



Hybu Cig Cymru
Meat Promotion Wales

Diweddariad ar y
Diwydiant Cig Coch
Red Meat Industry Update

Bwletin

Haf | Summer 2020

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

Gair o'r Gadair

Mae'r ychydig fisoedd diwethaf wedi dod â heriau digynsail i bawb.

Yn ogystal â'r argyfwng iechyd cyhoeddus, achosodd COVID-19 aflonyddwch mawr mewn cadwyni cyflenwi bwyd. Mae pawb – ffermwyr, arwerthwyr, cigyddion, proseswyr, gweithwyr trafniadaeth a manwerthwyr – wedi gwneud gwaith rhyfeddol i gadw bwyd ar ein byrddau.

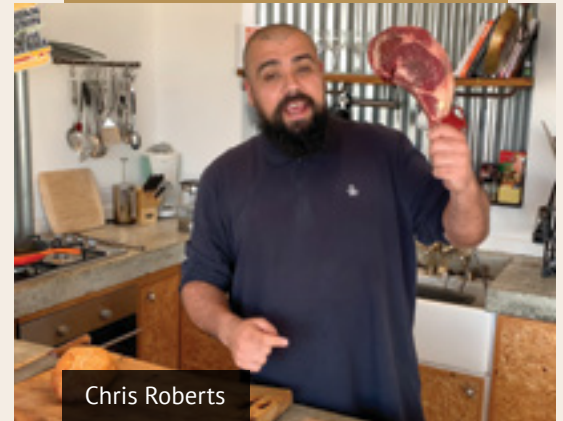
Yn HCC, ein rôl fu rhoi gwybodaeth i'n rhanddeiliaid, a chefnogi'n cynnyrch. Yn syth gwnaethom droi ein ffocws i greu cynnwys atyniadol ar gyfer y cyfryngau i ysbrydoli pobl i roi cynnig ar ryseitiau cig coch gartref.

Wrth i raddfa'r aflonyddwch i'r sector cig eidion ddod yn amlwg, fe wnaethom ymuno ag AHDB a QMS i lansio'r ymgyrch #Makelt dros y teledu a llwyfannau eraill.

Mae gennym lawer mwy o farchnata, yn enwedig ar gyfer Cig Oen Cymru, wedi'i drefnu ar gyfer gweddill y flwyddyn.

Rydym hefyd yn bwrw ymlaen â gwaith tymor hir ar gystadleurwydd y diwydiant, gan baratoi ar gyfer mwy o aflonyddwch posib ar ddiwedd y flwyddyn os na ddaw cytundeb fasnach Ewropeaidd, ac arwain y diwydiant wrth hyrwyddo cynaliadwyedd ein ffermio.

Kevin Roberts, Cadeirydd HCC



Chris Roberts

Mae ein cogyddion
yn dod â'u bwytai
i'ch cartref chi!

Our chefs bring
their restaurants to
your home!



A Word from the Chair

These past few months has brought unprecedented challenges for us all.

As well as the public health emergency, COVID-19 caused a major disruption in food supply chains. Everyone – farmers, auction markets, butchers, processors, transport workers and retailers – have done an extraordinary job to keep food on people's tables.

At HCC, our role has been to inform our stakeholders, and support our products. Straight away we switched our marketing focus to creating engaging media content to inspire people to try new red meat recipes at home.

As the scale of the disruption for the beef sector became clear, we joined with AHDB and QMS to launch the #Makelt campaign over TV and other platforms.

We have much more marketing, especially for Welsh Lamb, scheduled for the rest of the year.

We're also pressing ahead with long-term work on industry competitiveness, preparing for more possible disruption at the end of the year if there's no European trade deal, and leading the industry in promoting the sustainability of our farming.

Kevin Roberts, Chairman, HCC



Newyddion a Data

News & Data

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Effaith y Cloi Mawr

Cafodd prisiau cig oen ac eidion ergyd ym mis Mawrth wrth i fwytai, tafarndai a gwestai gau. Mae bwyta allan – ym Mhrydain a thramor – yn farchnad bwysig ar gyfer toriadau drutach. O ran cig oen, roedd y ffaith i'r Pasg gwympto yn ystod y cloi mawr hefyd wedi taro gwerthiant coesau ar gyfer eu rhostio.

