



Savour the Flavours of Dumfries and Galloway **Year One Progress Report**

Savour the Flavours is for everyone who produces, uses and enjoys Dumfries & Galloway food and drink. Led by food and drink businesses, Savour the Flavours is helping to create a stronger, more delicious food and drink industry in Dumfries & Galloway. It does this by supporting producers, retailers and manufacturers to grow and develop; by encouraging chefs and the wider hospitality sector to use local food and drink; by encouraging local people and visitors to embrace Dumfries & Galloway produce and by helping children learn about local produce.

Savour the Flavours has grown arms and legs, and many of them, since the original LEADER application. The impact of this organisation on the regional food & drink sector, from primary producer, to processor, to end user, to consumer and tourist, could not have been fully anticipated.

The biggest achievement of the project so far is the work done in bringing people together, opening lines of communication and getting people to work together for the benefit of the entire food and drink sector in Dumfries & Galloway. These are demonstrated in the project outcomes.

To summarise the financial side of the project, 28% of Leader Grant Approved funding has been claimed to date, £24,511.52 of £86,456. Bearing in mind that the project was delayed by some 4 months in the beginning, these costs are relative. Website development costs are only at 20% of the expected costs at present. We are about to commence a budget planning process for next year to take into account expenditure under all the various headings.

Project Aims:

- To support, advise and encourage new and existing food and drink businesses in D&G
- To mentor and provide information to support the growth of food and drink businesses
- To encourage innovation within the sector, sharing knowledge and best practise
- To establish a consistent and coherent food & drink message in D&G – a single point of contact for consumers and the trade
- To actively support and encourage growth of food & drink consumer and trade events
- To actively support and promote the emerging farmers' markets
- To build links with other regional groups, Scottish and national organisations and industry groups

Project Outcomes:

- Launch of new Brand
- Signposting 12 businesses to Dunnhumby consumer insights data drawn from Tesco Clubcard information, and then providing data, relevant to each individual business, free of charge, hosted by Scottish Enterprise
- Signposting 15 businesses to attend Food Clinic Workshop held at Barony College, hosted by Scottish Enterprise on 12th March 2010
- Signposting 8 businesses to participate in 'Meet the Buyer' event with Taylors Regional Food held in Moffat, hosted by Scottish Enterprise on 25th March 2010



- Assisting 4 businesses in preparation of entries for the Scottish Food & Drink Excellence Awards 2010
- Signposting 10 businesses to Business Gateway's Financial Assistance for Small Businesses Grant Scheme
- Signposting businesses to the Added Value & Quality Development Programme, a series of workshop programmes designed and managed by Scottish Enterprise for Scotland Food and Drink, with 12 participating in the programme
- Assisting 2 new retail outlets looking to source local food and drink and linking the businesses up with a StF Committee member who could offer invaluable retail advice.
- Setting up the Wigtownshire Food Forum, assisting in it becoming a constituted group, overseeing and supporting its development, involving the D&G Cluster project and maintaining very close lines of communication to ensure the group is involved in region-wide initiatives/discussions
- Initiating the Farmers' Markets Open Meetings and resulting steering group representative of the whole region, involving the D&G Cluster project and assisting in forming a constituted group
- Gaining buy in from 12 of the region's top chefs to become 'ambassadors' for local produce, working within their local areas to raise standards and increase use of local food.
- Organising a group presence at the Good Food Show in October 2010 and sourcing 40% funding from Scottish Enterprise for participating businesses
- Organising Flavour Fortnight, a region-wide food festival drawing together 48 events and activities organised by 43 businesses to showcase Dumfries & Galloway food and drink, being held during Scottish Food Fortnight with high levels of industry participation.
- Held 4 Taste of Dumfries and Galloway Events so far. Hired a film crew to capture the last event held at Gretna Foodhall. This was the first of a series of event based video capture to provide an engaging and accessible visual representation of the regional food and drink offering.
- Good working relationships have been formed with Scottish Agricultural College, Scottish Enterprise, Springboard, D&G College, VisitScotland, Scotland Food & Drink, Barony College, D&G Chamber of Commerce, Business Gateway, Co-operative Development Scotland, D&G Life Magazine, local media groups
- Communications database for businesses has grown from 95 businesses at the start of the project to just under 200 to date, with more people signing up to StF every day

The only target not met to date is the launch of the website. This has been delayed, but these delays have had their benefits, having seen how the project has developed since the initial funding application the scope of the website and its functionality have been revised to better reflect the organization and better present the members to a worldwide audience. It will now be a much more complex website than initially anticipated with a facility incorporated to play videos which is hugely important in leaving a meaningful legacy.