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Welsh Government

Wales' food and drink industry – a growing success

Chartered Institute of Environmental Health
Metropole Hotel
29 November 2017

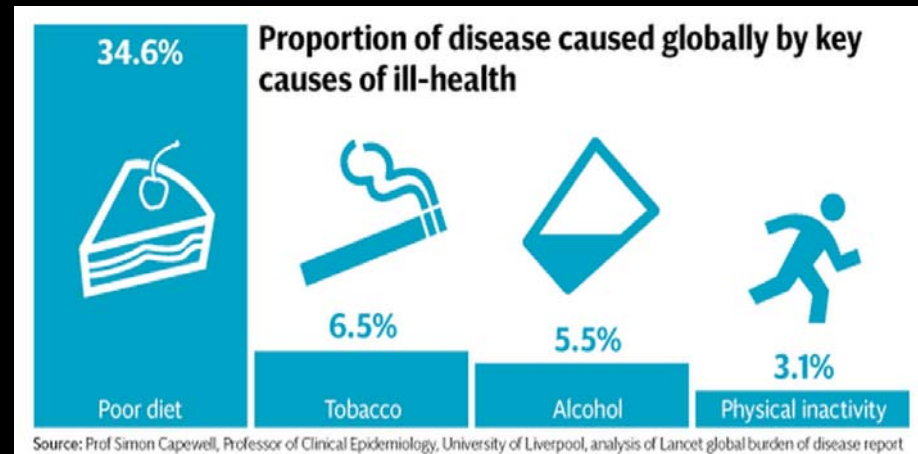
Dr David Lloyd-Thomas
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Cal values	100ml contains	250ml contains	%GDA*
Energy	199kJ	500kJ	6%
Protein	47kcal	120kcal	20%
Carbohydrate	0.5g	1.3g	29%
of which sugars	10.5g	26.3g	
Fat	10.5g	26.3g	
of which saturates	trace	trace	
Fibre	trace	trace	
Sodium	trace	trace	
Salt equivalent	trace	trace	



TOWARDS SUSTAINABLE GROWTH:

An Action Plan for the Food and
Drink Industry 2014–2020



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www.cymru.gov.uk



BWYD A DIOD CYMRU
FOOD AND DRINK WALES





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Action Plan themes...

Food and Drink Wales Identity

Education, Training, Skills and Innovation

Business Growth and Market Development

Food Security and Food Safety



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A triple helix...

Food and Drink Wales Industry Board

Food Innovation Wales

Business Clusters



FOOD & DRINK SUPPLY CHAIN...

£ **19.1 BN** TURNOVER

240,200

EMPLOYED ACROSS:



£ **4.5 BN**



*Gross Value Added



FOOD & FARMING 'PRIORITY SECTOR' ...

£ **6.9** BILLION in 2016



INDUSTRY TURNOVER TARGET OF **£7BN**



FOOD & DRINK MANUFACTURING...



