
Hybu Cig Cymru—Meat Promotion Wales

Company Profile

Hybu Cig Cymru - Meat Promotion Wales (HCC) is the industry-led organisation responsible for the development, promotion and marketing of Welsh red meat.

HCC undertakes research and development, shares information and supports training relevant to each part of the supply chain, to ensure the Welsh red meat industry is in a position to improve quality, increase cost-effectiveness and add value to Welsh red meat products across the whole of the industry.

Collaborating with BEACON

HCC approached BEACON with the aim of bringing together academia and industry in order to address the problem of waste streams from abattoirs. A joint workshop was held in March 2018 at IBERS, Aberystwyth University, where delegates discussed the use of new technology to turn animal by-products into useful commodities that could be marketed, therefore potentially adding value to the red meat supply chain.

The workshop heard from companies which had achieved success in reducing their use of water and energy, and discussed the latest Anaerobic Digestion (AD) technology, which turns organic waste into electricity, fuels and other saleable commodities.



For further information:
www.hccmpw.org.uk

A key industry statistic is that a typical 650kg beef animal will produce 345kg of meat, so the challenge is how best to use the remainder of the carcass, including blood, skin and bones, especially since the market for hides is now less profitable than it used to be. Being able to utilise this waste successfully would be a win-win situation for the industry, since turning animal by-products into useful commodities not only helps increase profitability, but reduces waste at the same time.

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A wide range of Welsh processors were represented at the workshop, including both large and small abattoirs. Speakers included world-leading experts on waste reduction and the valorisation of by-products, and included BEACON multi-disciplinary scientist and expert analytical chemist, Dr Mike Morris; BEACON biochemist Dr David Bryant; waste management and manufacturing specialist Chris Morris; and Anaerobic Digestion expert Professor Sandra Esteves.

Following the workshop, a number of potential opportunities have been identified for the valorisation of abattoir waste. HCC will continue to collaborate with BEACON over the coming months to work with industry in developing these by-products.

“It was fascinating to hear about BEACON’s work in helping companies to extract valuable commodities that can be used in a wide variety of contexts, from renewable energy to pharmaceuticals.

Many of the processors shared interesting data on how they reduced waste and utilised by-products, and emerging anaerobic digestion technology is clearly an avenue to be explored further.”

Kirstie Jones
HCC Market Development Officer



Speakers included (Left – right): Dr David Bryant (BEACON); Professor Sandra Esteves (Wales Centre of Excellence for Anaerobic Digestion); Dr Eleri Price (Hybu Cig Cymru); Dr Mike Morris (BEACON); Chris Morris (Fre-energy).