



Bwyd a Diod Cymru
Food & Drink Wales



The future of our Food & Drink Industry

We need to hear from as many voices as possible

Our journey so far – Our Successes and Challenges

Food & Drink Manufacturing...

15x

Protected
food
names



20,400
Employed

565

Business units

95%
Small to
micro

Food & Farming 'Priority Sector'...

£6.5
billion
in 2017



Industry
turnover
target of
£7bn

Agree
that
diet is
important
to them



77.3% to European Union

3 Food
Innovation
Centres



75% of
Welsh
shoppers
try to lead
a healthy
lifestyle



32%
of
businesses
highlighting
skills gaps

12%



Reduction in household
food waste in Wales
between 2009 and 2015

UK consumer thoughts on Welsh brands...



73% believe they
taste fantastic



75% regard them
as signifying
'Great Quality'

The Future of our Industry

The Welsh Government and the Food & Drink Wales Industry Board will be jointly producing a new and ambitious plan to deliver support to the Food & Drink industry in Wales beyond 2020.

- We want to promote growth that benefits Welsh communities, by helping food and drink businesses to be competitive, resilient and to win new markets.
- We want to consider the food and drink sector's connection with social concerns such as health, decarbonisation, waste, and food poverty.

Please help us to achieve this by considering the questions below.

Please tell us your views on what the Food & Drink sector needs to be 5-10 years after 2020, and what you think we need to achieve to get there. We thank you for your views and ideas.

- 1 What is your interest or involvement in the Food & Drink sector?
- 2 What do you think the sector does well?
- 3 What do you think the sector could do better?
- 4 What future opportunities do you foresee and how can we capitalise on them?
- 5 What do you think are the threats and how can we mitigate them?
- 6 What are your thoughts on the current Food and Drink Action Plan: Towards Sustainable Growth 2014-2020 and The Food for Wales, Food from Wales Strategy?
- 7 What existing support from Welsh Government and the Food & Drink Industry Board do you currently see working well for the food and drink sector?
- 8 How can the Welsh Government, Food & Drink Wales Industry Board and industry work together more effectively?
- 9 What key issues or barriers do you foresee that will inhibit success?
- 10 How can Welsh Government and the Food and Drink Wales Industry Board help to address these key issues or barriers?

How to Respond

Thank you for taking the time to contribute to this work.
You can submit your response:

By email to:

FoodandDrinkConsultation@gov.wales

By post to:

Food & Drink Policy Team
Welsh Government
Rhodfa Padarn
Llanbadarn Fawr
Aberystwyth
SY23 3UR

Large print, braille and alternative language versions of this document are also available on request.

Further information

For further information about the Food & Drink Industry in Wales and the range of support currently available, please visit:

gov.wales/foodanddrinkwales

 @FoodDrinkWales

General Data Protection Regulations

Any personal details that you provide as a part of your response will be held by the Welsh Government under the General Data Protection Regulations. For full details of our privacy notice, including details of how your response will be used and your rights under these regulations, please visit:

gov.wales/foodanddrinkwales