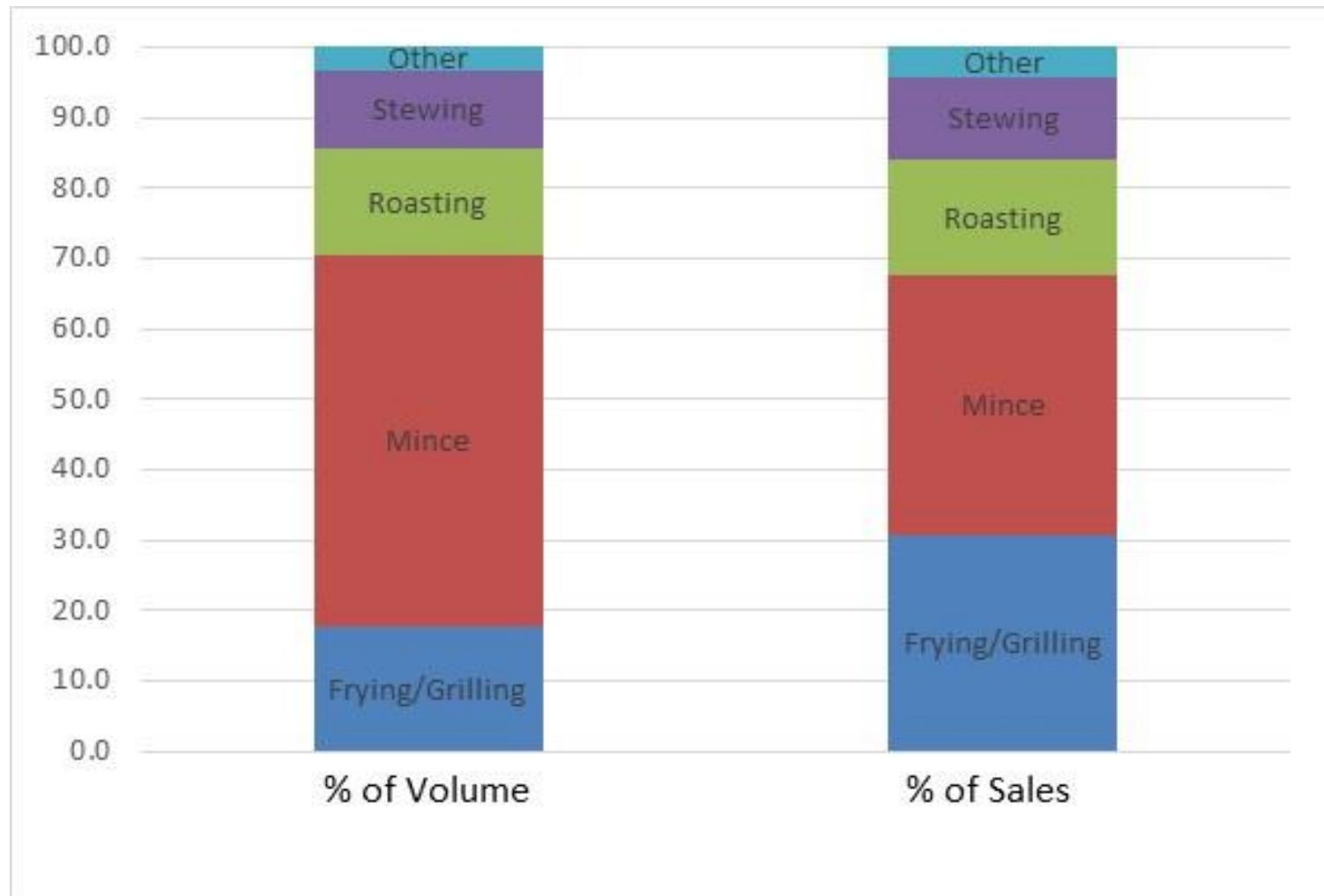
Beef in the UK

Trosolwg o fanwerthu cig eidion yn y D.U. / Overview of beef retail in the UK

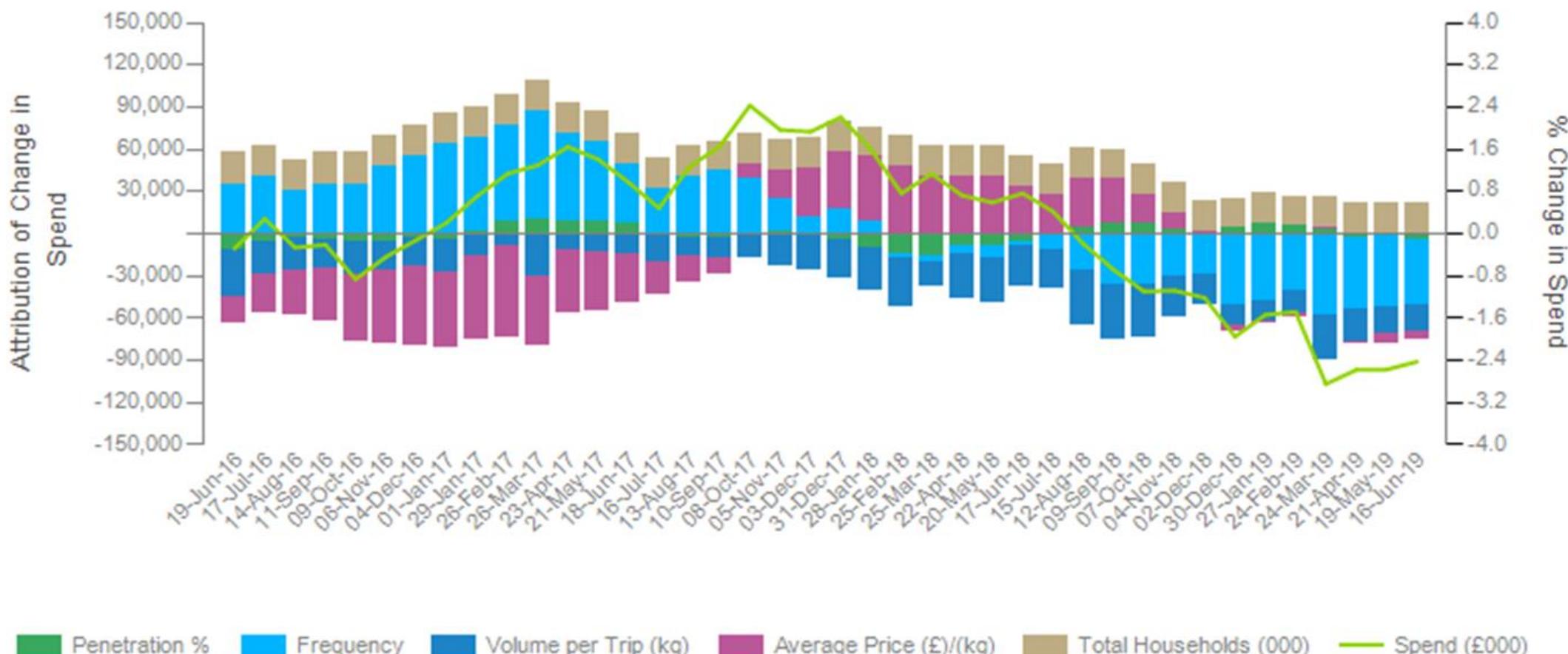


Beth a faint sy'n gwerthu / What and how much is sold

Gwerth a maint cynyrrch cig eidion yn y D.U. / Value and volume of beef produce in the UK



Beth sy'n gyrru'r newid yng ngwerthiant cig eidion ym Mhrydain? / *What drives the changes in beef sales in the UK?*



Crynodeb / Summary

- Gostyngiad mewn gwerthiant cig eidion ar y cyfan (£)
- Achosir hyn gan pa mor aml mae'n cael ei brynu a faint sy'n cael ei brynu.
- 86% o gartrefi yn y DU wedi prynu cig eidion yn y 52 wythnos ddiwethaf.
- Briwgig yw'r rhan helaethaf o werthiant cig eidion - 53% o'r pwysau a 37% o'r gwerth.
- General decline in beef sales (£)
- Caused by frequency of purchase and volume purchased.
- 86% of households in the UK have purchased beef in last 52 weeks.
- Mince accounts for most of beef sales - 53% of weight and 37% of volume.

Beth sy'n achosi hyn? / What causes this?

- 64% o siopwyr yn dweud eu bod yn gofidio am yr economi oherwydd Brexit.
- 59% o siopwyr yn poeni am eu sefyllfa ariannol bersonol.
- 36% yn dweud eu bod yn fwy gofalus gyda'u gwariant ar fwyd.
- 64% of shoppers say that they're concerned about the economy because of Brexit.
- 59% of shoppers are worried about their own personal financial situation.
- 36% say they're more careful in terms of how much they spend on food.

