

Date: 17 April 2002

ANTUR CIG CYMRU

Issue

1. To advise the Committee of the response to the consultation on Antur Cig Cymru and of next steps.

Background

2. The consultation document proposed that:

- A single strategic body should be created to drive forward the development of the red meat industry in Wales;
- This body should bring together the key interests in the meat supply chain, to secure a coherent team Wales approach; and,
- The body would be supported by increased devolution of funding and responsibility from the Meat and Livestock Commission, and increased core funding from the WDA.

3. The Consultation period opened on 24 January 2002 and ended on 22 March 2002. The proposals were issued in hard copy and were available electronically via the Internet site. In addition, several issue specific meetings were held with key bodies (including Welsh Lamb and Beef Promotions and the farming unions).

Consultation Responses

4. Some 26 individuals/organisations formally responded. A list of the respondents is attached at Annex 1. Copies of all responses have been placed in the Library.

5. 21 of the respondents – including Welsh Lamb and Beef Promotions - supported the proposal in principle but had concerns about the implementation. One had no comment to make. The other four who were negative did not believe red meat should be promoted at all. Annex 2 (attached) gives a summary of the other responses which fall in to 5 key areas – Structure; Role; Funding; Location & Staffing; and, Name.

Next steps

6. The Agriculture and Rural Affairs Department will now commence detailed discussions with Welsh

Lamb and Beef Promotions and other key interests to resolve the implementation issues. The aim is to enable the new company to be up and running by the autumn.

Action

7. The Committee is invited to note the summary of responses to consultation and the next steps and to comment as appropriate.

ANNEX 1

CORRESPONDENCE RECEIVED IN RESPONSE TO ACC

Name	Date Received
Alyson Taylor	6 March 2002
Co-op Cymru	29 March 2002
Coleg Menai	2 April 2002
Cwmni Cig Arfon Meat Company	22 March 2002
Eira Jones	25 January 2002
Elizabeth Rees	26 January 2002
Edward Hamer	11 February 2002
Farmers First	6 February 2002
Farmers Union of Wales	6 March 2002
Food Centre Wales	15 February 2002
Farmers Union of Wales	25 March 2002
Helen Roberts	21 February 2002
John Thorley	22 March 2002
Karl Drinkwater	1 February 2002
Mary Shephard	4 February 2002
National Beef Association	25 March 2002

NFU Cymru	21 March 2002
National Beef Association in Wales	March 2002
Oriel Jones & Son Ltd	25 January 2002
Welsh Consumer Council	29 January 2002
Welsh Lamb and Beef	25 March 2002
Wales YFC	March 2002
Welsh Meat Company	18 March 2002
Welsh Mountain Sheep Society	21 March 2002
Welsh Black Beef Marketing Ltd	25 March 2002
W Lloyd Williams & Sons	30 January 2002

ANNEX 2

SUMMARY OF RESPONSES TO THE CONSULTATION ON "ANTUR CIG CYMRU"

26 responses received.

4 opposed to the proposal on the grounds that promotion of red meat per se should not be supported. 1 response received with "no comments"

Of the others, all saw merit in the principle and most wholeheartedly supported the proposal. However, the majority of responses commented on some aspect of the consultation paper and either raised alternative suggestions or sought reassurances.

The comments can be summarised into the following five categories:

Structure

The main comments were:

- New body must have clear accountability, equality of members and autonomy – there should be no opportunity for control by any party including the Assembly.
- Farmers/producers should have greater levels of representation with special emphasis on youth.
- Board should be fewer in number but contain professionals from the "cutting edge" of industry not simply representatives of key groups.
- New body should have a streamline and lean operation to reduce bureaucracy.
- The role of the MLC Commissioner needs to be carefully considered.
- Calls for specific groups, currently omitted to be included
- Key partners must work together and should sort out any differences before new body becomes operational

Role

The main comments were:

- Time should be taken to develop effective and workable proposals.
- Must include utilisation of waste products.
- New body should seek to develop skills and quality assurance measures across the industry.
- Particular care must be taken to promote indigenous Welsh livestock and specialist produce e.g. Organic and Welsh Black Beef etc.
- Export must be a key area of activity
- Careful thought is needed over future of Farm Assured Welsh Livestock (FAWL)

Funding

The main concerns were:

Must be greater levels of funding including a larger proportion of MLC levy money being kept in Wales.

Needs longer-term commitment from partners

Wales should keep an eye on developments in Scotland to assess potential benefits.

Location & Staffing

The main comments were:

- Location must be settled soon. Aberystwyth favoured by many.
- Staffing levels should be established and fixed at an early stage.
- People in key roles should have relevant industry experience e.g. Specialist marketing executives should be appointed.

Name

The name was not particularly popular - many referring to similarity with Welsh Meat Company (Cwmni Cig Cymru) and the Associated Co-operative Creameries (ACC).