

Cig Oen Cymru a Chig Eidion Cymru



Taflen Ffreithiau

Pam gwerthu Cig Oen Cymru a Chig Eidion Cymru? Beth yw'r buddiannau i'm busnes?

Ochr yn ochr â'r dynodiad PGI, mae HCC wedi gweithio'n galed i ddatblygu a thyfu brandiau Cig Oen Cymru a Chig Eidion Cymru. Mae'r brandiau hyn yn cael eu parchu'n fawr gan ddefnyddwyr yr oes hon ac yn cyfleu rhesymau allweddol dros brynu, gan gynnwys blas, arferion ffermio traddodiadol/dibynadwy ac arferion ecogyfeillgar.

Mae'r label PGI, ynghyd â logos Cig Oen Cymru a Chig Eidion Cymru yn atgoffa siopwyr o'u gwerthoedd brand unigryw, gan eich galluogi i'w gwerthu fel cynnyrch premiwm.

Mae HCC wedi sefydlu Clwb Cigyddion Cig Oen Cymru a Chig Eidion Cymru er mwyn helpu busnesau i hyrwyddo a chynyddu gwerthiant Cig Oen Cymru a Chig Eidion Cymru. Mae aelodau yn cael mynediad unigryw, deunyddiau gwerthu tymhorol, cyngor labelu a'u cynnwys ar wefannau www.eatwelshlamb.co.uk a www.eatwelshbeef.co.uk.

Ffeithiau Allweddol:

- Mae'r ymchwil diweddaraf yn dangos, er gwaethaf yr amodau economaidd presennol a sensitifrwydd pris ymhlith defnyddwyr, bod ansawdd a gwlad tarddiad yn dod yn uwch na phris fel y ffactorau pwysicaf wrth brynu cig;
- Mae defnyddwyr yn ystyried Cig Oen Cymru fel cynnyrch o ansawdd;
- Mae Cig Oen Cymru yn curo cig oen o wledydd cystadleuol (Lloegr, Yr Alban a Seland Newydd) fel y dewis wlad tarddiad gyda'i flas gwell yn brif reswm dros hyn;
- Mae Cig Eidion Cymru yn cael ei ystyried fel un o ansawdd a blas gwell o'i gymharu â brandiau cystadleuol (e.e. Lloegr a'r Ariannin).

Beth yw PGI?

Ystyr PGI yw Dynodiad Daeryddol Gwarchoddedig (*Protected Geographical Indication*). Mae'n fenter Ewropeaidd sydd wedi'i chynllunio i ddiogelu bwydydd a diodydd sydd wedi'u cynhyrchu/eu prosesu/eu paratoi o fewn man daeryddol penodol ac â nodweddion neu ansoddau sy'n briodoladwy i'r ardal honno rhag cael eu dynwared.

Cafodd elfennau unigryw Cig Oen Cymru a Chig Eidion Cymru eu cydnabod gan y Comisiwn Ewropeaidd dros ddegawd yn ôl pan roddwyd y nod ansawdd gorau posibl i'r ddau - statws PGI.

Golyga statws PGI y caiff Cig Oen Cymru a Chig Eidion Cymru eu diogelu rhag cael eu dynwared yn yr un ffordd â bwydydd eraill fel Siampên a Ham Parma. Mae'n golygu mai **dim ond defaid a gwartheg sy'n cael eu geni a'u magu yng Nghymru a'u lladd a'u prosesu mewn lladd-dai/safleoedd torri cig a gymeradwywyd gan HCC y gellir eu disgrifio'n gyfreithiol Gymreig** – gan sicrhau olrheiniadwyedd a sicrwydd llawn bod yr hyn sy'n cael ei werthu fel cynnyrch Gymreig, wir yn Gymreig.

Mae'n rhoi sicrwydd lleol a nod ansawdd i chi a'ch cwsmeriaid; gan atgyfnerthu hyder y defnyddiwr yn y cynnyrch a'i alluogi i gael ei werthu fel cynnyrch premiwm.

Beth yw Cig Oen Cymru PGI?

Dim ond cynnyrch sy'n bodloni'r meini prawf PGI canlynol y gellir ei werthu fel Cig Oen Cymru:

- Wedi'i eni a'i fagu yng Nghymru;
- Wedi'i ladd cyn iddo gyrraedd 12 mis oed a heb gael ei fridio;
- Wedi'i ladd a'i brosesu mewn lladd-dy/safle torri cig a gymeradwywyd gan gynllun PGI HCC.



Taflen Ffeithiau

Beth yw Cig Eidion PGI?

Dim ond cynnyrch sy'n bodloni'r meini prawf PGI canlynol y gellir ei werthu fel Cig Eidion Cymru:

- Wedi'i eni a'i fagu yng Nghymru;
- Wedi'i ladd rhwng 12 a 48 mis oed a heb gael ei fridio;
- Wedi'i ladd a'i brosesu mewn lladd-dy/safle torri cig a gymeradwywyd gan gynllun PGI HCC.

