



Supporting a sustainable food and drink industry in Wales

The strategic vision of the Welsh Government is to build a strong and vibrant Welsh food and drink industry with sustainable supply chains that have a global reputation for excellence and having one of the most environmentally and socially responsible supply chains in the World.

49%

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34%

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1 in 3

consumers claimed to have stopped purchasing certain brands or products because they had ethical or sustainability related concerns about them

A survey from Deloitte in the 12 months to March 2021

This ambition reflects the urgency and commitment expressed by Welsh Government to tackle Climate Change and to respond to an increased focus by consumers to purchase products with minimal environmental impact and ethically produced from sustainable supply chains. A survey from Deloitte in the 12 months to March 2021, found that 49% of consumers had bought more seasonal produce, 34% chose brands that have environmentally sustainable practices, and nearly one in three consumers claimed to have stopped purchasing certain brands or products because they had ethical or sustainability related concerns about them.

It seems likely that in the long run, those retailers and manufacturers who can demonstrate business responsibility through sustainable improvements that prioritise environmental, social, health and quality values will be most favoured by consumers. The Welsh Government is supporting the sustainable journey for responsible businesses within the food and drink industry in Wales. This will be supported through a number of existing and new sustainability initiatives:



B-Corp accreditation grant: [B-Corp](#) is considered as an international gold standard for sustainability. This initiative will reimburse up to 100% of fees for the first year. Applications are open now for accreditation obtained between October 2021 and March 2023. For a copy of the application, please contact FoodBIS@gov.wales

Decarbonisation & Covid Challenge Fund: This initiative aims to fund collaborative projects that can deliver innovative solutions in relation to the decarbonisation agenda, whilst aiding the recovery of the Welsh food and drink industry that has been adversely affected by the pandemic. The notice is available now on [Sell2Wales](#), and the deadline for applications is 23 November 2021.



Backing Local Firms fund: The Welsh Government's 'Backing Local Firms' fund is aimed at helping Welsh firms overcome specific issues and barriers they face when doing business with the public sector. The £1m fund, organised under the Foundational Economy programme, will be launched in October 2021 and will run to March 2022. The fund is aimed at helping local firms in the three foundational economy sectors of Food, Green Skills/Retrofit and Social Care. For more information, please email karen.coombs@gov.wales



Food Skills Cymru: [Food](#)

[Skills Cymru](#) is delivered by Lantra and supports businesses to train and upskill their employees. The project can support businesses with the cost of completing statutory, non-accredited and bespoke training courses in a wide range of subjects from business management, export, food

safety, health, sustainability and safety to engineering and machinery related training. Next month a new fully funded Sustainability Training Programme for Food and Drink industry will be available. The programme will equip individuals with the knowledge on why and how businesses need to become more sustainable through three main pillars – **People, the Planet and Product**. It will provide specific skills to support business decision making to become more sustainable, share best practice and implement changes to business strategies and day to day working practices. For more information, email sarah.lewis@lantra.co.uk



Project HELIX: [Project HELIX](#) delivers practical knowledge transfer activities, supporting Welsh food and drink companies to develop and reformulate innovative products from concept, design, development and manufacture, through to the consumer's shopping basket. Project HELIX is supported through the Welsh Government Rural

Communities – Rural Development Programme 2014-2020. The assistance provided under Project HELIX includes: New Product Development; Technical Information; New Business Start Up Programme; Added Value to products and their supply chains; Food Legislation; Product Reformulation; Systems Development; Process Controls; Product Efficiency; Site Designing; Packaging; Validation of Systems; businesses working towards 3rd Party Certification; Training Mentoring and Skills; Industry Intelligence; Food Business Development; Public Engagement; Innovation Framework and other ancillary programmes. For advice on funding eligibility, please contact your nearest food centre in Wales ftc@gllm.ac.uk (Food Technology Centre, North Wales); gen@foodcentrewales.org.uk (Food Centre Wales, Mid Wales); ZERO2FIVE@CardiffMet.ac.uk (Food Industry Centre, South Wales).



Cywain: Cywain is a business-led programme dedicated to supporting the early development of new and existing micro businesses through to Small and Medium Enterprises (SMEs) in the Welsh food and drink industry, focusing on maximising opportunities and growth potential. Cywain is responsible for facilitating businesses

working together in the Fine Food Cluster, Seafood Cluster and Honey Cluster and works with hundreds of food and drink businesses in Wales, providing support in areas such as brand development and marketing, business strategy, business planning and supply chain management. **Cywain's Sustainability Challenge** - this is a new series of tailored, online webinars that will equip ambitious food and drink businesses with the practical know-how to take advantage of the significant and growing market demand for sustainable products and brands. The challenge, which will be offered to businesses throughout the year, provides access to inspiring advice and guidance from sustainability experts, exemplar businesses and guest speakers, and participants will focus on tried and tested business approaches to help build their sustainability credentials. Working closely with the Sustainability Business Cluster, attendees will also have the opportunity to join a workshop to accompany the cluster programme. For more information and to access support from Cywain, contact: cywain@menterabusnes.co.uk or visit cywain.cymru.



Advanced Manufacturing Research Centre of Wales (AMRC/Cymru):

AMRC/Cymru based in Bretton (North Wales) are one of the UK Government's High Value Manufacturing Catapult members whose purpose is to support businesses to improve their performance by transforming the products

they sell, the way they make them, and the skills of their workforce. At the heart of this business transformation will be embracing the potential of the technology of today and working in partnership to tackle the challenges of tomorrow through business resilience and manufacturing sustainability support. AMRC Cymru have set up a team that spans a broad range of expertise, whilst benefiting from the broader AMRC and Catapult community throughout the UK.

- AMRC/Cymru are engaged on a number of innovative sustainability projects in Wales.
- Polytag** is an ambitious start-up technology business to enable and build packaging circular economy platforms. In line with the Welsh Government ambition to adopt a Digital Deposit Return System, this pilot project is validating an on-pack labelling process to tag and trace their packaging journey.
- EBS Automation** explores advanced packaging machines for cellulose packaging and also the development of a machine that can condition Polypropylene to behave like PET for new food packaging materials.
- Iceland is working with the Bio-composites Centre** to develop moulded pulp fibre-based packaging for food containers.
- Food and Drink Packaging** is a strategically important area for AMRC/Cymru; along with partners FDF Cymru, their ambition is to build collaborations that solve challenges within the industry by the application of advanced technologies.
- AMRC Cymru approaches each engagement from a partnership and collaboration perspective. This is the key to working in harmony to identify and solve a number of different energy efficiency and packaging challenges through the adoption of advanced technologies that will provide support across all pillars of sustainability. For more information, please contact Jason Murphy (Operations Director) jason.murphy@amrc.co.uk or Pete Robertson (CEO FDF Cymru) pete.robertson@fdf.org.uk



Sustainability Cluster: The role of the Sustainability Cluster is to support and develop sustainable business practices across Wales' agri-food industry. This is delivered by utilising the successful triple helix approach, with government, industry and academia working hand in hand to tackle common industry problems. The

cluster is the central hub, providing intelligence to businesses, becoming the eyes and ears of the industry developing networks and industry expertise to help Wales become a world leader in sustainability. For more information on how the Sustainability Cluster could help you, please contact mark.grant@levercliff.co.uk

For further information on any of the projects and initiatives mentioned please contact the Welsh Government team at FoodBIS@gov.wales