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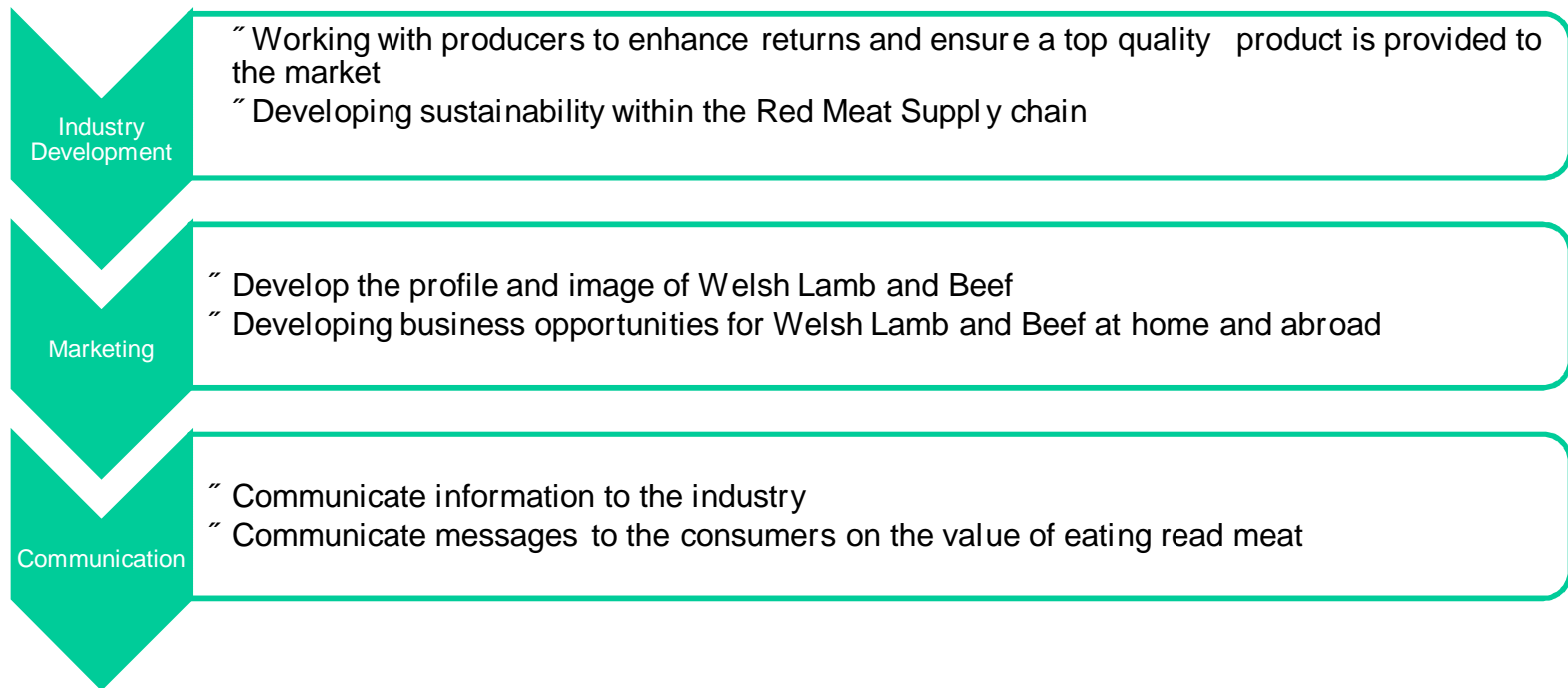
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Mark Needham
Knowledge Transfer
Officer

