

PUBLIC

Dumfries & Galloway

Food & Drink Strategy Workshop

Monday 10 June 2019

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PUBLIC

Dumfries & Galloway Food and Drink Strategy Action Plan 2019 - 2022

The Scotland food and drink strategy, **Ambition 2030**, states the national vision for the Food and Drink sector as:

By 2030; farming, fishing, food and drink is Scotland's most valuable industry, recognised at home and abroad as a model of collaboration and a world leader in responsible, profitable growth.

Food & drink is identified as a key sector within the Dumfries & Galloway regional economic strategy and an **action** to contribute to the national ambition features in the Dumfries & Galloway Council corporate plan 2017-2022.



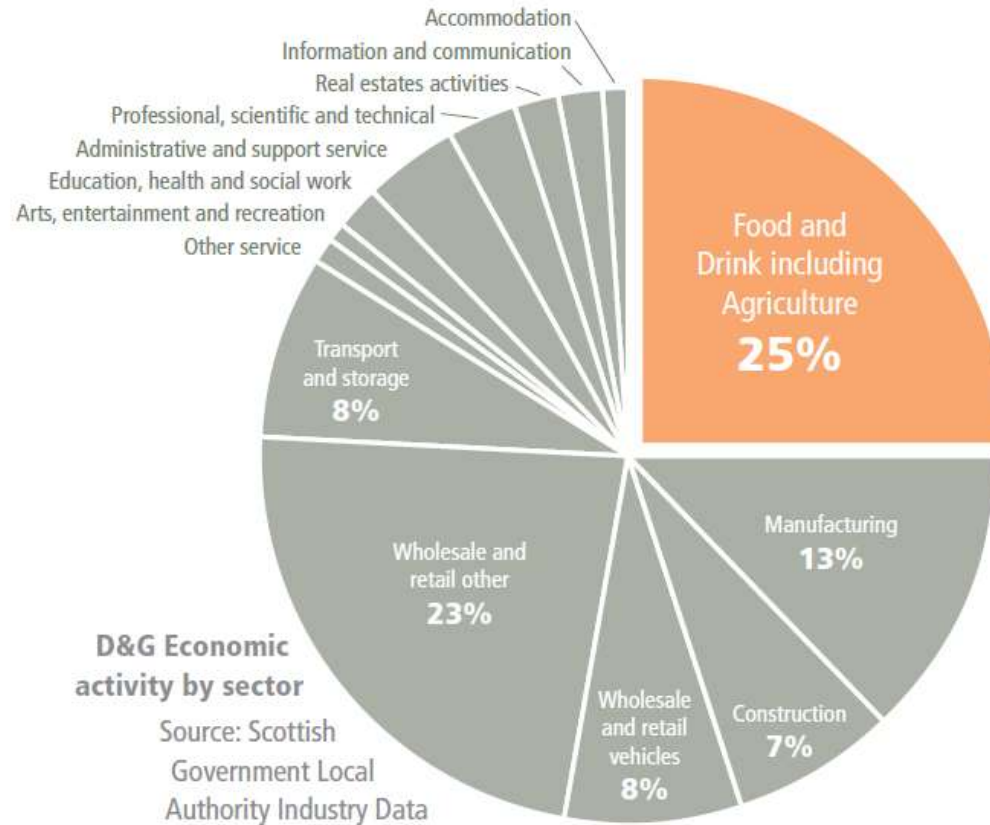
Dumfries & Galloway Food and Drink Sector Value

The annual value of the Food and Drink sector to Dumfries & Galloway is:

Dumfries & Galloway Economic Impact		
	Food and Drink	All Enterprise
Registered Enterprises	1,985	5,351
Total turnover	£1.2 billion	£4.8 billion
Gross Value Added	£433 million	£1.79 billion
GVA per head	£60,074	£40,633
Employment	9,075	40,700

