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%
of consumers had bought more seasonal produce

34%
chose brands that have environmentally sustainable practices

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

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

Cefnogi diwydiant bwyd a diod cynaliadwy yng Nghymru

Gweledigaeth strategol Llywodraeth Cymru yw adeiladu diwydiant bwyd a diod Cymreig cryf a bywiog gyda chadwyni cyflenwi cynaliadwy sydd ag enw da byd-eang am ragoriaeth ac sydd ag un o'r cadwyni cyflenwi mwyaf amgylcheddol a chymdeithasol gyfrifol yn y byd.

49%
o ddefnyddwyr wedi prynu mwy o gynnyrch tymhorol

34%
dewisiodd frandiau sydd ag arferion amgylcheddol gynaliadwy

1 o bob 3
defnyddiwr wedi rhoi'r gorau i brynu rhai brandiau neu gynhyrchion oherwydd bod ganddyn nhw bryderon ynglŷn â'u moeseg neu gynaliadwyedd

Aarolwg gan Deloitte yn y 12 mis hyd at fis Mawrth 2021

Mae'r uchelgais hon yn adlewyrchu'r brys a'r ymrwymiad a fynegwyd gan Lywodraeth Cymru i fynd i'r afael â newid yn yr hinsawdd ac ymateb i ffocws cynyddol gan ddefnyddwyr i brynu cynhyrchion sydd â'r effaith amgylcheddol leiaf posibl ac a gynhyrchir yn foesegol o gadwyni cyflenwi cynaliadwy. Canfu arolwg gan Deloitte yn y 12 mis hyd at fis Mawrth 2021, fod 49% o ddefnyddwyr wedi prynu mwy o gynnyrch tymhorol, dewisodd 34% frandiau sydd ag arferion amgylcheddol gynaliadwy, a honnodd bron i un o bob tri defnyddiwr eu bod wedi rhoi'r gorau i brynu rhai brandiau neu gynhyrchion oherwydd bod ganddyn nhw bryderon ynglŷn â'u moeseg neu gynaliadwyedd.

Mae'n edrych yn debygol yn y tymor hir mai'r manwerthwyr a'r gwneuthurwyr hynny sy'n gallu dangos cyfrifoldeb busnes trwy welliannau cynaliadwy sy'n blaenoriaethu gwerthoedd amgylcheddol, cymdeithasol, iechyd ac ansawdd fydd yn cael eu ffafrio fwyaf gan ddefnyddwyr. Mae Llywodraeth Cymru yn cefnogi'r siwrnai gynaliadwy i fusnesau cyfrifol yn y diwydiant bwyd a diod yng Nghymru. Cefnogir hyn trwy nifer o fentrau cynaliadwyedd presennol a newydd:

Grant achredu B-Corp: Mae B-Corp yn cael ei ystyried yn safon aur ryngwladol ar gyfer cynaliadwyedd. Bydd y fenter hon yn ad-dalu hyd at 100% o ffioedd y flwyddyn gyntaf. Mae ceisiadau ar agor nawr i gael achrediad rhwng Hydref 2021 a Mawrth 2023. I gael copi o'r ffurflen gais, cysylltwch â FoodBIS@gov.wales

Cronfa Her Ddatgarboneiddio a Covid: Nod y fenter hon yw ariannu prosiectau cydweithredol a all ddarparu atebion arloesol mewn perthynas â'r agenda ddatgarboneiddio, wrth gynorthwyo adferiad diwydiant bwyd a diod Cymru sydd wedi cael ei effeithio'n andwyol gan y pandemig. Mae'r hysbysiad ar gael nawr ar GwerthwchiGymru a'r dyddiad cau ar gyfer ceisiadau yw 23 Tachwedd 2021.

Cronfa Cefnogi Cwmnïau Lleol: Nod cronfa 'Cefnogi Cwmnïau Lleol' Llywodraeth Cymru yw helpu cwmnïau Cymru i oresgyn materion a rhwystrau penodol maen nhw'n eu hwynebu wrth wneud busnes gyda'r sector cyhoeddus. Bydd y gronfa £1m, a drefnir o dan y rhaglen Economi Sylfaenol, yn cael ei lansio ym mis Hydref 2021 a bydd yn rhedeg tan fis Mawrth 2022. Nod y gronfa yw helpu cwmnïau lleol yn y tri sector economi sylfaenol sef Bwyd, Sgiliau Gwyrdd / Ôl-osod a Gofal Cymdeithasol. Am ragor o wybodaeth, e-bostiwch karen.coombs@gov.wales