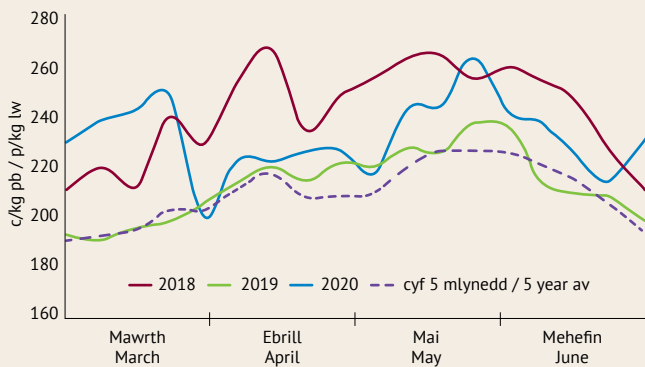
Gwellodd prisiau yn sgil hyrwyddo ar y cyd yn y sector manwerthu. Mae'r galw am allforio hefyd wedi'i gynnal i raddau helaeth.

The Impact of Lockdown

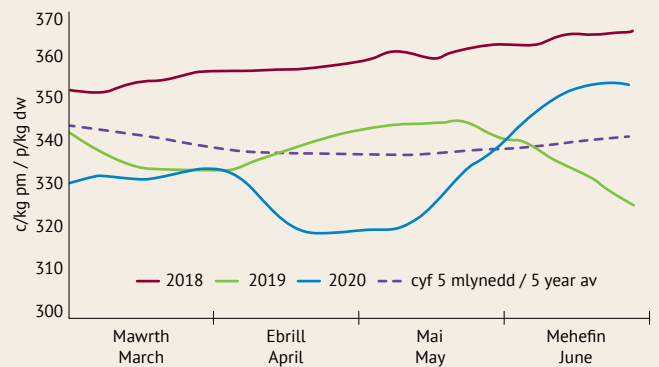
Lamb and beef prices were hit in March by the closure of restaurants, pubs and hotels. Eating out – in Britain and abroad – is an important outlet for more expensive cuts. In terms of lamb, the fact that Easter fell during lockdown also hit retail sales of leg roasting joints.

Concerted promotional work in the retail sector saw prices recover. Export demand has also been largely maintained.

Prisiau Wŷn dethol (SQQ) ym marchnadoedd da byw Cymru
Prime lamb (SQQ) prices at auction markets in Wales



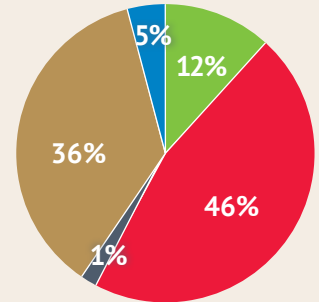
Prisiau bustych pwysau marw yn Lloegr a Chymru
England and Wales deadweight steer overall price



Crynodeb Ariannol Financial Summary

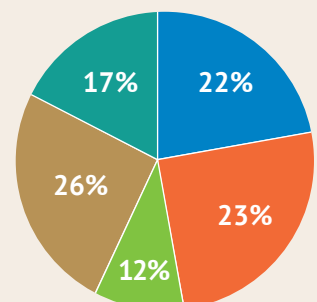
Incwm / Income

Ardoll Wartheg / Cattle Levy	710,328	12.43%
Ardoll Ddefaid / Sheep Levy	2,622,213	45.87%
Ardoll Foch / Pig Levy	37,584	0.66%
Grantiau / Grants	2,043,145	35.74%
Incwm Arall / Other Income	302,823	5.30%
	£5,716,093	



Gwariant / Expenditure

Hyrwyddo ym Mhrydain / UK Promotion	1,282,449	21.96%
Hyrwyddo Allforion / Export Promotion	1,365,075	23.38%
Cymorth Technegol / Technical Support	672,753	11.52%
Rhaglen Datblygu Cig Coch / Red Meat Development Programme	1,533,228	26.26%
Costau Corfforaethol / Corporate Costs	985,442	16.88%
	£5,838,947	



2019/20

Meeting the Marketing Challenge

From March, we've seen a huge change in demand – consumers eating out less and spending more time at home.

HCC switched its marketing focus to increased social and broadcast media, turning around new content in a short space of time.

Star chefs were enlisted to create recipe videos from home, which were promoted on social media alongside engaging competitions.

The three GB levy bodies also joined up to engage with retailers and advertise beef and lamb over TV and popular websites through the successful #Makelt campaign.

Sales of beef steaks shot up by 30% in May compared to the previous year, and this work will continue in the autumn with a special focus on lamb.

Similar work has taken place in key export markets, with attention shifted from foodservice to retail marketing, and new content created in French and other languages.



Hywel Griffith



Sam Evans



Cwrdd â'r Her Marchnata

O fis Mawrth, bu newid enfawr yn y galw wrth i bobl beidio bwyta allan a threulio mwy o amser gartref.

Trosodd HCC ei ffocws marchnata i gyfryngau cymdeithasol a darlledu, gan greu cynnwys newydd mewn byr amser.

