

FB027

Ymateb gan: | Response from: Hybu Cig Cymru | Meat Promotion Wales

Thank you for the opportunity to respond to the consultation on a draft Food (Wales) Bill, to give our views on how the proposed law has been drafted.

Hybu Cig Cymru - Meat Promotion Wales (HCC) is a public body delivering the statutory functions of the Red Meat Industry (Wales) Measure 2010 on behalf of the Welsh Ministers. HCC is responsible for the development, promotion and marketing of Welsh red meat. HCC's stakeholder representatives implement, on behalf of all Welsh farmers and other key industry participants, a strategic plan to develop profitable and sustainable markets for Welsh red meat to derive benefit for all in the supply chain.

The Welsh red meat industry relies on long global supply chains, with associated time logistics, and consequently during times of uncertainty there are issues of food security. The industry must adopt new ways of working, consider ways to shorten and simplify supply chains where possible and seek to respond to evolving consumer demands. An opportunity exists in the design of policy to tackle these challenges and increase the importance of food security and UK self-sufficiency. We need to build upon the essential role of agriculture in food production, the rural community and in wider cultural and well-being provisions whilst protecting our natural resources.

HCC is therefore supportive of the principles of the draft Bill, which seeks to establish a more sustainable food system in Wales to strengthen food security, improve Wales' socioeconomic well-being, and enhance consumer choice. We agree that a framework is required to enable a coherent, consistent and strategic cross-governmental approach to policy and practice on all aspects of the food system. Ongoing support and interventions are needed to further build upon business resilience throughout the Welsh red meat supply chain.