Sgiliau Bwyd Cymru: Darperir [Sgiliau Bwyd Cymru] gan Lantra ac mae'n helpu busnesau i hyfforddi ac uwchsgilio eu gweithwyr. Gall y prosiect gefnogi busnesau gyda'r gost o gwblhau cyrsiau hyfforddi statudol, heb eu hachredu a phwrpasol mewn ystod eang o bynciau o reoli busnes, allforio, diogelwch bwyd, iechyd, cynaliadwyedd a diogelwch i beirianneg a hyfforddiant sy'n ymwneud â pheiriannau. Y mis nesaf bydd Rhaglen Hyfforddi Cynaliadwyedd newydd ar gyfer y diwydiant Bwyd a Diod wedi'i hariannu'n llawn ar gael. Bydd y rhaglen yn rhoi gwybodaeth i unigolion ynghylch pam a sut mae angen i fusnesau ddod yn fwy cynaliadwy trwy dri phrif biler - **Pobl, y Blaned a Chynnyrch**. Bydd yn darparu sgiliau penodol i helpu busnesau i wneud penderfyniadau i ddod yn fwy cynaliadwy, rhannu arfer gorau a rhoi newidiadau ar waith i strategaethau busnes ac arferion gwaith o ddydd i ddydd. Am fwy o wybodaeth e-bostiwch sarah.lewis@lantra.co.uk

Prosiect HELIX: Mae Prosiect HELIX yn cyflwyno gweithgareddau trosglwyddo gwybodaeth ymarferol, gan gefnogi cwmnïau bwyd a diod Cymreig i ddatblygu ac ail-fformiwleiddio cynhyrchion arloesol o'r cysyniad, dylunio, datblygu a gweithgynhyrchu, at fasged siopa'r defnyddiwr. Cefnogir Prosiect HELIX trwy Raglen Cymunedau Gwledig - Rhaglen Datblygu Gwledig Llywodraeth Cymru 2014-2020. Mae'r cymorth a ddarperir o dan Brosiect HELIX yn cynnwys: Datblygu Cynhyrchion Newydd; Gwybodaeth Dechnegol; Rhaglen Cychwyn Busnes Newydd; Gwerth Ychwanegol i gynhyrchion a'u cadwyni cyflenwi; Deddfwriaeth Bwyd; Diwygio Cynhyrchion; Datblygu Systemau; Rheolaethau Proses; Effeithlonrwydd Cynnyrch; Dylunio Safle; Pecynnu; Dilysu Systemau; busnesau sy'n gweithio tuag at Ardystiad 3ydd Parti; Hyfforddi Mentora a Sgiliau; Gwybodaeth am y Diwydiant; Datblygu Busnes Bwyd; Ymgysylltu â'r Cyhoedd; Fframwaith Arloesi a rhaglenni ategol eraill. I gael cyngor ar eich cymhwysedd i gael cyllid, cysylltwch â'ch canolfan fwyd yng Nghymru agosach ftc@gllm.ac.uk (Y Ganolfan Technoleg Bwyd, Gogledd Cymru; gen@foodcentrewales.org.uk (Canolfan Bwyd Cymru, Canolbarth Cymru); ZERO2FIVE@CardiffMet.ac.uk (Canolfan Diwydiant Bwyd, De Cymru).

Cywain: Rhaglen a arweinir gan fusnesau yw Cywain sy'n cefnogi datblygiad cynnar microfusnesau newydd a phresennol hyd at Fentrau Bach a Chanolig (BBaChau) yn niwydiant Bwyd a Diod Cymru, gan ganolbwyntio ar gynyddu cyfleoedd a photensial eu twf i'r eithaf. Mae Cywain yn gyfrifol am hwyluso busnesau i weithio gyda'i gilydd yn y Clwstwr Bwydydd Da, y Clwstwr Bwyd Môr a'r Clwstwr Mêl ac mae'n gweithio gyda channoedd o fusnesau bwyd a diod yng Nghymru, gan ddarparu cefnogaeth mewn meysydd fel datblygu brand a marchnata, strategaeth fusnes, cynllunio busnes a rheoli cadwyni cyflenwi. **Her Cynaliadwyedd Cywain** - mae hon yn gyfres newydd o weminarau ar-lein wedi'u teilwra a fydd yn rhoi gwybodaeth ymarferol i fusnesau bwyd a diod uchelgeisiol i fanteisio ar y galw sylweddol a chynyddol yn y farchnad am gynhyrchion a brandiau cynaliadwy. Mae'r her, a fydd yn cael ei chynnig i fusnesau trwy gydol y flwyddyn, yn darparu mynediad at gyngor ac arweiniad ysbrydoledig gan arbenigwyr cynaliadwyedd, busnesau rhagorol a siaradwyr gwadd a bydd cyfranogwyr yn canolbwyntio ar ddulliau busnes sydd wedi'u profi i helpu i adeiladu eu cymwysterau cynaliadwyedd. Gan weithio'n agos gyda'r Clwstwr Busnes Cynaliadwyedd, bydd y rhai sy'n mynychu hefyd yn cael cyfle i ymuno â gweithdy i gyd-fynd â rhaglen y clwstwr. I gael mwy o wybodaeth a mynediad at gefnogaeth gan Cywain, cysylltwch â: cywain@menterabusnes.co.uk neu ewch i cywain.cymru.