165 GREAT TASTE AWARD WINNERS

£ **4.8 BN** TURNOVER



565 BUSINESS UNITS

95%

SMALL TO MICRO

14x

PROTECTED FOOD NAMES

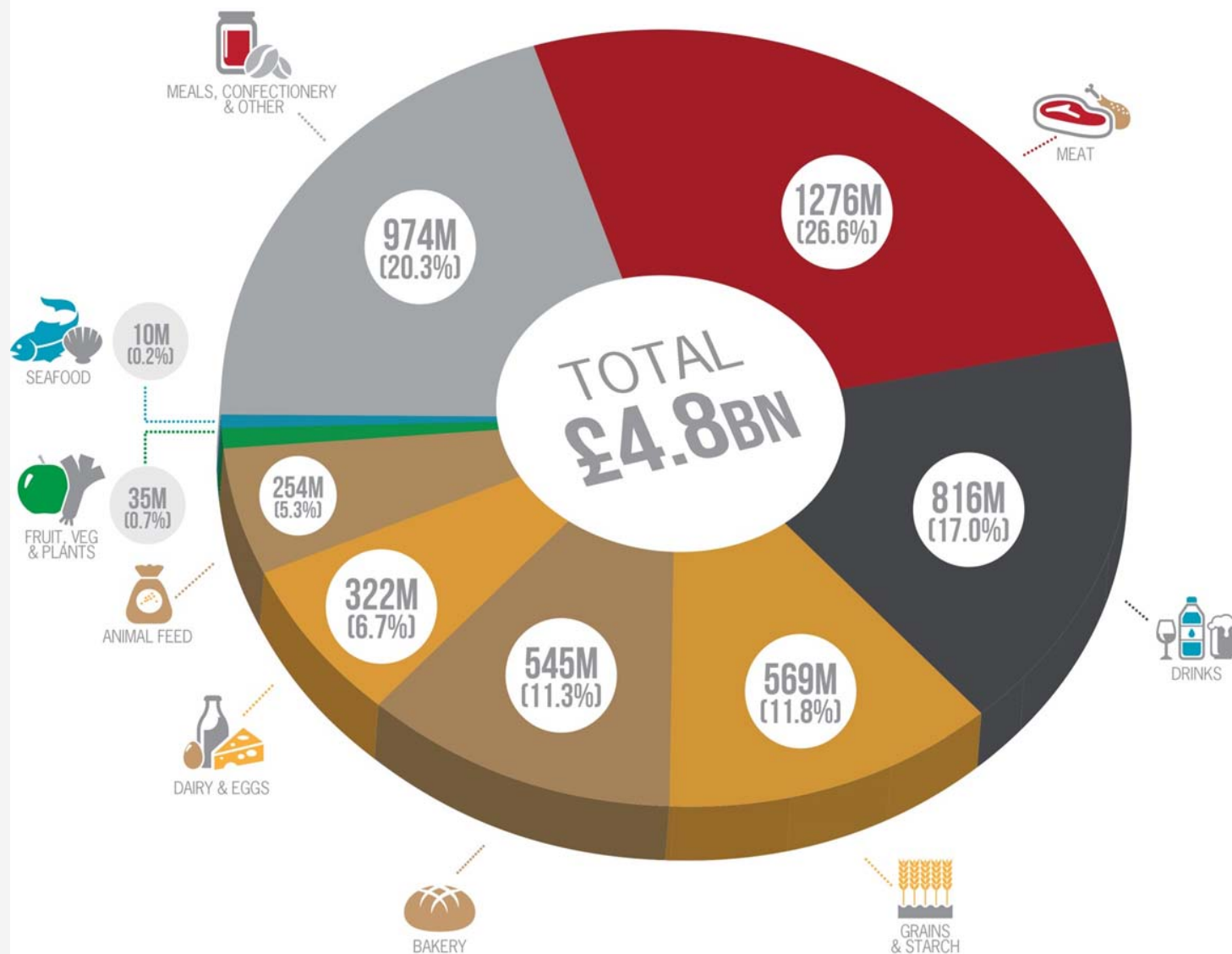


20,400 EMPLOYED

WELSH FOOD & DRINK MANUFACTURING SUB SECTOR TURNOVER



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Brexit...



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Brexit issues...

- Disruption of supply chains
- Tariffs & non-tariff barriers
- COOL
- TRQs
- Significant change in UK and export markets
- Labour & skills
- Wider factors – key ingredients, packaging, plant and service, logistics



