



WELSH HILL

PREMIUM WELSH

*Beef &
Lamb*

A TASTE OF WALES





PROCESSING SITE
Dunbia, Llanybydder, SA40 9QE, WALES, UK

WELSH LAMB

The majority of Wales is rural countryside and from the lowlands to the highlands, an abundance of hardy local sheep breeds such as Welsh Mountain, Welsh Mules, Welsh Halfbreds, Beulah, Welsh Hill Speckled Face, Llyn Sheep, Llanwennog and Radnor are seen throughout the country.

Welsh lamb is not just a product or a farming practice, it is a way of life and an integral part of today's Welsh culture. Welsh farmers have a great passion for producing lamb and are honoured to have the reputation across the world for producing superb tasting lamb with unique qualities.

PROCESSING OVER
32,000
LAMBS
PER ANNUM

SUPPLIED BY
2,000
LOCAL
FARMERS

OUR FARMERS

Our Welsh Hill lamb is sourced directly from approved and dedicated farmers situated across Wales; they are our key ingredient to producing excellent quality lamb. For centuries, our farmers have farmed in harmony with the land and in rhythm with the seasons. Farms are typically small to medium-sized and traditionally family owned, passed from generation to generation, as is the craft and love of farming livestock.



ENVIRONMENT

Thanks to the climate, rugged mountain tops and lush lowlands and valleys of Wales, we now produce some of the most sustainable and finest lamb on the global market. The mild, temperate climate, plentiful rainfall and mineral rich, deep soils let nature take its

course, leading to high quality and lush pastures. In contrast with the intensive farming systems prevalent in many other parts of the world, this enables our lamb production to be largely based on an extensive grass-land farming system all year around.



100% WELSH



ANIMAL WELFARE

We care about the lambs we produce and operate with the strictest of standards in relation to animal welfare. At the heart of our commitment to animal welfare are the internationally recognised 'Five Freedoms'. These include:



1

**FREEDOM
FROM HUNGER
AND THIRST**

2

**FREEDOM
FROM
DISCOMFORT**

3

**FREEDOM
FROM PAIN,
INJURY OR
DISEASE**

4

**FREEDOM
TO EXPRESS
NORMAL
BEHAVIOUR**

5

**FREEDOM
FROM FEAR
AND DISTRESS**

We work closely with our farmers to ensure they follow specific guidelines and aim to improve the welfare of animals throughout our supply chain by providing training and development on animal health topics such as, animal health plans, medicine usage and ensuring the correct animal nutrition requirements are met.

PROVENANCE & TRACEABILITY

In recognition of the unique qualities of Welsh lamb, the European Commission awarded Welsh Lamb a Protected Geographical Indication (PGI) status in 2003. This protects and promotes Welsh lamb and is directly linked with the unspoilt natural landscape that Wales has to offer. All of our PGI lamb is a 100% Welsh; reared on Welsh farmland with high animal welfare standards and full traceability.



A NATURALLY DISTINCTIVE FLAVOUR

Not only is our much sought-after quality Welsh Hill grass-fed lamb reared sustainably, it also produces meat with a superior depth of flavour and a distinctive taste.

It is sweet with fresh grassy notes and it has a beautiful tender, succulent texture. Grass-fed lamb also provides us with some key nutritional benefits, such as; higher levels of antioxidants, includes essential vitamins and minerals and less fat and calories than grain-fed lamb.

NUTRITION

As well as tasting great, lamb prides itself on having lots of health benefits too. It is naturally rich in protein and is a source of other essential nutrients such as zinc, potassium and B vitamins to keep you happy and healthy.



DELIVERING QUALITY

Maintaining standards of excellence is paramount to us. Our Welsh Hill lamb is processed in our own facilities and we operate to the highest levels of quality and food safety.

We combine traditional butchery techniques with innovation and the very latest cutting-edge technology. Our team of skilled butchers are highly knowledgeable and are trained to recognise, select and prepare consistent quality cuts.

We provide flexibility and an extensive range of lamb products which we can tailor to meet customer specifications.





CONTACT US:

For more information about our products, please get in touch with our sales advisor directly via email at salesenquiries@dunbia.com.



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