Ref. Ares(2021)7647442 - 10/12/2021

PRODUCT SPECIFICATION

This document sets out the product specification.

" Welsh Beef "

PDO ( ) PGI (✔)

1 RESPONSIBLE DEPARTMENT IN THE MEMBER STATE

Name: United Kingdom
- Department for Environment, Food and Rural Affairs

Address: Area 8e Millbank
c/o Nobel House
17 Smith Square
London
SW1P 3JR

Tel.: 0207 238 6075

Fax: 0208 238 6553

e-mail: protectedfoodnames@defra.gsi.gov.uk

2 GROUP

Name: Hybu Cig Cymru - Meat Promotion Wales (HCC)

Address: Tŷ Rheidol, Parc Merlin, Aberystwyth, SY23 3FF, Wales

Tel.: 01970 625050

Email: info@hybucig.cymru

Composition: Producers/processors (10,000) Other (0)

3 TYPE OF PRODUCT

Fresh meat and offal - Class 1.1

4 SPECIFICATION

(summary of requirements under Article 4(2) of Regulation (EC) No 510/2006)

4.1 Name:

"Welsh Beef"

4.2 Description:

"Welsh beef" is the name given to carcases or cuts of meat taken from prime cattle (cattle that have not bred), which are born and reared in Wales. Producers of Welsh beef aim to meet a target carcass classification of R conformation or better and 4L fat content or leaner. See the table below.

Target Carcass EUROP Classification Grid for Welsh beef

		FAT CLASS						
		1	2	3	4L	4H	5L	5H
CONFORMATION	E	x	x	x	x			
	U+	x	x	x	x			
	-U	x	x	x	x			
	R	x	x	x	x			
	O+							
	-O							
	P+							
	-P							

x indicates the target carcass classifications for Welsh beef

Historically the traditional cattle breeds of Wales were predominately the Welsh Black and Hereford. These breeds remain at the foundation of the Welsh beef industry today. Welsh beef is derived from the traditional breeds of Wales and these breeds crossed with each other or with any other recognised breed.

Cattle aged between 12 – 48 months are slaughtered and processed in HCC verification scheme approved abattoirs/ cutting plants to ensure the PGI Welsh beef brand and integrity is protected.

After slaughter and dressing the beef may be marketed as a whole body, as a whole side, as part sides (hindquarter/ forequarter) or as cuts of beef (including minced beef).

Meat profiles on the whole are convex, with very good muscle development and a wide, thick back, up to a well-rounded shoulder. Solid to the touch, with a loose and consistent texture, the well-developed muscles are of a deep red colour with fat that is yellowish white. The meat is generally well marbled.

4.3 Geographical area:

The whole of Wales.

4.4 Proof of origin:

HCC is the industry-led organisation responsible for the development, promotion and marketing of Welsh red meat.

The HCC verification scheme ensures that any beef branded as “Welsh Beef” meets the specifications. All abattoirs and cutting plants that wish to use the Welsh beef designation must demonstrate to HCC’s appointed inspection body on an annual basis that the beef meets the PGI specifications and that the plant is operating to best practice guidelines. This approval will be represented by a Certificate, which should be displayed prominently in the premises. HCC also undertake random spot checks to verify abattoir/ cutting plant approval and licence use of the PGI Welsh beef brand. HCC verification scheme criteria will be continually developed.

At all stages of the production process records are kept to ensure traceability of the product. At the abattoirs the slaughter number, the date of slaughter, the

classification details and the cold carcase weight are recorded. This information is attached on a label to the carcase and is available for inspection by HCC.

Minimum requirements with regard to the traceability of the product are:

- Cattle raised extensively on grassland;
- Veterinary records according to Government requirements;
- Traceability compliant to recognised farm assurance scheme standards or equivalent;
- Transport and slaughter identification according to Government regulations.

4.5 Method of production:

Animals are sold either deadweight to abattoirs or at livestock markets. Each producer controls their own herd of beef animals, which are reared extensively on natural grass pastures. Cattle are slaughtered at between 12 - 48 months of age and must not have bred. The meat must come from cattle which are born and reared in Wales.

The cattle are slaughtered and processed in HCC verification scheme approved abattoirs/ cutting plants to ensure the PGI Welsh beef brand and integrity is protected. Abattoirs and cutting plants eligible for the HCC verification scheme approval are not restricted to the defined geographical area - Wales.

The animals are slaughtered and dressed at the abattoir in accordance with recognised industry specifications or to meet legislative or customer requirements. After dressing, the carcases are kept in cold stores at around 3°C before despatch to customers or transfer to a cutting area for breaking down into cuts and joints.

If the carcasses are to be divided into cuts, the cuts will be prepared and packaged in accordance with customer requirements. The cuts will be held in a temperature-controlled environment before despatch to the customers. All cuts must be identified as Welsh beef through appropriate labelling (see section 4.8).

They must be transported in refrigerated vehicles where they are kept at a temperature of around 4°C.

4.6 Link:

The Welsh cattle industry is richly documented for its importance from the Celts, the Romans, the Normans and up to the present day. There are numerous historical references to Welsh cattle production given in 'The Drovers' Roads of Wales' and 'Medieval Wales' by Hewitt. The predominant breeds used were the indigenous Welsh Black or the Hereford breed from the adjacent English Border county.

The distinctive characteristics of Welsh beef are due to the influence of the traditional breeds which remain at the foundation of the Welsh beef industry and to the cattle feeding on the abundant natural grassland in Wales, which flourishes as a result of the wet and mild Welsh climate and topography.

The efficient production and use of grass is central to the well being of Welsh beef production. The grassland management skills of the Welsh farmer are noted worldwide with Welsh farmers regularly winning awards for their grassland management. The grass leys in many of the regions of Wales are interspersed with heathers and indigenous fragrant wild herbs, all of which contribute to the distinctiveness of Welsh beef.

The farms of the region are typically family farms having a mixed holding of sheep and cattle. Holdings in Wales are on average smaller than the UK as a whole. The smaller average holding size is reflected in smaller herd sizes for beef as well as the structure of the workforce. The husbandry skills of the Welsh livestock farmer have been passed down from one generation to the next.

4.7 Inspection body:

Name: NSF Certification

Address: Hanborough Business Park, Long Hanborough, Oxford, OX29 8SJ, England

Tel.: (0)1993 885600
e-mail: agriculture@nsf.org

4.8 Labelling:

The geographical indication “Welsh Beef” must appear on carcases, parts of carcases or cuts in combination with the HCC registered trademark for Welsh beef and the PGI symbol.

Detailed guidance on labelling will be provided by HCC. Labelling regimes will form part of the HCC verification scheme inspection.