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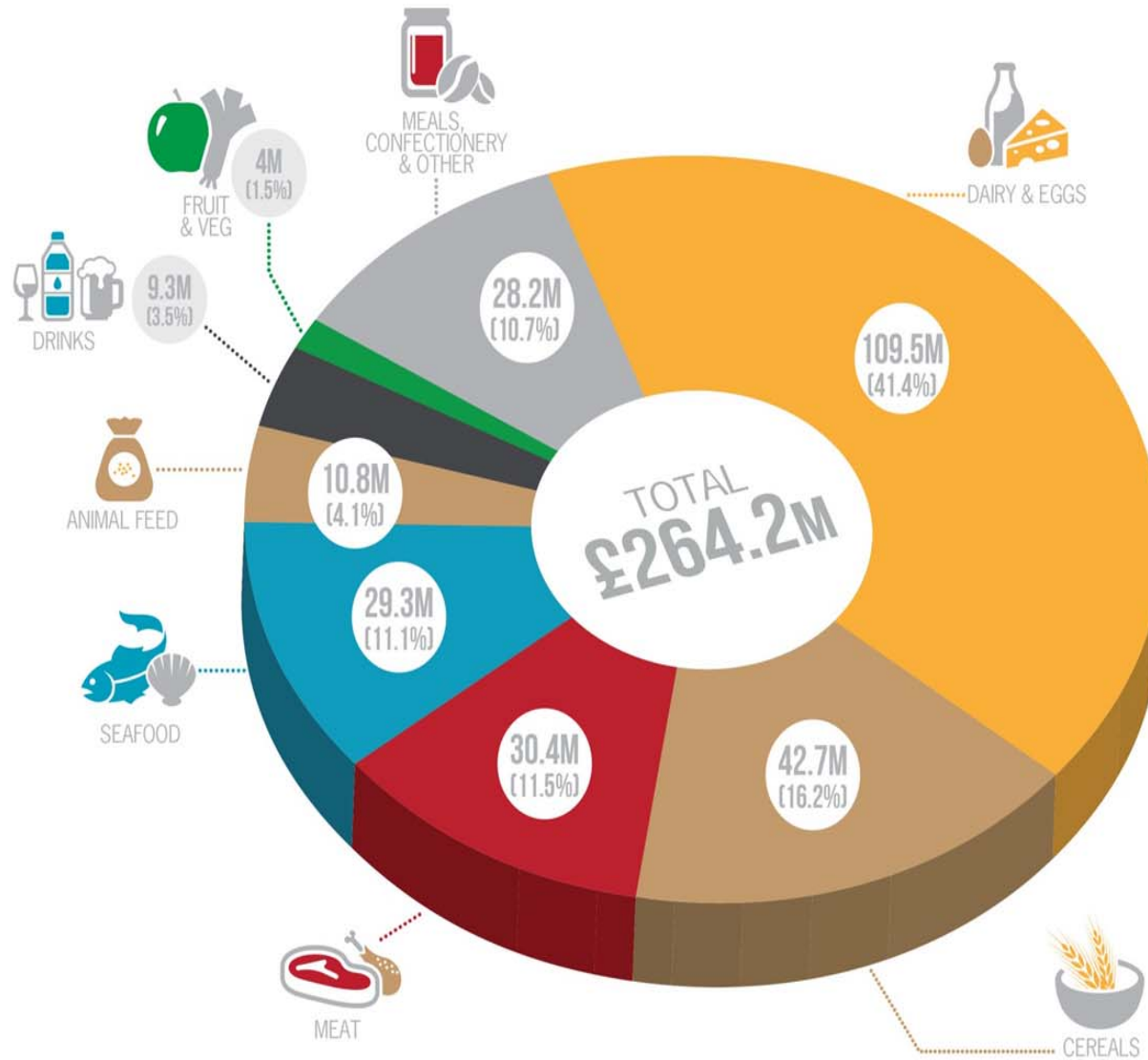
Challenges for the Welsh industry...

- Common standards and UK frameworks?
- Customs
- Competitiveness / productivity
- Stronger supply chain / co-optition
- Import substitution opportunities
- Route to market focus (UK and exports)
- Skills and labour supply

