

# Welsh Lamb



[welshlambandbeef.com](http://welshlambandbeef.com)

# Delivering Quality



Welsh Lamb is now in demand and exported to over 20 countries worldwide, and the PGI mark of traceability has been a cornerstone of this trade, at home and abroad, since the designation was awarded in 2003.



Our farmers and traditional methods have for many years been recognised for their production of superb quality lamb, and our exporters are renowned for their ability to harness and develop relationships at every level of business.

Reliability is the keyword for exporters of Welsh Lamb in terms of the logistical service they provide. Exporters of Welsh Lamb have a well established reputation around the world for providing punctual deliveries and an excellent aftersales service.





# This is Welsh Lamb

**Our award-winning farmers are famous all over the world for producing superb tasting Welsh Lamb.**

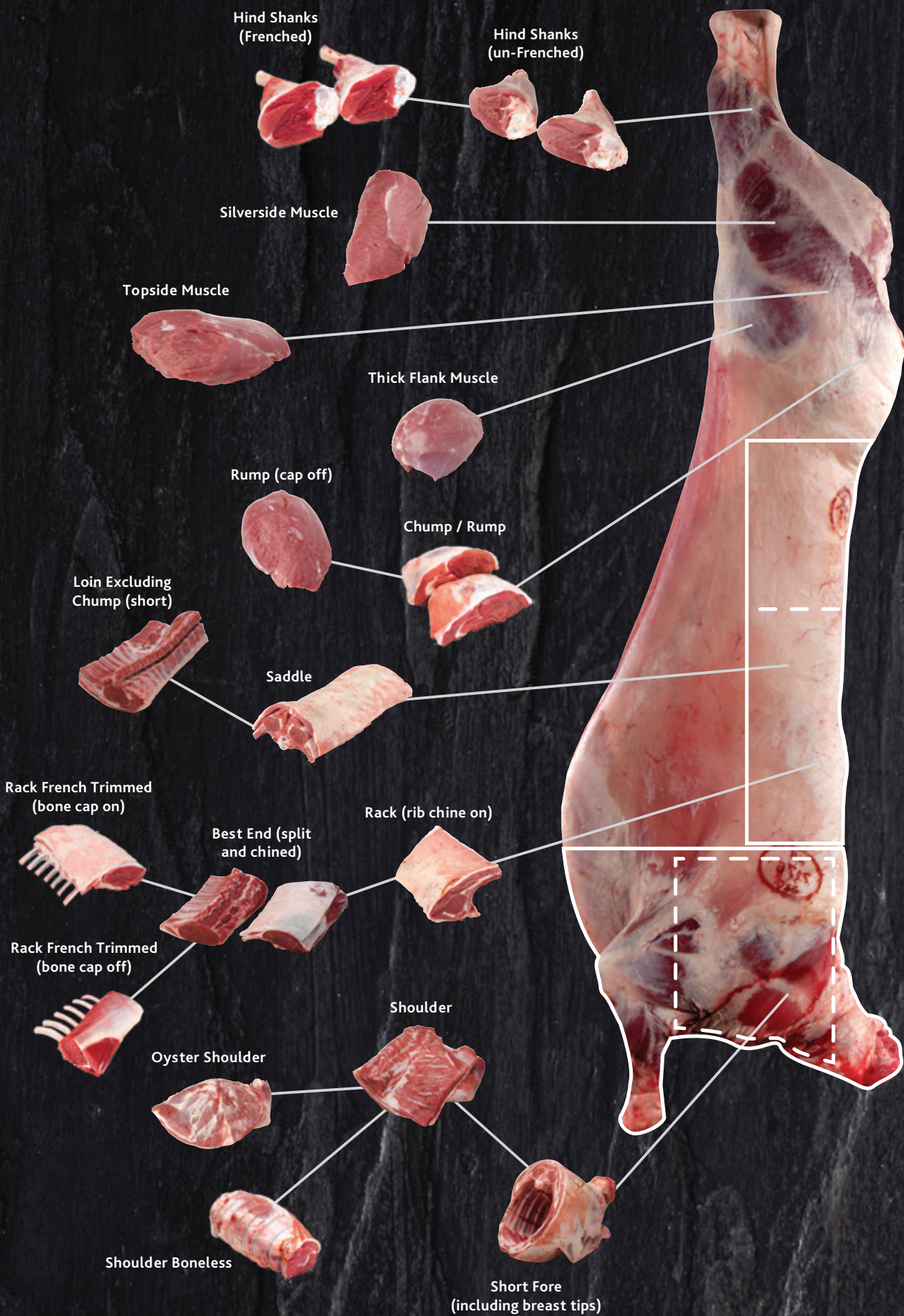
The non-intensive environment in which livestock are reared develops succulent, sweet and tender meat. For centuries, native sheep breeds have thrived on the natural grassland available all year round, in one of the most unspoilt corners of the world. Lush green pastures of the hills and valleys, a temperate climate, mineral rich soils and unspoilt environment come together to produce lamb of the highest quality.



