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Our ref: GH/KS/Cons.

6 February 2009

Committee Clerk
Rural Development Sub-Committee
Cardiff Bay
Cardiff
CF99 1NA

Email: Sustainability.comm@Wales.gsi.gov.uk

Dear Sirs

Re: Rural Development Sub-Committee Inquiry into the Production and Promotion of Welsh Food

Thank you for the opportunity to submit comments to the above inquiry.

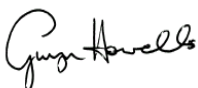
Hybu Cig Cymru - Meat Promotion Wales (HCC) is the industry-led organisation responsible for the development, promotion and marketing of Welsh red meat. HCC's stakeholder representatives implement, on behalf of all Welsh farmers and other key industry participants, a strategic plan to develop profitable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

HCC, in close consultation with the Welsh red meat industry and the Welsh Assembly Government, have developed a Strategic Action Plan for the Welsh Red Meat Industry as one of a number of sector specific strategies for the Welsh food and drink industry. The Welsh red meat sector (sheep, cattle and pigs) is an important primary production industry in respect of the rural economy and sustainable management of the landscape. The Action Plan aims to address the major strategic issues facing the red meat production sector and all parts of the Welsh red meat supply chain.

The Action Plan is currently out to public consultation and comments are requested before 20 February 2009. Following this process it is envisaged the Action Plan will be launched in March/April 2009.

We hope the enclosed draft Action Plan will be useful in this inquiry and ask to be kept informed of any further developments in this area.

Yours faithfully



Gwyn Howells
Chief Executive

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