

Paper from the Agri-Food Partnership Dairy Strategy Group

Dairy Industry Strategy			
1. Branding	WDA	<ul style="list-style-type: none"> ● All major supermarkets in Wales now sell branded Welsh milk. ● The Taste of Wales scheme has over 300 members in Wales. The scheme has as one of its aims the increasing use of branded Welsh food. ● Results of the brand-positioning strategy research is being rolled out to the Dairy industry. 	<ul style="list-style-type: none"> ● WDA branding exercises for Welsh food and drink progressing. Consumer testing of four brand-positioning strategies for Welsh food on going – linked to a unique accreditation scheme. Results out spring 2001. ● The branding exercise will include work on a branding strategy for Welsh Dairy produce. ● A Welsh version of The White Stuff campaign will be launched in March. ● An exercise in underway to examine how the branding exercise can be used for the best effect within the Welsh Dairy sector, through bespoke (individual company) and collective activity.
	Partner Activity		

<p>2. Supporting group marketing</p>	<p>WDA</p>	<ul style="list-style-type: none"> ● Pilot programme supported in Pembrokeshire to investigate the feasibility of the development of demand for milk within schools. Consumption doubled in Pembrokeshire – new schools coming on line. ● Funding provided to the School Milk Research Project for three years. Two facilitators now in place to develop consumption in key stage 1 and 2 in Welsh schools – they will also support free school milk in key stage 1. ● WDA Food Directorate included a display from a number of Dairy companies on a group basis to promote Welsh Dairy products at the Barcelona Food Fair, Alimentaria and SIAL in Paris. Over 200 positive leads generated for Welsh Dairy companies. ● Display of a wide range of Welsh Dairy produced also featured at the Royal Welsh Show and the Royal Show and various UK consumer and trade events during the last 18 months. ● CAWS display at National cheese awards and two consumer shows Autumn 2000. 	<ul style="list-style-type: none"> ● Further Organic Dairy joint ventures being co-ordinated currently ● Joint Marketing activity being planned for SIAL, Paris in October 2000. ● The Welsh Dairy industry will have a joint presence at the IFE exhibition in London, 25th – 28th March 2001.
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	Partner Activity		
3. Bespoke marketing support	WDA / Partners	<ul style="list-style-type: none"> ● Agri-Food Co-ordinator has visited all WDA Key account Dairy companies in Wales, in conjunction with the Key account managers, as part of the process of informing the strategy for the development of the industry in Wales. ● Bespoke distribution and marketing advice provided to 4 dairy companies through the Producer Retailer programme, resulting in significant sales development. ● 4 specific marketing projects under consideration with 2 companies – 1 on export marketing development and new product development, another on packaging and product development. 	<ul style="list-style-type: none"> ● Effect of intervention will be monitored.
	Partner Activity		

4.	WDA / Partners	<ul style="list-style-type: none"> ● 7 Key Dairy processors have been identified as key accounts. Issues developed include general business development issues such as training to new product development and packaging. ● Regional offices of WDA are working closely with the key accounts within the sector to address individual business support issues. ● An Agri-Food Services Directory has being printed to help access to the range of services provided by Agri-Food Partners throughout Wales. ● A Dairy industry prospectus has been published to inform indigenous business and potential inward investors of the potential to develop within Wales. This was launched at the Royal Welsh Show. 	<ul style="list-style-type: none"> ● Further project assistance being discussed with companies. ● A fast-track objective 1 bid to enable companies to access European funding for added-value projects has been submitted. The submission has three elements, including a Processing and Marketing Grant scheme and an SME Food Processing grant scheme. ● An initial base-line audit of Welsh companies in the sector is being carried out to ascertain the companies that have the management potential to develop.
	Partner Activity		

5. Facilitate outside support	WDA / Partners	<ul style="list-style-type: none"> Support provided to the Centres of Expertise to develop support programmes on training and new product development. 	<ul style="list-style-type: none"> WDA/AF Partners are now working with nine key Dairy processors in Wales to assist in Business Development. Issues include general business development, training, new product development, packag
	Partner Activity		
6. MDS applications	National Assembly for Wales		
	Partner Activity		
7. Help to put together funding	WDA key accounts	<ul style="list-style-type: none"> Agri-Food Development assistance grants has been awarded to five projects in the sector. 	<ul style="list-style-type: none"> A fast-track objective 1 bid has been submitted to enable the dairy industry in Wales to quickly draw down European funding to fund developments.
	Partner Activity		
8. PMG grants	WDA key accounts	<ul style="list-style-type: none"> Five marketing and Processing grants awarded by the NAWAD totalling over two million pounds. 	<ul style="list-style-type: none"> A fast-track objective 1 bid has been submitted to enable the dairy industry in Wales to quickly draw down European funding to fund developments.
	Partner Activity		

9. Review R&D facilities	WDA	<ul style="list-style-type: none"> ● WDA has supported activity by the three identified Centres of Expertise in Wales – UWIC, Food Centre Wales, Horiba and College Menai. ● A Review of the use of the three facilities has been commissioned. 	<ul style="list-style-type: none"> ● WDA will launch a review of the centres to develop a co-ordinated approach to Research and Development activity linked to Market intelligence. ● WDA will work with ADAS and other interested bodies to develop new added-value products with specific health benefits. Further details are confidential at present. ● Strategic overview of on-farm Research and Development relevant to the Dairy sector will feature in the development of the Farm Innovation Service (described below)
	Partner Activity		
10. Farm Development	WDA / National Assembly for Wales / Partners on the Farm Development Strategy Group	<p>Priorities for the Farm Development Strategy group have now been set:</p> <ul style="list-style-type: none"> ● Development of the Demonstration farm network to enable new technology transfer to be accelerated. ● Development of a Business and IT training programme for the Welsh Agricultural industry ● Development of a skills and education 	<p>Work in all five-priority areas now underway.</p> <ul style="list-style-type: none"> ● Further consultation work being undertaken on the Farm Innovation Service model.

programme for the Agri-Food Sector

- Developing a long-term vision of the farming industry in Wales. (Co-ordinated by FRCA)
- Improve the access by farmers to existing business support networks.

Current activities:

- Proposal for a Farm Innovation Service being discussed with industry partners. This will pick up in many of the issues being looked at by the Farm Development Strategy group, and lead to a co-ordinated farmer-focused service for Wales, including general and sector specific business and technical advice, capital grants among other services and products.
- CCTA supported to develop industry information to allow farmers to compare two production systems.
- Veal Cymru and CCTA have been supported to develop a Veal production pilot project.

**Partner
Activity**

11. Industry information	WDA	<ul style="list-style-type: none"> • Industry information for Wales has been compiled and have been collated in a dairy prospectus for Wales. 	
	Partner Activity		
12. Market intelligence	WDA / Partners	<ul style="list-style-type: none"> • Market intelligence information gathered for companies getting involved in key exhibitions. 	<ul style="list-style-type: none"> • Further work will be commissioned over the summer to improve access by Dairy companies to relevant market intelligence information.