Strategaeth 2018/19 Strategy

- Ers Ebrill 2018 mae ein strategaeth wedi symud i weithio drwy'r flwyddyn gyda ffocws ar y digidol er mwyn cynyddu ymgysylltiad â'r brand a gwella mesur perfformiad.
- *Since April 2018, our strategy has moved to working all year round with a focus on digital to increase engagement with the brand and improve performance measurement.*
- Mae canlyniadau'n dangos fod hyn wedi talu ar ei ganfed gyda chynnydd mewn ymgysylltiad â'r cwsmer a hyrwyddo wedi'i dargedu drwy'r flwyddyn am yr un gyllideb.
- *Results have shown that this has paid off with an increase in engagement with the consumer and targeted promotions all year round with the same budget.*



5,345 total likes
Growth of 516% over period



864 total followers
Account launched during period



3,289 total followers
Growth of 20% over period

Strategaeth 2018/19 Strategy

Gellir rhannu ymgyrch eleni mewn i bedair prif elfen:

Drwy'r Flwyddyn – Gweithgaredd sylfaenol (Ebrill 2019 - Mawrth 2020)

- 1. Ymgyrch 1** – Cwpan Rygbi'r Byd 2019 (Medi / Hydref)
- 2. Ymgyrch 2** – Cyfnod Nadolig 2019 (Tachwedd / Rhagfyr)
- 3. Ymgyrch 3** – Chwe Gwlad 2020 (Chwefror/ Mawrth)

This year's campaign can be split into four main elements:

All Year Round - ongoing activity (April 2019 – March 2020)

- 1. Campaign 1** – Rugby World Cup 2019 (September / October)
- 2. Campaign 2** - Christmas period 2019 (November / December)
- 3. Campaign 3** – Six Nations 2020 (February / March)

Drwy'r Flwyddyn / All Year Round

- Drafftio a phostio dyddiol ar draws sianeli cyfryngau cymdeithasol Cig Eidion Cymru i gyd er mwyn sicrhau twf mewn ymgysylltu, trafnidiaeth ar y wefan a chynyddu proffil.
- PR a ffocws lledaenach arlein ar ddiwrnodau themâu allweddol.
- Creu cyfres o ryseitiau fideo blasus newydd i helpu i ddenu ymgysylltiad digidol, wedi eu rhyddhau ar adegau penodol.
- Partneriaethau a hysbysebu â thâl lle bo cyfle i wneud hynny.



- *Daily posts across Welsh Beef social media channels to ensure increase in engagement, traffic to the website and increase profile.*
- *PR and wider online focus on key theme days.*
- *Create a series of new recipe videos to increase digital engagement, released on specific dates.*
- *Paid partnerships and paid advertising where appropriate.*

Rhan 1 (Medi / Hyd) / Part 1 (Sept / Oct)

hybcig.cymru
meatpromotion.wales

WalesOnline

Partneriaeth yn cynnwys erthyglau yn hybu fideos ryseitiau Cig Eidion Cymru a hysbysebu eang arlein a thraddodiadol.

Partnerships including articles promoting Welsh Beef recipe videos and online and traditional advertising.

Golwg 360

Cyfres o hysbysebion yn ystod Cwpan y Byd (Arlein a Thraddodiadol – Cymraeg yn unig)

Series of advertisements during Rugby World Cup (online and traditional –



Rhowch
dân yn
eich bol.

Welsh only)

A thumbnail for a WalesOnline article titled "8 knockout Welsh beef recipes to enjoy during the Rugby World Cup". It features a bowl of Welsh Beef katsu over rice with a side of miso soup and chopsticks. The article is by Chris Peregrine and was updated on 14.09.2019.

WalesOnline
ADVERTORIAL

8 knockout Welsh beef recipes to enjoy during the Rugby World Cup

Fuel your passion is the call to arms from Hybu Cig Cymru - Meat Promotion Wales

SHARE

By Chris Peregrine Commercial writer Updated 14.09.2019

Welsh Beef katsu

There sure is some beef on show at the Rugby World Cup as the array of athletic specimens collide on the playing fields of Japan.

So how appropriate, therefore, that Hybu Cig Cymru - Meat Promotion Wales - has come up with eight mouthwatering beef recipes to give those taste buds a good workout.

In fact, they are perfect to sit down in front of and chew the fat over the matches just watched.

Fuel your passion

Hybu Cig Cymru is the industry-led organisation responsible for the development, promotion and marketing of Welsh red meat. Its market development manager Rhys Llywelyn calls them a series of show-stopping PGI Welsh Beef recipes.