**Heritage:** The reputation and unique qualities associated with Welsh Lamb are a result of around 4,000 years of traditional husbandry methods, generations of breeding expertise, and an abundance of natural grazing. Farming has evolved and developed over this time but farmer and dog still stand side by side with their flock in Wales.

**Environment:** Welsh agriculture is dedicated to a sustainable future and our farmers are continually working at innovative ways to keep improving our already green reputation. For centuries they have worked in harmony with the natural environment and played a key role in creating and maintaining spectacular landscapes and habitats for wildlife in Wales.

**Nutrition:** Life is all about balance and having red meat such as lamb in your diet gives a hearty dose of nutrients and vitamins to keep you happy and healthy. Rich in iron with high amounts of omega 3, vitamin E and beta carotene, which is a beneficial fatty acid, lamb is also a key source of protein which helps muscle growth and supports bone maintenance.





# Setting the Standard

Our processors employ the latest in slaughtering and cutting techniques and have developed a range of quality fresh lamb 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 for cutting and packaging, providing customers with an extensive choice of lamb products.

# The Leading Edge

We aren't the only ones that think our Welsh Lamb is special



The distinctive quality of Welsh Lamb 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 quality, traditions and environment of an area, assuring consumers that only lamb born and reared in Wales which are fully traceable and have been slaughtered in HCC approved abattoirs, can be marketed as Welsh Lamb.

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

## PGI recognition

- Encourages diverse agricultural output
- Protects product names from misuse and imitation
- Allows consumers to associate with the specific character of the products

The PGI designation of Welsh Lamb is of great importance as it is highly valued across Europe and has been significant in securing much increased business for Welsh Lamb.

To maintain the integrity of the PGI status, HCC employs an independent inspection body to monitor the use of designation and ensure standards are maintained.



Full traceability compliance from primal cut to farm of origin

Abattoirs and processing plant inspections

Compliance with all government regulatory procedures

### Provenance and Traceability Guarantee

- Veterinary records kept in accordance with government requirements
- All lambs are tagged and fully traceable back to individual producers
- Compliance with government regulatory requirements on the transport and slaughter of livestock
- Sheep raised extensively on grassland

### 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 to analyse trace elements and isotopes which animals absorb from their natural environment and the grass and water that they consume, to establish a distinctive Welsh 'fingerprint of origin' guaranteeing full traceability of all Welsh Lamb products. Oritain's techniques are highly-respected in a variety of industries, including forensics, food, textiles and pharmaceuticals.

# Cooked to Perfection



**Julian Mai**  
The Dolder Grand Hotel, Zurich

"First of all, one thing is completely clear: not all lamb is equal! A significant point of difference for me is the way Welsh Lamb is bred and reared, sustainability and high welfare standards in which the animals are kept. These are very important criteria which show in taste and texture and lead to its unique eating experience."



**Luigi Taglienti**  
Lume Restaurant, Milan

"Italian food is all about quality; fresh, succulent and full of flavour, that's why we use PGI Welsh Lamb."



**Albert Au Kwok Keung**  
Group Executive Chef, Hong Kong Lai Sun F&B Management Limited.

"Welsh Lamb is without a doubt the best lamb in the world. With its succulent flavour, soft and smooth texture it really enhances my creativity in Chinese culinary menu planning."

From Royals and world leaders to popstars and movie stars the qualities of Welsh Lamb have been recognised around the world by all. The Royal family have a close connection with Welsh Lamb; His Royal Highness, The Prince of Wales launched the Welsh Lamb club celebrating restaurants that feature Welsh Lamb on their menu and the Queen herself featured Welsh Lamb on the menu at her Diamond Jubilee celebration which was attended by fellow royals and celebrities.

It has also featured at prestigious events such as the G20 summit in London, when celebrity chef Jamie Oliver cooked it for World Leaders, The Ryder Cup, Wimbledon and has even been served backstage at the 2016 British V festival where pop stars such as Rhianna and Justin Bieber were performing.



# It's All About the Taste

**Natural, tender, versatile, succulent; a truly distinct flavour.**

**Salt Marsh** Sought after by connoisseurs and top chefs, salt marsh lamb has a reputation for its premium quality and decedent palate. The lambs graze on the estuary salt marshes and coastal pastures of Wales that flood with the tides and retreat back to leave a rich variety of plants and minerals, giving the meat its distinctive flavour and beautifully tender texture.

**Organic** Raised on rich organic pastures at organic assured farms in Wales; inspected at least once a year to guarantee complete compliance with organic food standards. With the absence of pesticides and synthetic fertilisers, our organic lamb centres around provenance and the highest regard for ethical and sustainable farming.

**Halal** All our Halal lamb products are guaranteed to have been produced and processed in accordance with Islamic Sharia requirements as well as our own high animal welfare standards. Welsh Lamb has long been established as a brand of quality and honesty in Halal lamb for both the home and international markets.



For more information on how and where to  
buy Welsh Lamb contact:

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