Gellir gweld y rhestr ddiweddaraf o bob lladd-dy a safle torri cig sydd wedi'i gymeradwyo gan y cynllun PGI ar wefan masnach HCC.

Beth yw rôl HCC?

Fel gwarcheidwaid dynodiadau PGI Cig Oen Cymru a Chig Eidion Cymru, mae HCC wedi gweithredu cynllun dilysu ar gyfer lladd-dai a safleoedd torri cig i fonitro a rheoli defnydd y dynodiadau hyn. Cynhelir arolygiadau i sicrhau bod pob safle yn cydymffurfio â'r cynllun PGI ac mai dim ond cig oen a chig eidion sy'n bodloni'r manylebau y cytunwyd arnynt sy'n cael eu disgrifio fel cynnyrch Cymreig.

Caiff y gwaith o reoli a monitro gweddill y gadwyn gyflenwi ei wneud gan swyddogion Safonau Masnach awdurdodau lleol.

Beth yw eich cyfrifoldebau chi?

Olrheinidwyedd

Rhaid i chi allu dangos bod cynnyrch sy'n cael ei werthu fel Cig Oen Cymru neu Gig Eidion Cymru yn glynu at fanyleb PGI. Rhaid bod gennych eich system ar y safle eich hun hefyd i sicrhau olrheinidwyedd o dderbyn y cynnyrch nes bydd yn gadael y safle.

Labelu – cynnyrch rhydd ac wedi'i becynnu

Cynnyrch a werthir yn rhydd:

Pan werthir cynnyrch rhydd fel Cig Oen Cymru PGI neu Gig Eidion Cymru PGI, rhaid i hyn fod yn hawdd i'r cwsmer ei weld. Dylai fod wedi'i nodi'n glir fel cynnyrch Cymreig, gyda'r geiriau 'Cig Oen Cymru' / 'Cig Eidion Cymru' wedi'u harddangos wrth y cynnyrch (e.e. yn nisgrifiad y cynnyrch ar flwch labelu).

Rhaid i logo(s) PGI a nod masnach (Cig Oen Cymru/Cig Eidion Cymru) fod yn amlwg wrth werthu (gall logos gael eu dangos ar bosteri, ffyn cig, taflenni, ac ati rywle yn y siop) i sicrhau y gall y cwsmer gydnabod yn hawdd bod y PGI ond yn perthyn i Gig Oen Cymru a/neu Gig Eidion Cymru.

Eithriad i hyn yw pan fydd manwerthwr ond yn gwerthu Cig Oen Cymru PGI a/neu Gig Eidion Cymru PGI. Yn yr achos hwn, bydd yn ddigonol i'r geiriad 'Cig Oen Cymru'/'Cig Eidion Cymru' a'r logo(s) fod yn amlwg wrth werthu (gellir arddangos logos ar bosteri, ffyn cig, taflenni, ac ati).

Nid oes angen i'r geiriad 'Cymreig' fod wedi'i gynnwys yn nisgrifiad yr eitem.

Cynnyrch a werthir wedi'i becynnu:

Mae'n orfodol i gynnyrch sydd wedi'i becynnu a werthir fel Cig Oen Cymru a/neu Gig Eidion Cymru gynnwys logo PGI a logo(s) Cig Oen Cymru/ Cig Eidion Cymru. Mae hyn yn cynnwys cynnyrch a werthir rhwng busnesau h.y. cynnyrch a werthir i wasanaeth bwyd.

Anogir busnesau i ymgorffori'r logos ar eu labeli eu hunain. Gall HCC ddarparu'r logos yn electronig neu fel labeli eilaidd er mwyn helpu aelodau Clwb y Cigyddion i gydymffurfio â'r gofyniad cyfreithiol hwn.

Gellid ond arddangos deunyddiau gwerthu Cig Oen Cymru a Chig Eidion Cymru PGI a ddarperir gan HCC pan werthir cynnyrch sy'n cydymffurfio â'r cynllun PGI. Mae defnyddio dynodiadau a logos wedi'i wahardd pan nad oes cynnyrch cymwys ar werth.

Beth fydd yn digwydd os na fyddaf yn labelu'n gywir?

Gallai busnesau sy'n methu â chydymffurfio â gofynion PGI gael eu herlyn gan Safonau Masnach neu gyrff gorfodi perthnasol eraill.

Lle gallaf gael rhagor o gyngor?

Mae HCC yma i'ch helpu. Os oes gennych unrhyw ymholiadau am Gig Oen Cymru a Chig Eidion Cymru PGI,

ewch i:

www.hcctrade.com

e-bostiwch:

info@hccmpw.org.uk

neu ffoniwch:

01970 625050



Welsh Lamb & Welsh Beef



Retailer Factsheet

Why sell Welsh Lamb & Welsh Beef? What are the benefits for my business?

Alongside the PGI designation, HCC has worked hard to develop and grow the Welsh Lamb and Welsh Beef brands. These brands are held in high esteem by today's consumers and deliver across key purchase drivers including taste, traditional/trusted farming practices & environmentally friendly practices.