Source - Scottish Government Local Authority Industry data 2016

Dumfries & Galloway Food and Drink Sector Value



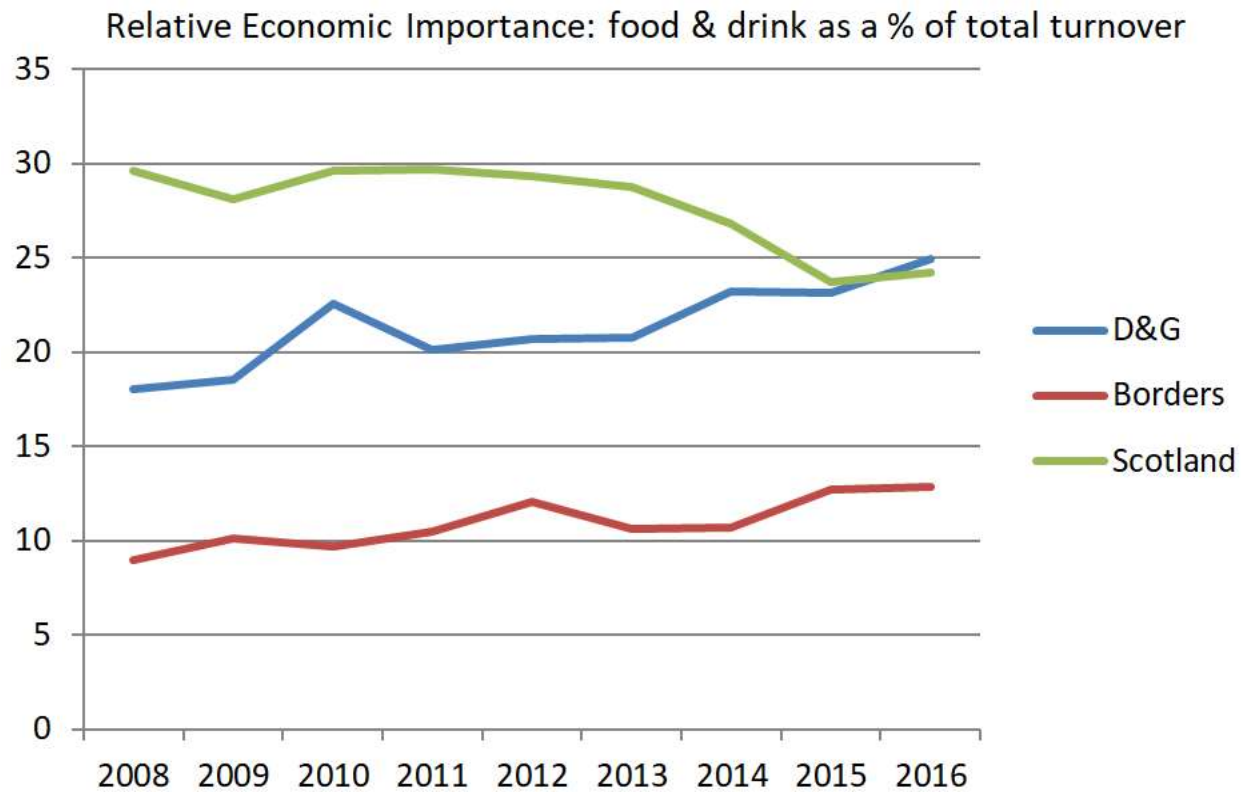
Dumfries & Galloway Food and Drink Sector

The food and drink industry is broadly segmented as follows, and there are well established supply chains flowing between each:

Primary	Secondary	Tertiary
£328 million	£585 million	£287 million
(Raw Materials)	(Manufacturing)	(Services)
Farming	Manufacture	Retail*
Fishing / Seafood	Producers	Hospitality

** Food and drink wholesale and retail is not captured separately in the Scottish Government Local Authority Industry Data and is therefore not included in the Dumfries & Galloway Food and Drink Industry economic summary figures.*

Dumfries & Galloway Food and Drink Sector Value



Dumfries & Galloway Food and Drink Strategy Action Plan 2019 - 2022

Business Support

The current landscape for business support in Dumfries & Galloway includes:

Large Business (more than 250 employees) – Scottish Enterprise

Small-Medium sized Enterprise (SME) – DGC Business & Enterprise /
Business Gateway

Start-up businesses – Business Gateway (Service provided through DGC)

- Economic Development Officer
- DG Food and Drink Commission
- Growth Accelerator Programme (ERDF)
- Generic Business Workshops

Dumfries & Galloway Food and Drink Strategy Action Plan 2019 - 2022

Timeline

April 2018	Scoping meeting with Administration Internal communication External communication Business Barometer Survey
May	Communication and press release Strategy Format
June – August	1-1 Meetings and engagement with businesses and partners Draft strategy actions Elected Members' Seminar
September	Completed draft for circulation and comments
October	Draft Committee paper
November	Adoption at Economy, Environment and Infrastructure Committee
March 2019	Strategy Launched

Dumfries & Galloway Food and Drink Strategy Action Plan 2019 - 2022



The Opportunity

- Regional Food and Drink Collaboration
- Marketing, Brand Positioning and Communication
- Tradeshows and Regional Showcase
- Food Tourism / Festival and Events
- Farmers Markets and Local Food Hub
- Business Support Initiatives
- Food and Drink Development Centre
- Food and Drink Training / Training Centre
- Inward Investment
- Public Procurement
- Naturally D&G / Food for Life
- Health and Wellbeing

Workshop Session

Industry Working Group

- **Write down 5 things that the industry group should do.**
- How should the group be made up (representatives)?
- How should members of the group communicate with the industry?
- Any similar models to adopt or ideas?

Workshop Session

Communication: Internal and External

- **What can we do better? Five things**
- What ideas do you have for making our industry more connected internally? For example, sharing knowledge or advice, peer to peer support, connecting suppliers and buyers.
- What ideas do you have for raising the profile of D&G's food and drink industry?

Workshop Session

Thinking Big and Unlocking Potential

- **Imagine money and resource was no object – what five things should be done to transform the industry in D&G?**
- Imagine it's 2030 – describe what you'd like to see in D&G's food and drink industry?
- Thinking about your business, organisation or sector – what's your burning ambition?

Workshop Session

Sector Based Workshop

1. Food Tourism including food festivals and events
2. Distribution and supply chain
3. Collaborative trading / sector groups

Workshop Session

Sector Based Workshop

- **Think of three big opportunities.**
- Then map out what needs to be done over the next 10 years to get there.