

Lesley Griffiths AC/AM
Gweinidog yr Amgylchedd, Ynni a Materion Gwledig
Minister for Environment, Energy and Rural Affairs



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref WAQ 78593

Rhun Ap Iorwerth AM

Rhun.apiorwerth@assembly.wales

5
November 2019

Dear Rhun

I apologise for the delay in responding to your Written Assembly Question. Please see my response below:

Will the Minister give an update on discussions that have taken place regarding the branding of Welsh food in the Royal Welsh show this year, in order to avoid last year's disappointment of seeing the food hall branded under the banner 'GREAT Britain'? (WAQ78593) (W)

Lesley Griffiths:

Trwy gytundeb â phwyllgor Sioe Frenhinol Cymru, a'r tîm rheoli, yr unig ddeunydd brandio yn y Neuadd Fwyd ac o'i hamgylch eleni oedd brand Bwyd a Diod Cymru. Roedd y brand hwn i'w weld yn glir.

Roedd gan Lywodraeth Cymru Barth Sgiliau newydd eleni a oedd gyferbyn â'r Neuadd Fwyd. Nod y Parth oedd dangos i'r plant a'r bobl ifanc a oedd yn ymweld â'r Sioe yr holl yrfaeodd amrywiol sydd ar gael o fewn y diwydiant bwyd a diod. Roedd brand Bwyd a Diod Cymru i'w weld yn glir y tu mewn a'r tu allan i'r Parth Sgiliau.

In agreement with the Royal Welsh Agricultural Show committee, and the management team, the only branding in and around the Food Hall in this year's show was Food and Drink Wales / Bwyd a Diod Cymru. This was displayed prominently throughout.

This year the Welsh Government had a new Skills Zone adjacent to the Food Hall. The aim of the Zone was to demonstrate to children and young people visiting the Royal Welsh Show the variety of careers available in the food and drink industry. The Skills Zone was also branded internally and externally with Food and Drink Wales / Bwyd a Diod Cymru.

Regards
Lesley

Lesley Griffiths AC/AM

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.