The PGI label alongside the Welsh Lamb and Welsh Beef logos reminds shoppers of their unique brand values, allowing you to sell them as premium products.

HCC has established the Welsh Lamb & Welsh Beef Butchers' Club to assist businesses in promoting and increasing sales of Welsh Lamb & Welsh Beef.

Members gain exclusive access to free, seasonal point of sale materials, labelling advice and feature on the www.eatwelshlamb.co.uk & www.eatwelshbeef.co.uk websites.

Key Facts:

- Latest research shows that despite the current economic conditions and price sensitivity amongst consumers, quality and country of origin ranks above price as the most important factors when buying meat;
- Consumers associate Welsh Lamb and Welsh Beef as quality products;
- Welsh Lamb outranks lamb from competing nations (England, Scotland and New Zealand) as the preferred country of origin with the key reason being it's superior taste;
- Welsh Beef is perceived as better quality & superior taste compared to competing brands (e.g. English & Argentinian).

What is PGI?

PGI stands for Protected Geographical Indication. It's a European initiative designed to provide protection from imitation for foods and drinks produced/processed/prepared within a specific geographical area and with features or qualities attributable to that area.

Welsh Lamb & Welsh Beef's uniqueness was recognised by the European Commission over a decade ago when both were granted the ultimate mark of quality – PGI status.

The PGI status means that Welsh Lamb & Welsh Beef is protected from imitation in the same way as other foods such as Champagne and Parma Ham. It means that **only sheep & cattle that are born and reared in Wales and slaughtered and processed in HCC approved abattoirs/cutting plants can be legally described as Welsh** – ensuring full traceability and assurance that what's being sold as Welsh really is.

It provides you and your customers with a guarantee of provenance and a mark of quality; re-enforcing consumer confidence in the product and allowing it to be sold at a premium.

What is PGI Welsh Lamb?

Only product that meets the following PGI specification can be sold as Welsh Lamb:

- Born & reared in Wales;
- Slaughtered before 12 months of age and must not have bred;
- Slaughtered & processed at an HCC PGI approved abattoir/cutting plant.



Retailer Factsheet

What is PGI Welsh Beef?

Only product that meets the following PGI specification can be sold as Welsh Beef:

- *Born & reared in Wales;*
- *Slaughtered between 12 and 48 months of age and must not have bred;*
- *Slaughtered & processed at an HCC PGI approved abattoir/cutting plant.*

An up to date list of all PGI approved abattoirs & cutting plants can be found on the HCC Trade website.

What is HCC's role?

As guardians of the Welsh Lamb and Welsh Beef PGI designations, HCC has implemented a verification scheme for abattoirs and cutting plants to monitor and control the use of these designations. Inspections are carried out to ensure that sites are PGI compliant and that only lamb and beef that meet the agreed specifications can be described as Welsh.

Control and monitoring throughout the rest of the supply chain is undertaken by local authority Trading Standards officers.

What are your responsibilities?

Traceability

You must be able to demonstrate that product sold as Welsh Lamb or Welsh Beef adheres to the PGI specification. You must also have your own on-site system to ensure traceability from intake through to departure from the premises.

Labelling – Loose & packaged product

Product sold loose:

Where loose product is being sold as PGI Welsh Lamb and PGI Welsh Beef it must be easily identifiable to the consumer. It should be clearly indicated as Welsh with the wording 'Welsh Lamb' / 'Welsh Beef' displayed near the product (i.e. in the product description on a tray label).

The PGI and trademark (Welsh Lamb/Welsh Beef) logo(s) must also be visible at point of sale (logos can be displayed on posters, meat stabbers, leaflets, etc somewhere in the shop) to ensure the customer can easily recognise that the PGI relates to Welsh Lamb and/or Welsh Beef only.

An exception to this is when a retailer sells exclusively PGI Welsh Lamb and/or PGI Welsh Beef. In this case it is sufficient for the wording 'Welsh Lamb' / 'Welsh Beef' and the logo(s) to be visible at point of sale (logos can be displayed on posters, meat stabbers, leaflets, etc.).

It is not necessary for the wording 'Welsh' to also be included in the item description.

Product sold pre-packed:

It is compulsory for pre-packaged product sold as Welsh Lamb and/or Welsh Beef to carry the PGI logo and Welsh Lamb/ Welsh Beef logo(s). This includes product sold between businesses i.e. product sold to foodservice.

Businesses are encouraged to incorporate the logos into their own labels. HCC can provide the logos electronically or as secondary labels to assist Butchers' Club members in complying with this legal requirement.

PGI Welsh Lamb & Welsh Beef point of sale materials provided by HCC can only be displayed when PGI compliant product is on sale. Use of the designations and logos are prohibited where there is no qualifying product for sale.

What happens if I don't label correctly?

Businesses that fail to comply with the PGI requirements could be open to prosecution from Trading Standards or other relevant enforcement bodies.

Where can I get more advice?

HCC is here to help you. If you have any queries about PGI Welsh Lamb & Welsh Beef, please

visit:

www.hcctrade.com

email:

info@hccmpw.org.uk

or telephone:

01970 625050

