



Hybu Cig Cymru  
Meat Promotion Wales

Diweddariad ar y  
Diwydiant Cig Coch  
Red Meat Industry Update

# Bwletin

Gwanwyn | Spring 2021

## Y 'Ffordd Gymreig' tuag at Fwyd Cynaliadwy

**Credwn fod gennym ni yng Nghymru rai o'r systemau mwyaf cynaliadwy ar gyfer cynhyrchu cig oen ac eidion. Nawr, diolch i ymchwil newydd, gallwn brofi hyn, ac anelu at arwain y byd.**

Rhyddhaodd HCC 'Y Ffordd Gymreig' cyn y Nadolig. Mae'n rhoi cydbwysedd i'r ddadl ar fwyd a'r amgylchedd, gan gyflwyno tystiolaeth bwerus bod ein ffordd o ffermio yn llawer mwy cynaliadwy na'r 'cyfartaledd byd-eang' a gamddefnyddir yn y cyfryngau.

Mae ymchwil manwl yn dangos lle'r ydym ni eisoes yn gwneud yn dda – a lle gallwn ni wella.

Bydd cwsmeriaid y dyfodol am wybod bod eu bwyd yn cael ei gynhyrchu'n gynaliadwy. Gall hyn fod yn fantais mawr i gig o Gymru. Mae'r neges i'r cwsmer sy'n poeni am yr hinsawdd yn glir: yr ateb yw nid i roi'r gorau i fwyta cig coch ond dewis cig sydd wedi'i gynhyrchu'n fwy cynaliadwy.



**Gwerthiant Cig Coch  
i fyny yn 2020**

**Red Meat Retail  
Sales Rise in 2020**



## Sustainable Food the 'Welsh Way'

**In Wales, we believe we have some of the most sustainable systems on earth for producing lamb and beef. Now, thanks to new research, we can prove it, and strive to be the best in the world.**

HCC released 'The Welsh Way' just before Christmas. It redresses the balance in the debate on food and the environment, making a powerful case that our way of farming is far more sustainable than the 'global averages' so often misused in the media.

Detailed research shows where we already do things very well – and where we can improve.

Future consumers will want to know that their food is produced sustainably. This can be a big selling point for Welsh meat. The message to the climate-conscious consumer is simple: the answer is not to stop eating red meat but to choose meat which has been produced more sustainably.



**Newyddion a Data**

**News & Data**

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â'r diwydiant – Prisiau'r  
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# Newid y Sgwrs ar Gig

Yn ogystal â chyfeirio'r ffordd ymlaen i'r diwydiant i arwain y byd mewn cynaliadwyedd, nod dogfen 'Ffordd Gymreig' HCC yw helpu i ail-lunio'r ddatl ar gig a'r amgylchedd, gan bwysleisio bod cig oen ac eidion yn cael eu cynhyrchu ar dir sy'n anaddas i gynhyrchu unrhyw fwydydd eraill, gan ddefnyddio glaswellt naturiol a dŵr glaw, yn rhan o'r ateb i newid yn yr hinsawdd.

Cynhyrchodd HCC ystod o adnoddau ar gyfer cyfryngau traddodiadol a chymdeithasol. Gellir lawrlwytho enghreifftiau o wefan [hybucig.cymru](http://hybucig.cymru), a'u rhannu.



## Rhyddhad yn Sgil Bargaen Brexit

Gyda phryderon y gallai tollau uchel ddileu'r fasnach £180m mewn cig oen ac eidion o Gymru i Ewrop, daeth y cyhoeddiad Noswyl Nadolig o fargaen fasnach rhwng y DU a'r UE fel rhyddhad enfawr.

Wrth gwrs, mae'r gwaith papur a'r gofynion allforio newydd nawr bod y DU y tu allan i'r bloc masnach wedi achosi rhywfaint o boendod, ond roedd y canlyniad yn llawer mwy cadarnhaol i'r sector nag a oedd yn ymddangos yn debygol ar un adeg.