Canolfan Ymchwil Gweithgynhyrchu Uwch Cymru (AMRC/Cymru):

Mae AMRC/Cymru, sydd wedi'i leoli yn Bretton (gogledd Cymru) yn un o aelodau Catapwlt Gweithgynhyrchu Gwerth Uchel Llywodraeth y DU a'u pwrpas yw cefnogi busnesau i wella eu perfformiad trwy drawsnewid y cynhyrchion maen nhw'n eu gwerthu, y ffordd maen nhw'n eu gwneud, a sgiliau eu gweithlu. Wrth wraidd y trawsnewid busnes hwn bydd cofleidio potensial technoleg heddiw a gweithio mewn partneriaeth i fynd i'r afael â heriau yfory trwy wytnwch busnes a chymorth cynaliadwyedd gweithgynhyrchu. Mae AMRC/Cymru wedi sefydlu tîm sy'n pontio ystod eang o arbenigedd, ac ar yr un pryd yn elwa o gymuned ehangach AMRC a Catapwlt ledled y DU.

- Mae **AMRC/Cymru** yn cymryd rhan mewn nifer o brosiectau cynaliadwyedd arloesol yng Nghymru.
- Mae **Polytag**, yn fusnes technoleg newydd uchelgeisiol i alluogi ac adeiladu llwyfannau economi gylchol ar gyfer pecynnu. Yn unol ag uchelgais Llywodraeth Cymru i fabwysiadu System Dychwelyd Ernes Digidol, mae'r prosiect peilot hwn yn dilysu proses labelu ar becyn i dagio ac olrhain ei daith becynnu.
- Mae **EBS Automation** yn archwilio peiriannau pecynnu datblygedig ar gyfer pecynnu seliwlos a hefyd datblygu peiriant a all gyflyru Polypropylen i ymddwyn fel PET ar gyfer deunyddiau pecynnu bwyd newydd.
- Mae **Iceland yn gweithio gyda'r Ganolfan Bio-gyfansoddion** i ddatblygu deunydd pacio wedi'i fowldio o fwydion wedi'i seilio ar ffibr ar gyfer cynwysyddion bwyd.
- Mae **Pecynnu Bwyd a Diod** yn faes strategol bwysig i AMRC/Cymru, ac ar y cyd â'u partneriaid FDF Cymru eu huchelgais yw adeiladu cydweithrediadau sy'n datrys heriau yn y diwydiant trwy gymhwyso technolegau uwch.
- **AMRC Cymru** yn ymdrin â phob ymgysylltiad o safbwynt partneriaeth a chydweithio. Dyma'r allwedd i weithio mewn cytgord i nodi a datrys nifer o wahanol heriau effeithlonrwydd ynni a phecynnu trwy fabwysiadu technolegau datblygedig a fydd yn darparu cefnogaeth ar draws pob piler cynaliadwyedd. Am fwy o wybodaeth e-bostiwch Jason Murphy (Operations Director) jason.murphy@amrc.co.uk neu Pete Robertson (CEO FDF Cymru) pete.robertson@fdf.org.uk

Clwstwr Cynaliadwyedd: Rôl y Clwstwr Cynaliadwyedd yw cefnogi a datblygu arferion busnes cynaliadwy ar draws diwydiant bwyd-amaeth Cymru. Caiff ei gyflenwi drwy ddefnyddio'r dull helics triphlyg llwyddiannus, gyda llywodraeth, diwydiant ac academia yn gweithio law yn llaw i fynd i'r afael â phroblemau cyffredin y diwydiant. Y clwstwr yw'r hwb canolog, gan ddarparu dealllusrwydd i fusnesau, bod yn llygaid a chlustiau'r diwydiant a datblygu rhwydweithiau ac arbenigedd y diwydiant i helpu Cymru arwain y ffordd ym maes cynaliadwyedd yn fyd-eang. Am fwy o wybodaeth ar sut y gall y Clwstwr Cynaliadwyedd eich helpu chi, cysylltwch â mark.grant@levercliff.co.uk

Os am wybodaeth bellach am unrhyw un o'r prosiectau neu fentrau y sonir amdanynt mae croeso i chi gysylltu â Llywodraeth Cymru ar FoodBIS@gov.wales