

How your money is used



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Hybu Cig Cymru - Meat Promotion Wales (HCC) is the strategic body for the promotion and development of the Welsh red meat industry. Its mission is to develop profitable and sustainable markets for the benefit of all stakeholders in the supply chain in Wales.

HCC brings the whole industry together under one banner and through a programme of activities is adding value, informing and raising awareness of our excellent quality products.

HCC's principal source of income is derived from the MLC levy collected from animals slaughtered in Wales.

There are 5 strategic goals that HCC works towards:

- 1 Effective promotion of Welsh meat products
- 2 Build strong differentiated products
- 3 Improve the quality and cost effectiveness of Welsh red meat production
- 4 Strengthen the red meat supply chain
- 5 Communication of HCC activities and industry issues



Marketing:

HCC is active in many important markets within Europe, developing and strengthening business opportunities for red meat exporters from Wales. At home, HCC works with retailers, farmers markets and foodservice operators, undertaking regular promotional programmes.

Activity includes:

- Consumer Driven marketing and PR
TV advertising, magazine advertising, recipe booklets, education and health, cooking demonstrations
- Market Research
Analysis of the market to obtain a competitive advantage
- Overseas Promotion
Create demand in target markets and resolving market access issues – European and Third World destinations
- Develop the Welsh Brands
Work with all major supermarkets to gain acceptance of the Welsh lamb and Welsh Beef brands
- Work with the food service sector, including the public sector
Increase market share of Welsh Lamb and Welsh Beef in restaurants, hotels, hospitals and schools



Industry Development:

Striving to improve quality, increase cost-effectiveness and add value to red meat products across the whole supply chain in Wales.

Activity includes:

- Communicate Industry technical information on issues such as
genetic improvement, health and welfare
- Market intelligence
Market prices, survey results, policy implementation

Research & Development

Implement research on key areas such as nutrition, animal health and genetic improvement

Technology Transfer

Demonstration farms, discussion groups, focus groups, scholarship and projects

PGI Schemes

Undertake inspection of companies using the Welsh Lamb and Welsh Beef brands to ensure compliance

Genetic Improvement

Performance recording, Sire Reference schemes, Group Breeding schemes

Training

Carcass selection, performance recording

Strengthening Supply Chain

Benchmarking, increase efficiency

Health, Welfare, Bio-security and Environment

Parasitology Steering group - raise awareness of these issues amongst farmers

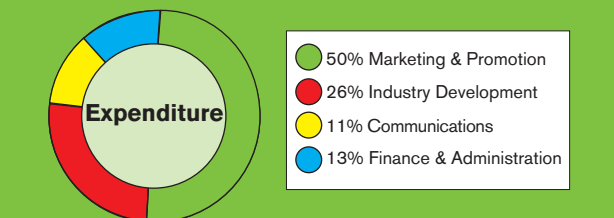
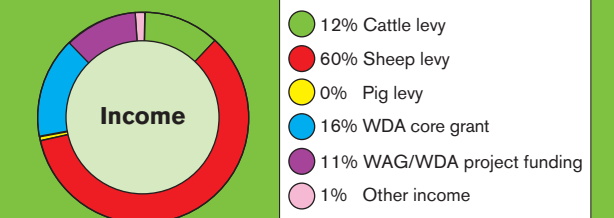
Communication:

HCC's work is to ensure information regarding developments relating to Welsh red meat are made known to stakeholders and consumers.

Activity includes:

Build strong communications with stakeholders, consumers and the media
Press releases, conferences, shows, events, exhibitions, the website, newsletters and briefings

	2005/6	2004/5	2003/4
	£000	£000	£000
Income			
Levy	3,973	3,569	3,421
Grants	1,462	1,658	1,451
Services	23	36	11
Interest	42	42	25
	5,500	5,305	4,908
Expenditure			
Marketing & Promotion	2,738	2,273	1,933
Industry Development	1,379	1,321	1,167
Communications	602	532	487
Finance & Administration	716	533	483
	5,435	4,659	4,070
Surplus	65	646	838



For further information or a copy of HCC's Annual Report phone us on

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