"So as well as supporting the Welsh rugby team over the next few weeks, you can also support our farmers," he said. "So whether you're a competitive sports person needing to refuel your body for the next competition, or just want a versatile and tasty food to keep your strength up due to the strain of watching all those matches as the tournament progresses, there really isn't a need to look further than Welsh beef to help fuel your passion."

Rhan 1 (Medi / Hyd) / Part 1 (Sept / Oct)

hyoucig.cymru
meatpromotion.wales



Taste.Blas - hyrwyddo drwy gylchgrawn a ddosberthir am ddim, dros fil o fannau drwy Gymru.

- promotion in a magazine with free distribution, over a thousand sites across Wales.

Hyrwyddo ar y **cyfryngau cymdeithasol** yn cynnwys cystadleuaeth i ennill pêl rygbi Shane Williams a gwthio fideos o ryseitiau Cig Eidion Cymru.

Social media promotions including a competition to win a Shane Williams signed ball and push Welsh Beef recipe videos.



FUEL YOUR PASSION. FUEL YOUR PASSION.

- Lansio partneriaeth gyda'r **Scarlets** / *Launch partnership with the Scarlets*
 - Partner Maeth Swyddogol – Cig Eidion Cymru PGI / *Official Nutritional Partner – Welsh Beef*
 - Parhau â'r cyswllt rhwng Cig Eidion Cymru a bywyd iach / *Continue link between Welsh Beef and healthy eating*
- Defnydd o aelodau o garfan y Scarlets ar gyfer ymgyrchoedd yn hyrwyddo Cig Eidion Cymru / *Use of Scarlets team members for Welsh Beef campaigns*
- Chwaraewyr yn ymddangos yn ein digwyddiadau / *Players at our events*
 - Hysbysebu drwy'r tymor yn cynnwys yn ystod gemau / *Advertising throughout the season including during matches.*



eatwelshbeef.com

eatwelshbeef.com

RHOWCH DÂN YN EICH BOL.

- Gan adeiladu ar y berthynas byddwn yn rhedeg ymgyrch yn arwain at y Nadolig yn hyrwyddo Cig Eidion Cymru fel y cig i'w fwyta ddiwrnod 'Dolig / *Building on the relationship, we'll run a campaign in the run-up to Christmas promoting Welsh Beef as the meat to eat on Christmas day.*
- Gweithgaredd yn cynnwys / *Activity includes:*
 - Fideo gyda chwaraewyr y Scarlets / *Video with Scarlets player*
 - Fideos ryseitiau / *Recipe videos*
 - Partneru gyda theitlau allweddol eg. Daily Post & Western Mail / *Partnerships with key titles*
 - PR lledaenach gyda theitlau rhanbarthol / *Wider PR with regional titles*
 - Cynnydd mewn gweithgaredd ar y cyfryngau cymdeithasol / *Increase in activity on social media*



eatwelshbeef.com

eatwelshbeef.com

Rhan 3 (Chwe / Maw) / Part 3 (Feb / March)

- Bydd rhan ola'r ymgyrch yn adnewyddu'r sylw ar fudd maethol Cig Eidion Cymru / *The final part will look to renew the focus on health benefits of Welsh Beef*

- Bydd hyn yn clymu mewn gyda dechrau'r 6 Gwlad ac yn gwthio'r neges o rol bwysig cig coch fel rhan o ddeiet iach ar gyfer bywyd iach a llawn gweithgaredd / *This will tie-in with the start of the 6 Nations and focus on red meat as part of healthy, balanced diet*

- Byddwn yn gwneud y mwyaf o'r cyswllt gyda'r Scarlets drwy fideos / *We will make the most of link with Scarlets by using videos*



Rhan 3 (Chwe / Maw) / Part 3 (Feb / March)

- Byddwn hefyd yn gweithio gyda arbenigwyr yn y maes maeth i ymladd negeseuon negyddol am fwyta cig coch /
We will also work with experts in nutrition to fight back against negative red meat messages
- Yn olaf ry'n ni wedi comisynnu cyfres o 6 rhaglen gyda Cardiff TV sy'n hybu aelodau o Glwb Cigyddion HCC yn Ne Cymru. / *Lastly, we have commissioned a series of 6 programmes with Cardiff TV to promote HCC Butchers' Club in South Wales.*



**Ffocws ar bwysigrwydd tarddiad Cig Eidion Cymru a phrynu'n lleol.
Focus on importance of Welsh Beef origin and local sourcing.**



Hybu Cig Cymru
Meat Promotion Wales

hybucig.cymru
meatpromotion.wales

