

# Amaeth Cymru

- Industry coming together
- Membership : NFU Cymru, FUW, CLA Cymru, TFA and Welsh Government

# Purpose

To develop a roadmap to deliver our shared Vision of:

***‘A prosperous, resilient agriculture industry promoting Wales’ present and future well being’***

- Sustainable
- Innovative
- Efficient
- Meeting market demands
- Delivering Growth and Jobs

# SWOT ANALYSIS

## Strengths

Good Resources

Brands with Good Awareness

Good Potential

## Weaknesses

Industry Dependent on support

Degradation in Natural Resources

Lack of Processing Capacity

Threats of EU Exit Consequences

# Roadmap Process

- Two day facilitated workshop
- Structured around:
  - thought provoking presentations on context
  - opportunities and challenges for natural resources and food production.
- Event was built around 5 key questions

# Question 1

How do we drive greater efficiency into our existing industry?

How do we drive greater competitiveness into our existing industry?

## **Key findings:**

- Encourage uptake of more productive farming practices and greater innovation
- Develop better baseline understanding of how efficient and competitive we are – targeted interventions based on evidence

# Question 2

How can the agricultural industry respond to the natural resource management challenges to ensure that it is both a resilient and sustainable industry?

What part can Ecosystems Services play in this – in what situations may this work?

## **Key findings:**

- Sell the message that environmental efficiencies equate to economic benefits
- Not all farmers are irresponsible and those doing a good job should get recognition, with bigger penalties for those doing things wrong
- ‘Trusted individuals’ at community level to help disseminate messages and best practice

# Question 3

How do we make the food market work better in the UK for Welsh farmers and food producers?

How important will exports be?

Should we seek to capture more value added in Wales?

Where is our competitive edge / comparative advantage?

## **Key findings:**

- Key opportunity to develop and market 'Brand Wales' – link to unique selling points, WFG Act and Environment Act
- Export important for livestock sectors but import substitution also important
- Look for new product development – ready meals

# Question 4

What opportunities are there in the food markets for farmers in Wales to diversify beyond livestock and dairy?

What actions are required through the strategy to exploit these opportunities, while ensuring that they do not cause environmental damage?

## **Key findings:**

- Diversification may be supplementary to dairy and livestock rather than instead of it
- Land capability needs to be better understood – consider crops we don't normally grow, particularly due to impact of climate change
- Mentors to help businesses to diversify

# Question 5

How do we more effectively exploit the diversification opportunities beyond food production, for example, renewable energy?

In particular, what opportunities are there around land management in the 'least livestock productive' areas of Wales?

## **Key findings:**

- Need to overcome barriers such as planning issues, availability of funding and business rates
- Forestry on less productive land
- Change attitudes of farmers to understand that being a good farmer requires a range of income sources

# What Next?

- Draft a road map for Welsh agriculture
- Feed this into wider land use plans and communicate to other decision forums
- Publish