

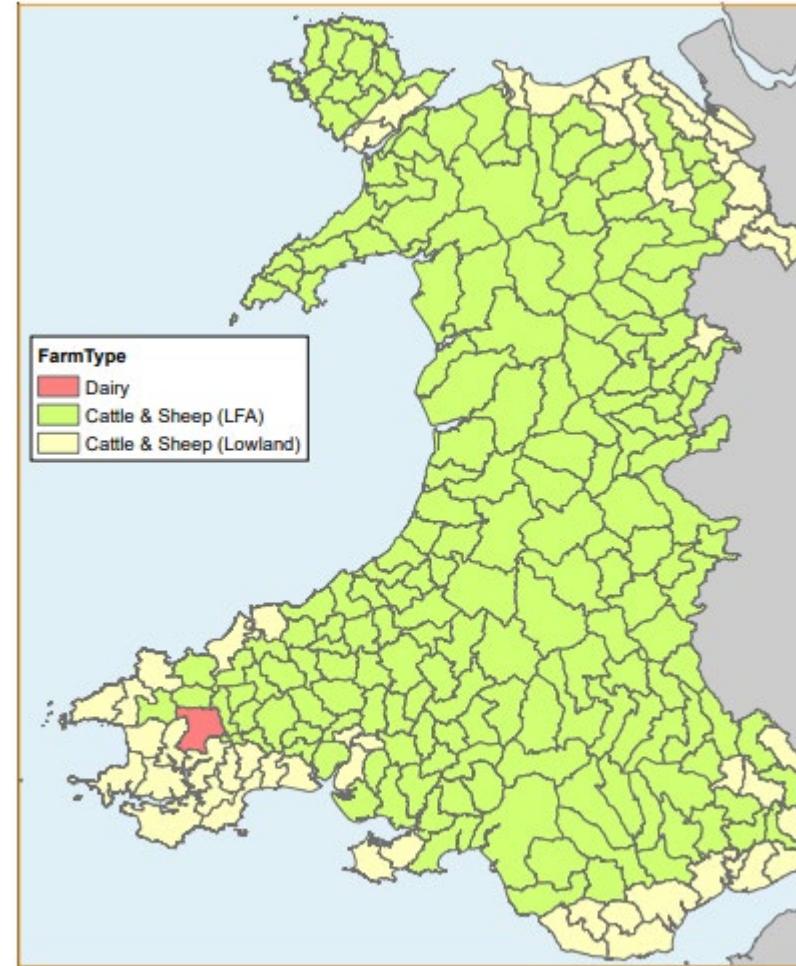
## *The Welsh Way*

*- How food and farming can be part of the solution to our  
climate and biodiversity crisis*

Rachael Madeley-Davies  
Pennaeth Cynaliadwyedd a Pholisi'r Dyfodol  
Head of Sustainability & Future Policy

# Farming snap shot

- 90% of Wales' total land area is used for agriculture
- 86% of Welsh agricultural land is used for grazing
- 80% Less Favoured Area (LFA)
- 12% Sites of Special Scientific Interest (SSSI)
- Majority of farms (55%) are classified as small <20ha
- £744m – red meat agricultural output in 2021



Source: GI Services Branch, DEPC, Aberystwyth © Crown copyright

# What we farm

[hybucig.cymru](http://hybucig.cymru)  
[meatpromotion.wales](http://meatpromotion.wales)



- 10.4 million poultry
- 9.5 million sheep
- 1.1 million cattle
- 27,000 pigs

**80%**  
of Wales

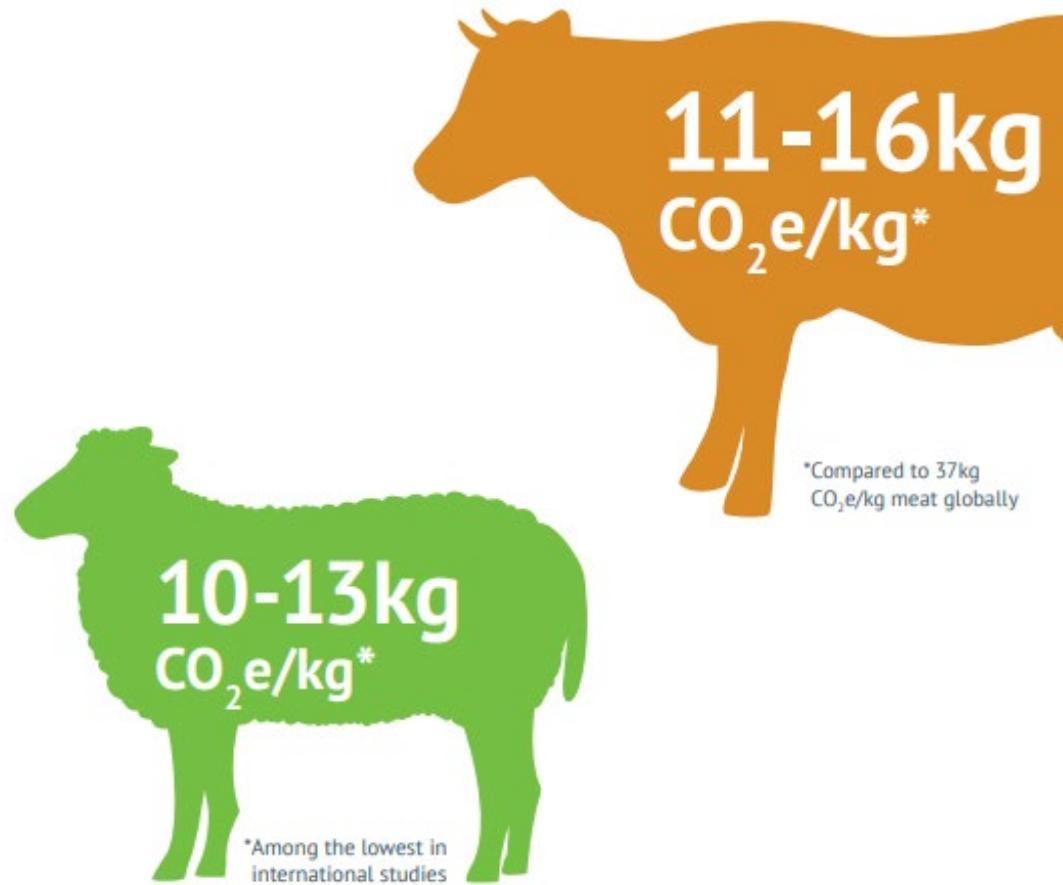
is unsuitable for growing crops;  
raising livestock is the most efficient way to  
turn marginal land into high-quality food

