

Welsh Beef



hcctrade.com

Provenance and Traceability Guaranteed



100% Welsh

Full traceability isn't just a claim, it's an assurance. HCC Meat Promotion Wales are now working in partnership with world leading technology company, Oritain. They analyse trace elements and isotopes which animals absorb from their natural environment and the grass and water they consume, to establish a distinctive Welsh 'fingerprint of origin' guaranteeing full traceability of all Welsh Beef products. Oritain's techniques are highly respected in a variety of industries including forensics, food, textiles and pharmaceuticals.

Beef raised on a predominantly forage based diet

Veterinary records kept in accordance with government requirements

Compliance with government regulatory requirements on the transport and slaughter of livestock

Abattoirs and processing plants are inspected

Most importantly all beef animals are tagged ensuring full traceability back to individual producers

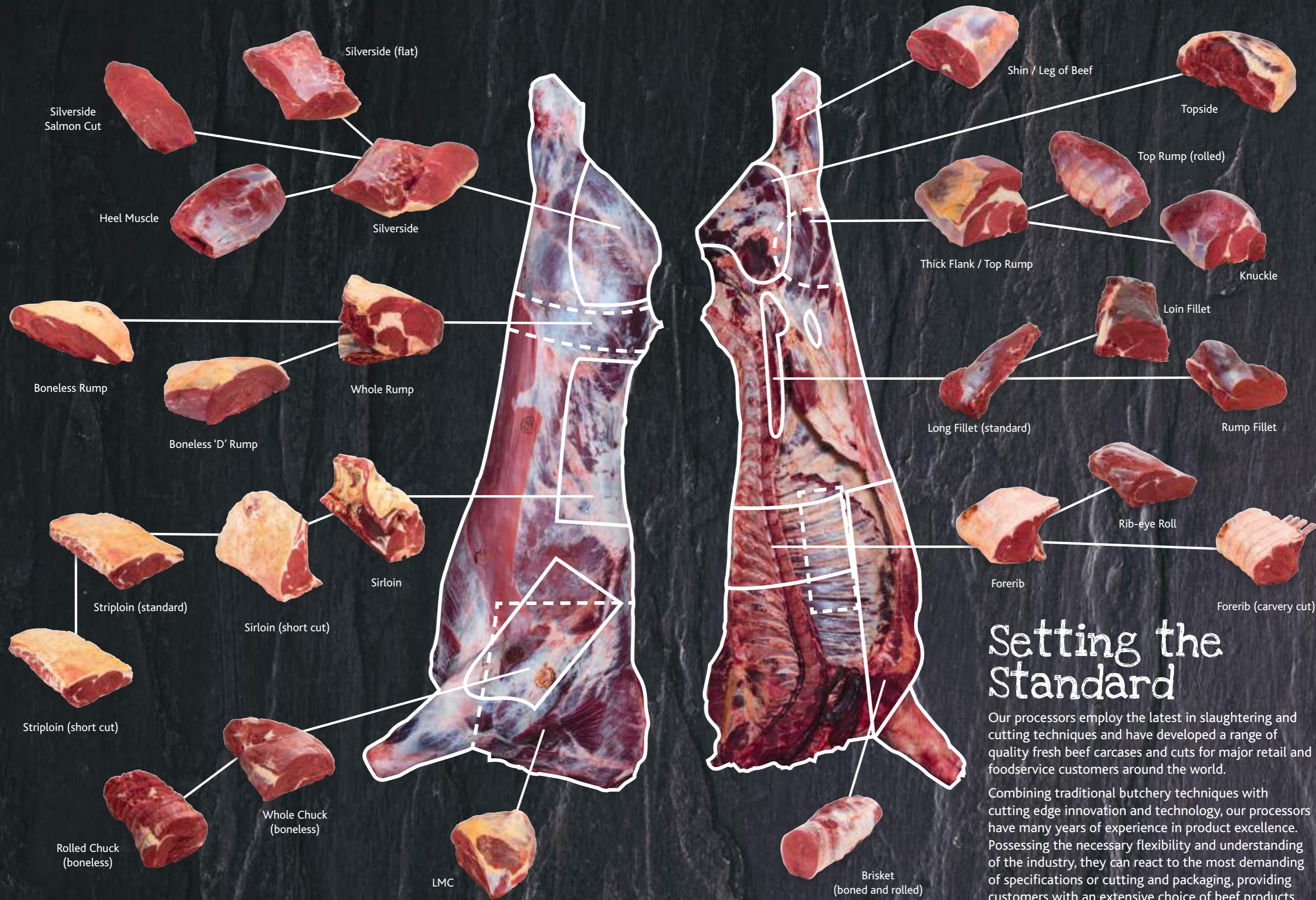
PGI Recognition

The distinctive quality of Welsh Beef has been recognised by the European Commission as having unique regional characteristics and in 2003 was awarded the coveted status of Protected Geographical Indication (PGI).

PGI establishes a link between the quality, traditions and environment of an area. This assures consumers that only beef animals born and reared in Wales, which are fully traceable and have been slaughtered in HCC approved abattoirs, can be marketed as Welsh Beef.

By using the PGI logo our beef producers have the exclusive rights to distinguish their products from those of competitors in the marketplace.





Setting the Standard

Our processors employ the latest in slaughtering and cutting techniques and have developed a range of quality fresh beef carcasses and cuts for major retail and foodservice customers around the world.

Combining traditional butchery techniques with cutting edge innovation and technology, our processors have many years of experience in product excellence. Possessing the necessary flexibility and understanding of the industry, they can react to the most demanding of specifications or cutting and packaging, providing customers with an extensive choice of beef products.

Environmental Guardians

Welsh agriculture is dedicated to a sustainable future and our farmers are continually working on innovative ways to keep improving our already green reputation. For centuries, our livestock farmers have played a pivotal role in creating and maintaining the spectacularly beautiful rural landscapes.

Wales's topography and landscape favours a grassland system of production with 80% of its landmass primarily suited for livestock farming.

The generous rainfall in Wales creates an abundance of drinking water and grass for the animals to graze which in turn enhances bio-diversity and improves soil health and structure.

HCC have also developed a sustainability 'Roadmap' which gives all sectors in the red meat industry the tools and support to improve sustainability and reduce the carbon footprint of their enterprises.







A Healthy Balance

Life is all about balance and having red meat such as beef in your diet gives you a hearty dose of vitamins and minerals that contribute to good health, such as iron, high-quality protein and vitamin B12.

All this goodness helps maintain a good mental and physical wellbeing, a boost to the immune system and even fertility benefits.



 Eye and skin health VITAMIN A	 Energy release and prevention of fatigue VITAMIN B	 Bone health and immune function VITAMIN D	 Oxygen transport, immune and cognitive function IRON
 Muscle and nervous function MAGNESIUM	 Nail, hair and reproductive health ZINC	 Powerful antioxidant SELENIUM	 Blood pressure control POTASSIUM



For more information on how and where to
buy Welsh Beef contact:
Hybu Cig Cymru | Meat Promotion Wales,
Tŷ Rheidol, Parc Merlin, Aberystwyth, SY23 3FF
United Kingdom
+44 (0) 1970 625 050
info@hybucig.cymru
hcctrade.com
eatwelshlambandwelshbeef.com