Daeth cymorth gan gogyddion enwog i greu fideos rysâit gartref, a gafodd eu hyrwyddo ar gyfryngau cymdeithasol ochr yn ochr â chystadlaethau poblogaidd.

Ymunodd tri chorff ardoll Prydain hefyd i ymgysylltu â manwerthwyr a hysbysebu cig eidion ac oen dros y teledu a gwefannau poblogaidd trwy'r ymgyrch lwyddiannus #Makelt.

Cynyddodd gwerthiant stêcs cig eidion 30% ym mis Mai o'i gymharu â'r flwyddyn flaenorol, a bydd y gwaith hwn yn parhau yn yr hydref gyda ffocws arbennig ar gig oen.

Mae gwaith tebyg wedi digwydd mewn marchnadoedd allforio allweddol, gyda chyllid wedi'i symud o hyrwyddo yn y sector gwasanaeth bwyd i fanwerthu, a chynnwys newydd wedi'i greu yn Ffrangeg ac ieithoedd eraill.





Arwain ar gynaliadwyedd

Dechreuodd 2020 gyda'n hymgyrch hysbysebu, gan dargedu marchnad Lloegr yn bennaf, ar stori amgylcheddol gadarnhaol ffermio Cymru. Cawsom gymorth gan Caryl Hughes, ffermwr ifanc o Ddyffryn Ceiriog, i gyfleu'r neges y gall bobl fod yn hyderus wrth brynu cig a gynhyrchwyd yn y 'Ffordd Gymreig' – heb fod yn ddwys ac yn dibynnu i raddau helaeth ar laswellt a glawiad naturiol.

Rydym hefyd wedi ymrwmo i bartneriaeth gyda Phrifysgol Bangor i ymchwilio i sut y gall ffermio Cymru aros yn broffidiol ac addasu i fyd lle rydym yn anelu at leihau allyriadau.

Ac yn ddiweddarach yn y flwyddyn byddwn yn lansio ein 'Map Ffordd Cynaliadwyedd', ein cynllun blaengar ar gyfer y sector.

Leading the way on sustainability

2020 began with our consumer campaign, mainly targeting the English market, on Welsh farming's positive environmental story. Young Ceiriog Valley farmer Caryl Hughes helped us get the message out that shoppers can be confident in buying meat produced the 'Welsh Way' – non-intensive and relying largely on natural grass and rainfall.

We've also entered into a partnership with Bangor University to research how Welsh farming can remain profitable and adapt to a world where we're aiming for net zero emissions.

And later in the year we'll be launching our bold 'Sustainability Roadmap' for the sector.

Rhaglen Datblygu Cig Coch yn Parhau – yn Rhithiol!

Mae pellhau cymdeithasol wedi golygu cyflawni ein prosiectau diwydiant mewn ffyrdd gwahanol.

Ar y **Prosiect Stoc+**, mae milfeddygon a staff HCC wedi bod yn brysur yn creu cynnwys fideo, i roi gwybodaeth arbenigol am y cyngor iechyd anifeiliaid diweddaraf i'r ffermwyr sy'n rhan o'r prosiect.

Recriwtiodd y **Cynllun Hyrddod Mynydd** sawl diadell newydd, a chynhaliwyd sesiynau trafod dros fideo. Mae canlyniadau cynnar y prosiect hwn yn addawol. Roedd yr ŵyn o hyrddod a gofnodwyd eu perfformiad 1.6kg yn drymach yn 8 wythnos oed a 2.4kg yn drymach wrth eu diddyfnu, gan arwain at enillion ariannol a allai fod yn sylweddol.

Cynhaliwyd paneli blas defnyddwyr ledled y DU ar ddechrau'r flwyddyn ar **Prosiect Ansawdd Cig Oen Cymru**. Mae canlyniadau'r cam cyntaf hwn yn cael eu dadansoddi a byddant yn cael eu lansio yn yr hydref. Hefyd, mae gwaith ar draws y gadwyn gyflenwi wedi arwain at ymestyn oes silff Cig Oen Cymru yn sylweddol.

Red Meat Development Programme Presses on – Virtually!

Social distancing has meant delivering our industry projects in different ways.

On the **Stoc+ Project**, vets and HCC staff have been busy creating video content from home, to keep participants informed on the latest animal health advice.

The **Hill Ram Scheme** recruited several new flocks, with inductions held over video-conference. Early results of this project are promising. Lambs sired by performance-recorded rams were 1.6kg heavier at 8 weeks and 2.4kg heavier at weaning, leading to a potentially significant financial gain.

Consumer taste panels were held across the UK at the start of the year on the **Welsh Lamb Meat Quality Project**. The results of this first phase are being analysed and will be launched in the autumn. Also, work across the supply chain has resulted in a significant lengthening of Welsh Lamb's shelf-life.