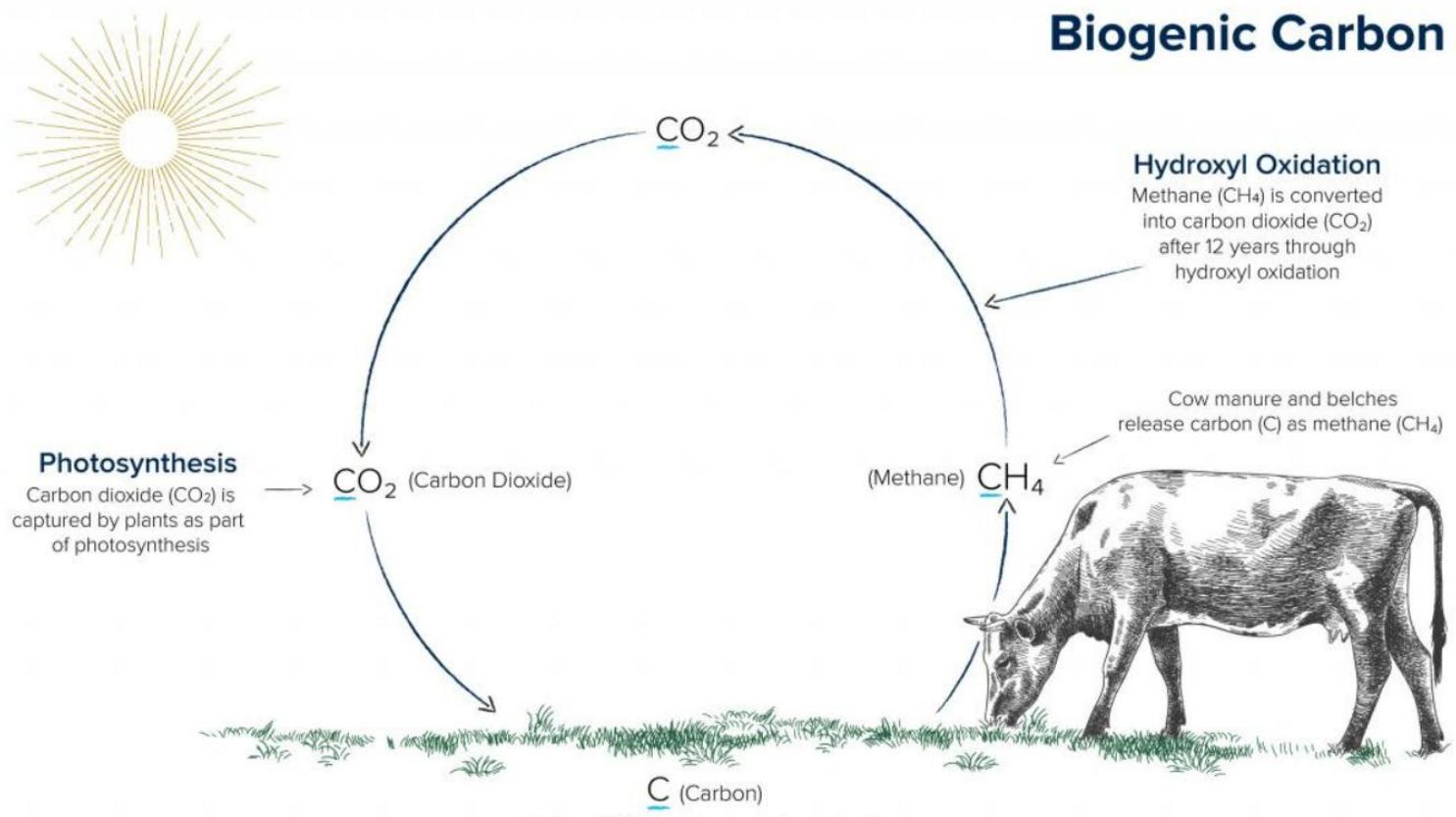


#TheWelshWay

## Wales is a global exemplar...

In Wales, beef and lamb is raised overwhelmingly through non-intensive farming which relies on abundant grass and rainfall rather than energy-intensive imported feed – making Wales one of the most sustainable places on Earth to produce red meat.





# Biodiversity

- Role of grazing animals
- Different habitat management
- On-farm 'connectivity'





Landscape  
+  
Climate conditions  
=

One of the world's  
most sustainable places  
to produce red meat

#TheWelshWay





Hybu Cig Cymru  
Meat Promotion Wales

[hybucig.cymru](http://hybucig.cymru)  
[meatpromotion.wales](http://meatpromotion.wales)

# Diolch – Thank you