

Traceability of **Welsh Beef and Welsh Lamb**



Hybu Cig Cymru – Meat Promotion Wales (HCC)

Hybu Cig Cymru - Meat Promotion Wales (HCC) is the strategic body responsible for the promotion and development of the Welsh red meat industry. Its mission is to develop profitable and sustainable markets for the benefit of consumers and other stakeholders in the Welsh supply chain, and represents their interests through a programme of activities to add value, inform and raise awareness of 'Welsh Beef' and 'Welsh Lamb'.



Welsh Beef and Welsh Lamb

Welsh Beef and Welsh Lamb are currently in a strong position within the global market as both products are recognised at a European level to have unique regional characteristics. Both Welsh Beef and Welsh Lamb have been awarded the status of Protected Geographical Indication (PGI).



What is a Protected Geographical Indication (PGI)

In 1993, EU legislation came into force, which enables a named food or drink registered at a European level to be protected against imitation through the EU. PGI is one of the designations protected under this legislation, and registration demonstrates that the food or drink is produced and processed to agreed standards and specifications recognised at EU level, and that the product is produced and/or processed and/or prepared in the defined geographical area. PGI is therefore a hugely important marketing tool as well as providing an additional reassurance to consumers.



Welsh Beef and Welsh Lamb were granted PGI status in November 2002 and July 2003 respectively, and the status of PGI is of enormous economic importance to the Welsh red meat industry, as this identifies the origin and unique qualities of both Welsh Beef and Welsh Lamb.

Welsh Beef and Welsh Lamb were awarded PGI status by Europe in recognition of the quality of the products and their geographical link to that quality. PGI provides consumer assurance that only cattle and lambs, born and reared in Wales, which are fully traceable, and have been slaughtered in HCC approved abattoirs, can be branded as Welsh.

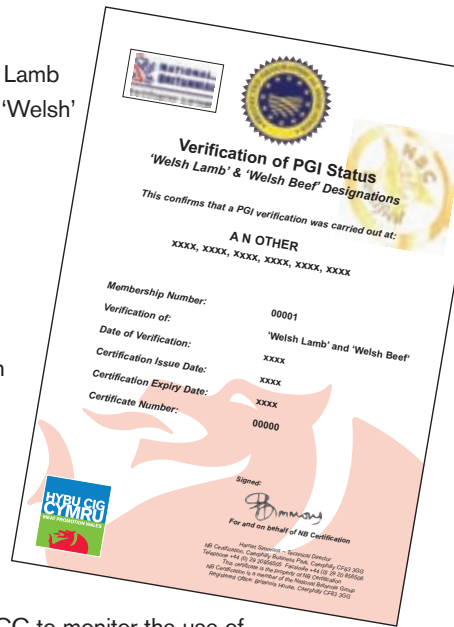


Branding Enforcement

HCC act as a guardian to both the Welsh Beef and Welsh Lamb PGI designations, and ensure that any product branded as 'Welsh' meets the PGI requirements.

The overall HCC aim in relation to the PGI is to:

- protect and develop the PGI for maximum value to the Welsh industry
- maintain the integrity of Welsh Beef and Welsh Lamb in terms of traceability in the supply chain through annual inspections of meat plants using the PGI
- prevent abuse of the PGI and ensure it is properly protected and represented through hygiene, management, quality systems and labelling checks.



An independent inspection body has been appointed by HCC to monitor the use of these designations, and they ensure that the following standards are maintained. Welsh Beef and Welsh Lamb are:

- Born and reared in Wales
- Fully traceable
- Slaughtered in an HCC approved abattoir

All abattoirs and processing plants that use the Welsh Beef and Welsh Lamb designations must be approved by HCC on an annual basis. Approval certificates are issued to the plant after a successful site visit and farm visits to ensure the requirements for PGI are adhered to.



A set of proposed criteria for the scheme are set out below, and should be met by all meat plants that wish to use the PGI.

Criterion	Description
Licensed Premises	All PGI plants should be licensed premises under the appropriate authority.
HACCP	Investigation of HACCP procedures, which should be based on Codex Alimentarius HACCP principles and should be independently audited.
Quality procedures	Quality manual and quality procedures should be adequate and available for inspection.
Management structure	The organisation's structure should ensure clarity of reporting, responsibilities and functions.
Meat sourcing	Claims about meat in terms of origin, quality assurance and movements should be capable of being verified.
Traceability	There should be a system with the ability to trace material from farm to plant and throughout the plant. This system is tested as part of the inspection.
Labelling	PGI plants should meet specific requirements for appropriate labelling of carcasses, cuts and retail packs including size and positioning of labels.

Any retail or food service outlet that use the Welsh Beef and Welsh Lamb designations fall under the control of Trading Standard officers to ensure PGI compliancy.

Legislation

Applying a false description to any goods offered for sale is an offence under the Trade Descriptions Act (1968).

Visual Guidelines

Any product that is branded Welsh Beef or Welsh Lamb should carry the registered trademark logos, plus the PGI logo in close proximity. Logos and guidance for use are available from HCC.

For further information about Welsh Beef and Welsh Lamb and the PGI status, please contact HCC on 01970 625050 or e-mail info@hccmpw.org.uk