Er gwaethaf yr ansicrwydd ynghylch Brexit a Covid, parhaodd allforion i berfformio'n dda. Gosododd HCC hysbysebion mewn cyhoeddiadau masnach bwyd mewn sawl iaith er mwyn rhoi sicrwydd bod Cymru wedi ymrwymo i'w phartneriaid Ewropeaidd.

Tyfodd masnach i wledydd lle mae gan Gymru bresenoldeb cryf yn y sector manwerthu, fel yr Eidal. Mae gwerthiant Cig Oen Cymru yn y Dwyrain Canol hefyd yn parhau i godi'n addawol wrth i fasnach gael ei sefydlu i fwy o wledydd ac wrth i fwy o gwsmeriaid ymuno.

**Welsh lamb and beef 'could be among the most sustainable farming systems'**

## Welsh meat comes at lower cost to planet

WELSH lamb and beef producers have the potential to be some of the

of comparable systems globally.

Researchers measured carbon emissions released through the production of lamb and beef at 20 Welsh farms, as well as the carbon absorbed from the air.

They found that the beef cattle was responsible for net 11-16kg of CO2-equivalent emissions per kilo

on average. Previous studies have suggested a global average of around 37kg of CO2-equivalent emissions per

stu of

**Welsh lamb and beef 'could be the most sustainable'**

WELSH lamb and beef producers have the potential to be some of the most sustainable meat systems in the world, researchers.

**Welsh lamb and beef 'could be among most sustainable farming systems' in the world**

## Changing the Conversation on Meat

As well as pointing the way forward to the industry to lead the world in sustainability, HCC's 'Welsh Way' document on sustainability aims to help re-frame the debate on meat and the environment, emphasising that lamb and beef produced on land unsuitable for other food production, using natural grass and rainwater, is part of the solution to climate change.

HCC produced a range of resources for traditional and social media. Examples can be downloaded from the [meatpromotion.wales](http://meatpromotion.wales) website, and shared.

## Relief at Brexit Deal

With the prospect of high tariffs wiping out the £180m trade in lamb and beef from Wales to European Union, the Christmas Eve announcement of a deal between the UK and EU was greeted with huge relief.

Inevitably, the new export paperwork now that the UK is outside the trading bloc have caused some friction, but the outcome was much more positive for the sector than seemed likely at one stage.

Despite the uncertainty surrounding both Brexit and Covid, exports continued to perform well. HCC placed advertising in food trade publications in several languages to reassure customers that Wales was committed to its European partners.

Trade to countries where Wales has a strong foothold in the retail sector, such as Italy, grew strongly. Further afield, Welsh Lamb sales to the Middle East continue to rise sharply as trade is established to more countries and more customers come on board.

# Cynnydd yng Ngwerthiant Cig Coch

Ar ôl cyfnod o ansicrwydd yn y gwanwyn, profodd 2020 yn flwyddyn gref ar gyfer gwerthiant cig coch, gyda'r sector manwerthu yn helpu i wneud iawn am y cyfyngiadau ar fusnesau gwasanaeth bwyd oherwydd COVID.

Trwy gydol y flwyddyn, canolbwyntiodd HCC ar geisio ysbrydoli pobl i goginio prydau mwy anturus gartref, gyda llawer yn methu â bwyta allan ond yn cael mwy o amser i goginio.

Gwelwyd cynnydd mawr yn y galw am gig coch gan fanwerthwyr mawr a bach. Ym Mhrydain, cynyddodd pryniant cig oen i £652miliwn, i fyny 10.8% ar 2019. Gwerthodd toriadau cig eidion premiwm fel stêcs yn arbennig o dda, a phrynodd 645,000 yn rhagor o bobl ddarnau rhost cig eidion yn y cyfnod cyn y Nadolig o'i gymharu â'r flwyddyn flaenorol.

Bu'r cynnydd mwyaf mewn gwariant ar gig oen ac eidion ymhlith grwpiau cymdeithasol nad oeddent wedi prynu gymaint o gig coch o'r blaen, gan gynnwys teuluoedd ifanc â phlant.

