

The Welsh Food & Drink Skills Project delivering skills for future growth



Do you work in agriculture, food manufacturing, retail or hospitality?

Working with a network of approved training providers throughout Wales, we can work with you to access the training you require to help your business grow.

The Welsh food and drink industry currently employs **230,000** people which represents **18%** of the total Welsh workforce; this makes food and drink the largest combined industry across Wales, generating approximately **£6.5 billion** of sales revenue year after year.

Accredited training to improve your business . . .

If your looking to boost your skills and want to progress your training, we can offer accredited training funding support of up to **70%**, available through the Welsh Food & Drink Skills Project for eligible businesses. As well as a programme of training courses across Wales we can also offer bespoke training solutions and in-house training programmes:

Social Media & Digital Marketing

- Using social networks to market products and services
- Using Micro blogging to market products and services
- Using website statistics to measure marketing performance
- Improving the effectiveness of a company website
- Search engine optimisation
- Email marketing

Safety & Efficiency

- Hazard identification unit
- Organisational compliance with legislation and regulation
- Understanding individual roles and responsibilities
- Waste Awareness
- Food Labelling
- Understanding food hygiene rating

Business Development & Customer Service

- Food industry sales and marketing
- Understanding project management
- Customer services
- Developing Organisation Policies

Primary Production

- Beef stock selection
- Sheep stock selection
- An introduction to ruminant health
- Managing endo parasites

The Welsh Food & Drink Skills Project is supported by the Sector Priorities Fund Pilot programme with funding from the European Social Fund administered by the Welsh Government, and delivered in partnership between Lantra, the Land Based Sector Skills Council, Improve – the Food & Drink Manufacturing Sector Skills Council and People 1st Cymru, the Hospitality and Tourism Sector Skills Council.

Want to find out more?

Contact The Welsh Food & Drink Skills team at Lantra:

www.foodanddrinkskills.co.uk

01982 552646

LANTRA

Raising skills, backing business
Codi sgiliau, cefnogi busnes

Improve

CYNGOR SGILIAU BWYD A DIOD
FOOD & DRINK SKILLS COUNCIL
CYMRU
WALES

people1st cymru



Prosiect Sgiliau Bwyd a Diod Cymru darparu sgiliau ar gyfer twf yn y dyfodol



Ydych chi'n gweithio ym myd amaeth, prosesu bwyd, manwerthu neu lletygarwch?

Mewn cydweithrediad â rhwydwaith o ddarparwyr hyfforddiant ledled Cymru, gallwn weithio gyda chi i sicrhau eich bod yn derbyn yr hyfforddiant angenrheidiol i ddatblygu eich busnes.

Ar hyn o bryd mae diwydiant bwyd a diod Cymru yn cyflogi tua **230,000** o bobl sy'n cynrychioli **18%** o gyfanswm gweithlu Cymru; sy'n golygu mai hwn yw'r diwydiant cyfunol sy'n cyflogi'r nifer fwyaf o bobl yng Nghymru ac mae'n cyfrannu tua **£6.5 biliwn** o refeniw gwerthiant bob blwyddyn.

Hyfforddiant achrededig . . .

Os ydych yn edrych i roi hwb i'ch sgiliau ac yn awyddus i ddatblygu eich hyfforddiant yn bellach, gallwn gynnig hyfforddiant achrededig gyda nawdd ariannol o hyd at 70% - ar gael trwy Prosiect Bwyd a Diod Cymru i fusnesau cymwys. Ynghyd a rhaglen o gyrsiau hyfforddiant ledled Cymru, gallwn gynnig hyfforddiant pwrpasol os ydych yn edrych am hyfforddiant mewnol:

Marchnata Digidol a Cyfryngau Cymdeithasol

- Defnyddio rhwydweithiau cymdeithasol i hyrwyddo cynnyrch a gwasanaethau
- Defnyddio Meicro blogio i hyrwyddo cynnyrch a gwasanaethau
- Defnyddio ystadegau we i fesur perfformiad marchnata
- Gwellu effeithlonrwydd gwefan cwmni
- Optimeiddio lleoliad yn y peiriant chwilio
- Marchnata ebost

Diogelwch ac Effeithlonrwydd

- Uned adnabod peryglon
- Cydymffurfiaeth sefydliad â deddfwriaeth a rheoliadau
- Deall rol a cyfrifoldebau unigolion
- Ymwybyddiaeth gwastraff
- Labelu Bwyd
- Deall sgôr hylendid bwyd

Datblygu Busnes a Gwasanaeth Cwsmer

- Marchnata a Gwerthiant yn y Diwydiant Bwyd
- Deall rheoli prosiect
- Gwasanaeth cwsmer
- Datblygu polisiau sefydliad

Cynnyrch cynradd

- Dethol stoc biff
- Dethol stoc defaid
- Cyflwyniad i iechyd gilgnowyr
- Rheoli endoparasitiaid

Cefnogir Prosiect Sgiliau Bwyd a Diod Cymru gan raglen Beilot Cronfa Blaenoriaethau Sector gydag arian gan Gronfa Gymdeithasol Ewrop trwy Lywodraeth Cymru, ac fe'i cyflwynir mewn partneriaeth rhwng Lantra, y Cyngor Sgiliau Sector (CSS) Diwydiannau'r amgylchedd a'r tir, Improve – y CSS gweithgynhyrchu bwyd a diod a People 1st Cymru y CSS Lletygarwch a Thwristiaeth.

Eisiau gwybod mwy?

Cysylltwch â tim Sgiliau Bwyd a Diod Cymru yn Lantra:

www.foodanddrinkskills.co.uk

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