

# Hybu Cig Cymru - Meat Promotion Wales (HCC)



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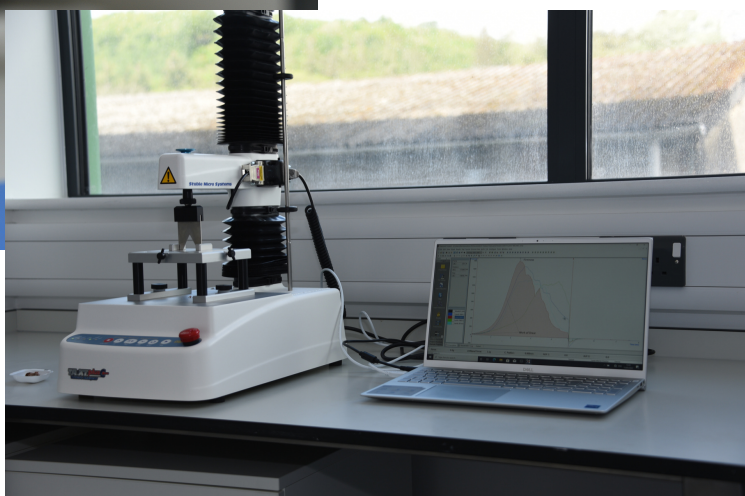
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Hybu Cig Cymru (HCC) is the industry-led levy body organisation responsible for the development, promotion and marketing of red meat produced in Wales.

HCC aims to further develop and support the Welsh meat industry through a variety of projects which included the Red Meat Development Programme (RMDP). The RMDP was a major strategic initiative funded by the EU and Welsh Government. It consists of three projects - focusing on animal health, genetics and meat quality, to ensure that sheep and beef farming in Wales meets the needs of future consumers.

## OBJECTIVES

HCC collaborates with all sectors of the red meat industry, from farmers, abattoirs, butchers, retailers food service and consumers. HCC works to build the industry and develop profitable markets for PGI Welsh Lamb, PGI Welsh Beef and pork from Wales.



## PROJECT WORK

Research on shear force and colour of Welsh Lamb with AberInnovation and IBERS has provided an independent assessment of meat quality. Shear force is an instrumental measurement of the meat quality attribute tenderness. Colour was also assessed and is considered a key indicator of meat quality appearance.

HCC provided the samples with the background farm and carcass data. AberInnovation and IBERS provided further scientific knowledge, facilities, analysis and reporting. HCC has ensured that relevant sectors of the supply chain have been informed of these results. This research has led to further evidence on the tenderness and colour of Welsh Lamb across different seasons and lamb genders. This provides scientifically determined evidence on the meat quality of a sample of Welsh Lambs.

"Research & development work at AberInnovation has provided HCC with a strong evidence base for further marketing and promotion of red meat products."

## CHALLENGES

- Research and development into on farm and processing factors
- Domestic policy change and external pressure to reduce meat consumption
- Climate change
- Cost of living pressure driving meat sales and prices

## SOLUTIONS

- Providing knowledge and information for different sectors
- Assist with marketing of red meat produce
- Product development specialists
- Good working relationship with the domestic meat market and export market
- Enhancing opportunities for the red meat industry in Wales
- Highlighting health benefits of red meat in the diet

## TESTIMONIAL



"AberInnovation has demonstrated professionalism and in-depth academic knowledge. The facilities that have been accessed have accelerated the specific research required.

Working with academics like Dr Sian MacKintosh at Aberystwyth University has provided accurate and quantitative data for furthering the evidence base for the benefits of red meat in the diet.

As part of our remit, HCC provides evidenced based peer reviewed research and this work has been presented at academic conferences and also disseminated to the wider red meat sector."

– Dr Eleri Thomas  
Meat Quality Executive

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