



Hybu Cig Cymru
Meat Promotion Wales

www.hccmpw.org.uk

The Welsh Way Y Ffordd Gymreig





- ✓ Our beef and sheep farms in Wales are non-intensive
 - ✓ We raise livestock using abundant natural resources – grass and rainwater
- (a kilo of beef from a sustainable system can use as little as 250 litres of water, not 15,000)
- ✓ 80% of Wales is unsuitable for growing crops. Rearing livestock is the best way to turn marginal land into high-quality food
 - ✓ Our grassland, managed by farmers, stores carbon so makes a positive contribution to mitigating climate change

- ‘Roadmap’ document seven years ago
- This work being refreshed; it will provide statistical underpinning for our claims, and demonstrate that our industry is moving in this direction



Climate Change and Land

An IPCC special report on climate change, desertification, land degradation, sustainable land management, food security, and greenhouse gas fluxes in terrestrial ecosystems

DOWNLOAD REPORT

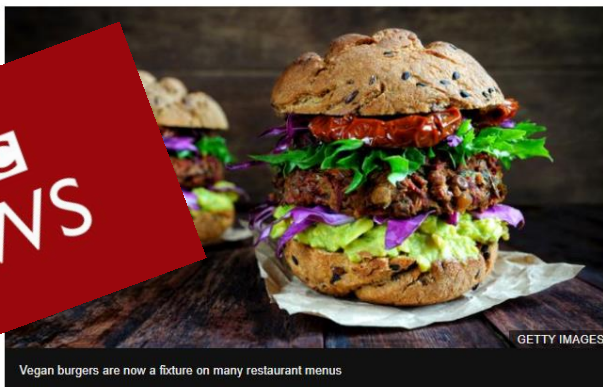
Support from International Opinion

IPCC report mis-represented by the media.

BUT

- It did say that there's a **huge variety** of systems across the world, and a variety of policy responses needed
- It did **not** give a clear pro-vegan message
- It said that sustainable livestock production was **part of the solution** to feeding 10bn people sustainably.
- It came out **against** taking land out of food production

BBC
NEWS



Vegan burgers are now a fixture on many restaurant menus

Switching to a plant-based diet can help fight climate change, UN experts have said.

The Welsh Way IS part of the solution to climate crisis

- The opportunity to differentiate sustainable Wales from the 'global average'
- New content & robust evidence needed to command the agenda
- BUT, we can go ahead with marketing using material on this theme





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Multi-media campaign

From now until March 2020,
including 'Veganuary'

- Use existing and growing social media channels to target advertising
- Targeted broadcast (including radio & on-demand)
- Some print advertising
- PR activity
- Some of the activity will put farmers in the front, as the most authentic voices.



**Welsh Agriculture takes aim
at 'unbalanced coverage' of
meat-free lifestyles**

