

# Agri- Food Partnership Dairy Strategy Update June 2001

## Strategic Goal 1

### (Improving marketing)

#### Some of the activities to date

- WDA Branding exercises for Welsh Food and Drink – WDA Food Directorate are now discussing the branding strategy with dairy companies in Wales to enlist participation and roll out of the initiative.
- School milk pilot project in Pembrokeshire has been completed. Results have been positive – excellent increase in milk consumption in participating schools – new schools coming on line in September 2001
- School Milk Research Project for the whole of Wales developing, with two facilitators now playing a key role in the delivery of the free school milk to key stage 1 pupils and participation of LEAs and schools in the EC/NAW subsidised milk scheme for key stage 2 pupils.
- Dairy companies in Wales have actively been involved in Food & Drink Events and Exhibition via the WDA Food Directorate over the last year. Events are as follows Barcelona Food Fair, Royal show, Royal Welsh show, SIAL in Paris and IFE London. Over 400 positive leads generated for Welsh Dairy companies.
- CAWS members have displayed produce in numerous consumer events and exhibitions
- Welsh language version developed for the ‘White Stuff: are you made of it?’ campaign.

#### Priority Areas 2001/02

##### (a) Milk 5 to 18 years

- 11 years of age into adulthood developmental work to be initiated
- Continued support to the School Milk Research Project Key Stage 1 & 2

(b) White Stuff Welsh language version ‘LLAETH: Y DDIOD GADARN’ and implementation support to be continued.

##### (c) Dairy Marketing Initiative Wales

- Concepts developed – industry research and feedback underway

#### (d) Export Marketing Initiative

- Belgium initiative underway, German initiative being developed. Netherlands initiative by September 2001.

## **Strategic Goal 2**

### **(Maximising the performance of Processors)**

#### **Summary to date**

- An Agri-Food Services Directory has been 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.
- Support provided to the Food Centres in Wales to develop support programmes on training and new product development.
- WDA Agri-Food Development assistance grants has been awarded to five projects in the dairy sector.
- Five Marketing and Processing Grants awarded by the NAWAD totalling over two million pounds.
- R&D WDA have supported activity by the three identified Centres of Expertise in Wales – UWIC, Food Centre Wales, Horeb and Coleg Menai.
- WDA / Agri-Food Partners are now working with 9 Key Dairy processors in Wales to assist in business development. Issues include general business development, training, new product development, packaging etc

#### **Priority Areas 2001/02**

##### (e) Events and Exhibitions

Continuation of the strategy to present a higher profile for the Welsh dairy industry through collaborative promotion and marketing activities in consumer and trade events.

- Anuga Germany
- Summer Fancy Food Show, New York
- Hotelympia, Olympia
- Speciality and Fine Food Fair, Olympia
- Royal Welsh Winter Fair
- Regional food fairs
- BBC Good Food Show

(f) Dairy Inward Investor Initiative

- Continuation of strategy to target key companies (existing and new companies) to invest in Welsh dairy processing

(g) Support towards new product development in response to market trends

(h) Account management

- Continuation of the delivery of advice and support to Dairy companies in Wales through the WDA account management system.

(i) Ensure that the structural funds are delivered within the sector for the benefit of the dairy industry in Wales.

- 6 enquiries from Dairy business on Objective 1 Processing & Marketing grants

(j) Training support programmes for Welsh Dairies

- Developments with Food Centres ongoing

### **Strategic Goal 3**

#### **(Improving the performance of producers)**

#### **Summary to date**

- Coleg Sir Gar supported to develop industry information to allow farmers to compare two production systems.
- Veal Cymru and Coleg Sir Gar have been supported to develop a Veal production pilot project.
- Welsh Dairy Club supported to deliver on an all Wales basis
- Two study tours supported to allow effective technology transfer
- Advise and support in the development of Farming Connect Dairy Development Centre.

#### **Priority Areas 2001/02**

(k) Farming Connect – initiation of key components

- Facilitators, Farm Business Development Plans, Access to Capital Grants, Demonstration farms (Tier 1) Demonstration Farms (Tier 2), Machinery rings,
- Dairy Development Centre – Technology transfer. Ensure successful delivery of the Dairy Development programme as part of the overall development of Farming Connect

(l) Continuation of support to the Coleg Sir Gar project and welfare friendly initiative

## **Strategic goal 4 (Improved information)**

### **Summary to date**

- Industry information for Wales has been compiled and has been collated in a dairy prospectus for Wales.
- Market intelligence information gathered for companies getting involved in key exhibitions.
- Pembrokeshire Business Initiative - Dairy market report made available for farmers and processors in Pembrokeshire

### **Priority Areas 2001/02**

(m) Dairy statistics for Wales

- Publish updated information on the situation of the dairy industry in Wales in terms of:
  - Quota holding – NAWARD investigating information sources from Intervention Board
  - Welsh dairy processing capacity

### **WDA Food Directorate**

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