Red Meat Development Programme

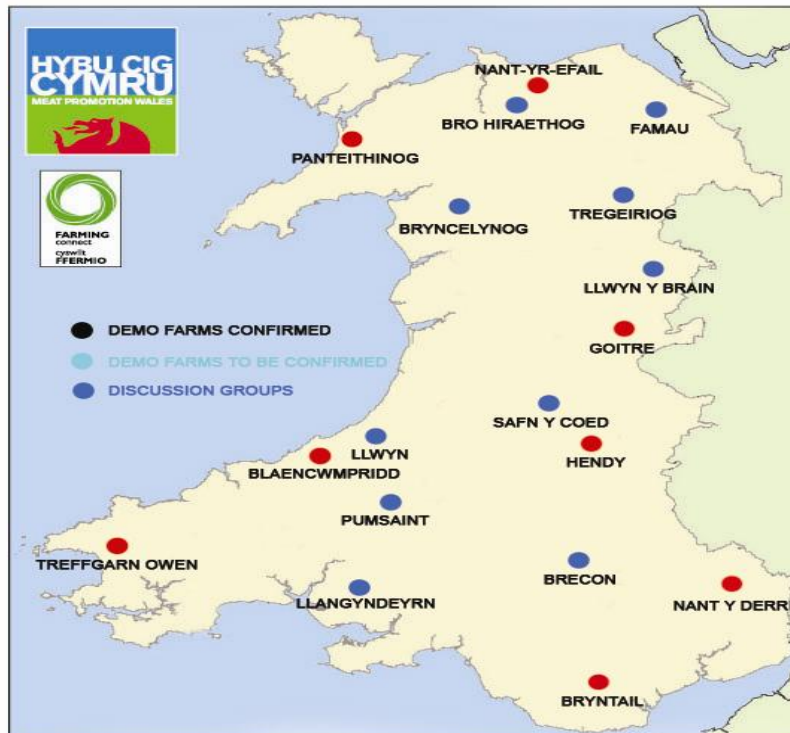
Hybu Cig Cymru - Meat Promotion Wales (HCC) is the industry-led organisation responsible for the development, promotion and marketing of Welsh red meat.



Connect Network



HCC manage the Red Meat Development Programme for Faring connect on behalf of the Welsh Assembly Government



10 Demonstration farms
20 Discussion groups

Ideally a demonstration farm typifies the agriculture in the area, is keen to carry out planning and monitoring and is committed to making their business more sustainable

- “ Farms are provided with access to support and expert advice such as FBS management accounts, Vet health plans environmental assessment and agreements financial, physical, health, welfare and environmental issues.
- “ These are used to define and work towards the farms objectives

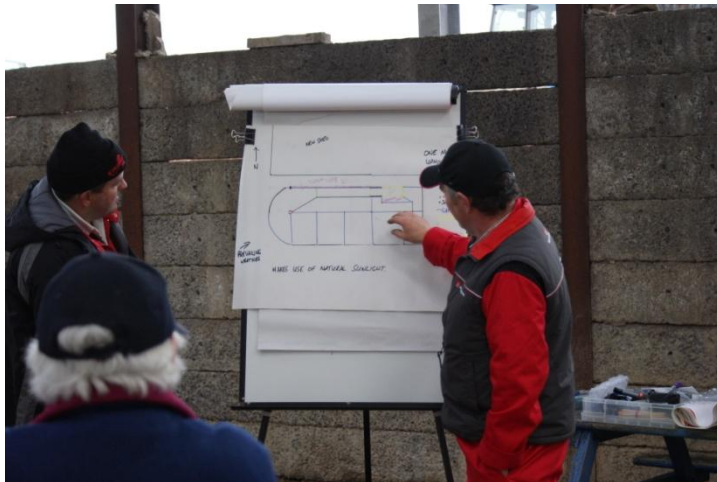
- “ The programme also helps farmers to become more aware of new technologies, to try them out for themselves and to encourage other farmers to adopt new practices.
- “ The successful farm will work closely with HCC staff and will host on farm events and attend discussion group meetings



These have several roles

Such as raising awareness of national issues within the industry BTV, TB, EID
Intelligence- members supplied with regular Market bulletins, text alerts, parasite
forecasts

Technical issues and training . live to dead assessment in abbattiors and
assessment of livestock handling systems



To transfer Knowledge at a more localised level for specifics like production issues for such as Health and Welfare matters, Genetic improvement, Grasslandö .

Examples

- “ Bryncelynog group . After a physical benchmarking meeting-the group decided they needed to target lamb mortality on their farms
- “ 7 groups have had soil analysis and follow up advice on these results . currently collating the impact of this activity on farmer fertilizer and liming policy via farmer feedback.
- “ Currently 3 groups are helping the demonstration farm with the design of new cattle handling system. Members attended an open day led by a cattle handling expert to discuss cattle behaviour, carry out and assessment of existing facilities and make suggestions based on their experience for the farm in question



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Farms



Disseminate practical findings from research and the latest technological advancements to sheep and beef farmers using educational establishments

- “ IBERS, Aberystwyth University-climate change- grassland- parasitology
- “ Coleg Sir Gar Gelli Aur, Carmarthen - low input sheep systems
- “ Glynllifon College, Caernarfon - DNA testing cattle for production traits
- “ These will deliver 6 events and technical factsheets

- “ Knowledge transfer officers are present at the main events in Wales provide information to the farming wider community on Red meat and Farming connect activities
- “ Compile 12 facts sheets per year on technical topics
- “ Write 12 articles per year for Welsh assembly publication called Gwlad which is sent to all holdings in Wales with Customer reference number