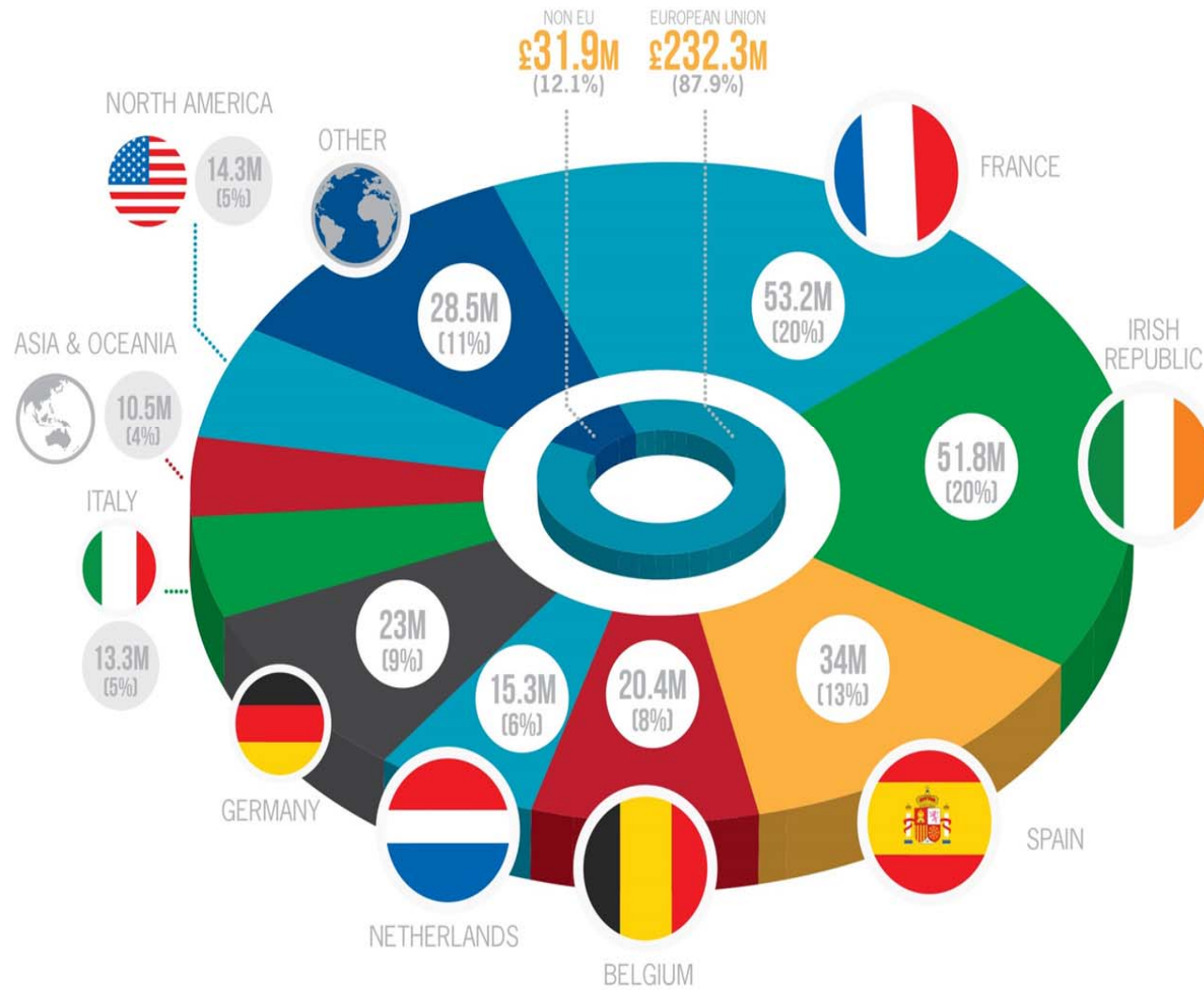
WELSH FOOD AND DRINK EXPORTS 2016



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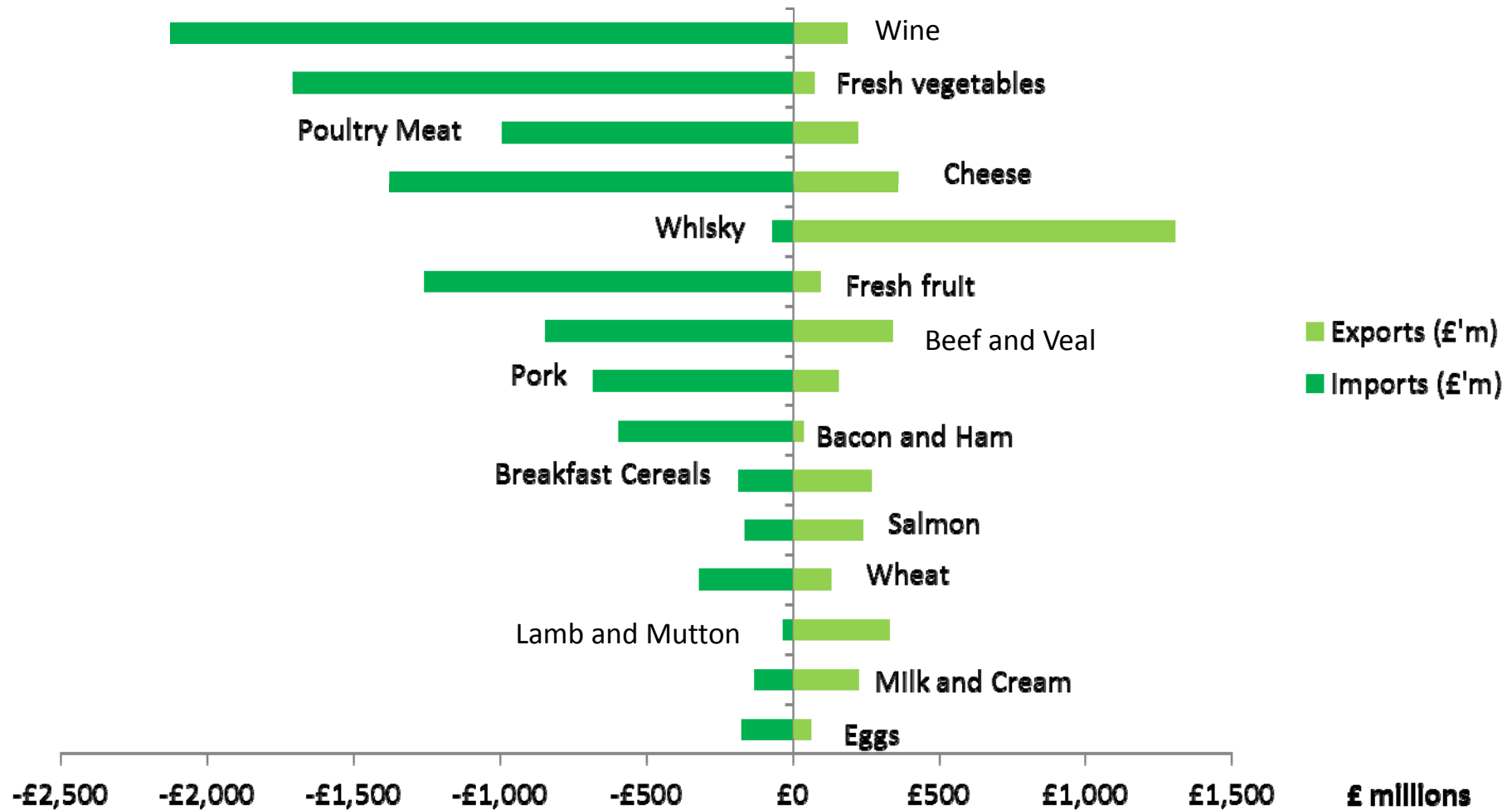


TOP EXPORT DESTINATIONS 2016



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UK trade balance with the EU for selected food sectors (3-year average 13-15)



Source: Defra - HMRC via the Defra TradeFlow Database. Percentages calculated in house by Defra.

Balance of Carcass – International Trade

- Welsh lamb depends on Europe and Asia to take the balance of the carcass.
- There is no UK market for much other than legs and premium cuts.





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UK and International Trade Events/Visits Programme

2017



June – Trade Development Visit – Milan – **Italy**



September – Trade Development Visit – New York – **USA**



3-5 September – Speciality and Fine Food Fair – London – **UK**



7-11 October – Anuga – Cologne – **Germany**



November – Trade Development Visit – Paris – **France**



21-23 November – Food Matters Live – London – **UK**

2018



February/March – Gulfood – Dubai – **UAE**



March – Trade Development Visit – Dublin – **Ireland**



16-18 April – Food and Drink Expo – Birmingham – **UK**

Trade, Export and FDI



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Trade Programmes

- Meet the Buyer
- St David's Day
- Great Taste
- RWS / Other events

Export Support

- ITD
- ITO
- Development Grants

FDI

- Dedicated support



Business Support

- FBIS
- Helix
- Food Connect
- Finance Conference
- Other EU Funding
- Business plan development