Bu cwsmeriaid yn gryf eu cefnogaeth i ffermwyr ac i gigyddion y stryd fawr. Cynyddodd masnach manwerthu siopau cigydd yn sylweddol, gyda chwsmeriaid yn gwario 35% yn fwy ar gig oen a 25% yn fwy ar gig eidion mewn siopau annibynnol o gymharu â 2019.



Consumer spend on **Lamb** in 2020



↑  
**10.8%**  
increase on 2019

Source: Kantar

## Red Meat Sales Rise

**After a period of real uncertainty in the spring, 2020 proved to be a strong year for red meat sales, with the retail sector helping to make up for reduced foodservice business due to COVID restrictions.**

Throughout the year, HCC focused on inspiring people to cook more adventurous meals at home, with many unable to eat out but having more time to prepare meals from scratch.

Red meat was among the star performers at both large and small retailers. In Britain, lamb sales rose to £652million, up 10.8% on 2019. Premium beef cuts such as steaks sold exceptionally well, and an extra 645,000 people bought beef roasting joints in the run-up to Christmas as opposed to the previous year.

Encouragingly, social groups who previously hadn't bought much red meat saw some of the largest increases in spending on lamb and beef, including families with children.

Consumers' support for farmers was matched by their support for high street butchers. Independents' retail trade soared, with customers spending 35% more on lamb and 25% more on beef at butchers' shops compared to the previous year.

## Cadeirydd Newydd

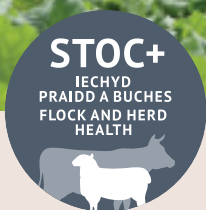
Ar ddechrau Ebrill bydd Catherine Smith yn cymryd yr awenau gan Kevin Roberts fel cadeirydd HCC. Mae Catherine yn hannu o deulu amaethyddol yn Sir Fynwy a bu'n gweithio yn y sector cig a bwyd ers ugain mlynedd.

## New Chair

At the beginning of April Catherine Smith will take over from Kevin Roberts as chair of HCC. Catherine comes from a farming background in Monmouthshire and has worked in the meat and food sectors for twenty years.







## Canlyniadau Addawol o Brosiectau'r Diwydiant

Mae ymchwil cyffrous wedi datgelu trysorau maethol cudd o fewn Cig Oen Cymru PGI, yn ôl prosiect profi blas mwyaf y sector.

Yn ystod y cyfnod cyntaf o ddadansoddiad gwyddonol o samplau ar Brosiect Answadd Cig Oen Cymru HCC, profwyd tri ffactor allweddol; y math o doriad, math o frîd a rhyw oen. Mae'r canlyniadau'n datgelu mai'r math o doriad sy'n cael yr effaith fwyaf ar gynnwys maethol fel lefelau braster aml-annirlawn.

Eleni, bydd profion newydd yn edrych i ddadansoddi a yw diet wŷn yn cael effaith fawr ar faeth neu farn y cyhoedd ar ansawdd bwyta Cig Oen Cymru.

Er bod COVID wedi golygu cyflawni gwaith mewn gwahanol ffyrdd, mae llawer o ffermwyr newydd wedi cael eu croesawu i brosiectau'r diwydiant.

Recriwtiodd y **Cynllun Hyrddod Mynydd** 24 o ddiadelloedd newydd yn 2020, tra ar y **Prosiect Stoc+**, mae milfeddygon a staff HCC wedi bod yn brysur yn creu cynnwys fideo o gartref, i roi'r wybodaeth ddiweddaraf ar iechyd anifeiliaid.

## Encouraging results from industry projects

Exciting research has revealed hidden nutritional treasures within PGI Welsh Lamb, according to the sector's largest ever lamb taste testing project.

During the first set of scientific analysis of samples on HCC's Welsh Lamb Meat Quality Project three key factors were tested; type of cut, breed type and lamb gender. Results reveal that type of cut has the greatest impact on nutritional content such as the levels of polyunsaturated fat.

This year, new tests will look to analyse whether lambs' diet has a major impact on nutrition or consumers' views on the eating quality of Welsh Lamb.

Although COVID has meant delivering work in different ways, many new farmers have been welcomed onto industry projects.

The **Hill Ram Scheme** recruited 24 new flocks in 2020, while 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.