£21 million food innovation project set to safeguard thousands of Welsh jobs

March 2017

Export Cluster

NutriWales Cluster

Welsh Seafood Cluster

Fine Foods Wales Cluster

Drinks Development Cluster

High Impact Business Cluster

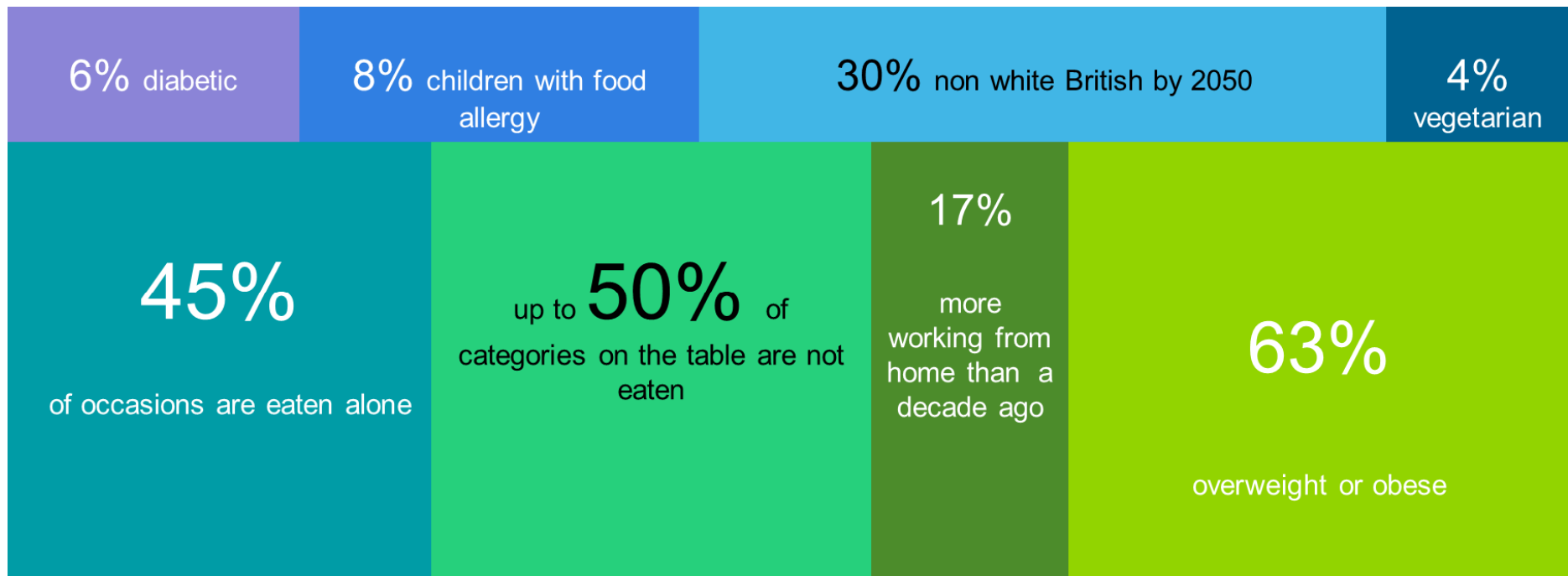
Accreditation



Figure 1 Food safety schemes

Kantar - consumer

89% of the growth in vegetarian ready meals over the past 4 years has come from carnivores



Kantar – The Rise of the discounter



Kantar – Brand Vs Own Label Trends

Own label continues to grow much faster than brands





Bwyd a Diod Cymru Food & Drink Wales

Harnessing the marketing value of 'Welshness'

Recent research by experts has shown that promoting a clear 'Welsh' identity on products often adds considerable value to our fantastic brands.

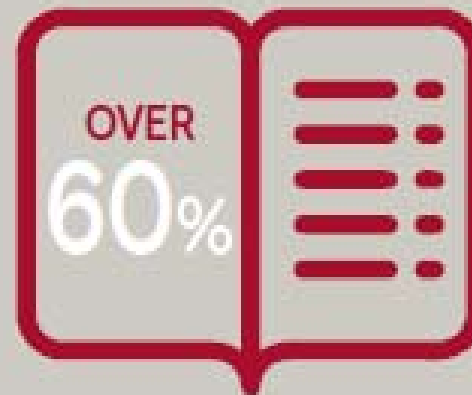
Did you know in Wales...



of consumers would prefer to buy Welsh products



want more Welsh food and drink in their shops

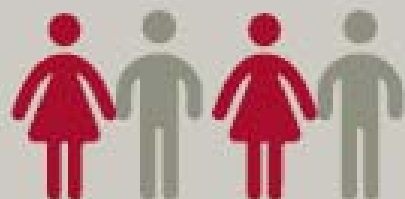


believe it's very important to have Welsh produce on restaurant menus



would be prepared to pay more for produce if they knew it was Welsh

But far from being our little secret, Welsh food provenance also resonates further afield. According to UK consumers...



56%

regard Wales as being known for producing great food and drink



would like more Welsh produce



want to support our food and drink producers

More shoppers would buy lamb branded as Welsh than British or unbranded



Here's what UK consumers believe are key attributes of top Welsh brands...



59%

would describe them as feeling 'natural'



regard them as signifying 'great quality'

73%

believe they taste fantastic

www.gov.wales/foodanddrinkwales
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[@FoodDrinkWales](https://twitter.com/FoodDrinkWales)



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Questions?

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