



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

The overarching aim of Savour the Flavours II is to nurture and develop 5 subsidiary projects focussing on the following target groups, all sitting within the StF umbrella:

- Food and drink producers
- End users (chefs, restaurants, retailers)
- Consumers (local people and visitors)
- Farmers' markets
- Young people

To summarise the financial side of the project, almost 20% of Leader Grant Approved funding has been claimed to date, £24,104.96 of £122,512. Bearing in mind that these figures equate to the first 7 months of the project, these costs are relative. There will be significant costs attached to the Royal Highland Show and Delicious D&G which will fall within the first year's forecast budgets of this project, bringing the funding claimed in line with projected costs.

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.

Project Aims:

Producers, End Users & Members

- To continue strong industry engagement and to facilitate collaborative working within industry groups
- To raise the profile of locally produced food and drink at regional and national level and to assist in encouraging end users to use products from local suppliers.
- To position D&G as a region with an exceptional artisan food & drink product.
- To raise the profile and promote D&G as a food tourism destination.

Consumers

- To make Savour the Flavours a recognisable consumer brand, symbolising quality and excellence in Scottish food and drink.
- To position D&G as an area with exceptional food and drink, working towards its establishment as one of the UK's top food and drink destinations.
- To deliver a strong local food message across the region to local people and visitors.

Children / Schools

- To work with schools throughout the region to enhance the delivery of a better understanding of local food and drink available in the region.

Project Outcomes:

- Appointing supporting services for new project including PR & Marketing Services, Branding & Design Services and Website Hosting & Management



- refresh of the StF website with improved content management system introduced resulting in increased development of member content by members. Also enabling the introduction of new functionality, such as the add an event functionality
- The Scottish Parliament hosted a South of Scotland Food & Drink Week last December. Savour the Flavours were invited to take an exhibitional stand space to promote and showcase the diverse range of fantastic produce available in D&G. Producers were invited to participate in a 'Farmers' Market' event as well as a food and drink seminar.
- Supporting two members in successfully being awarded Producer Bursary Awards to attend the BBC Good Food Show, one in Glasgow, the other in Birmingham. This was followed up with meetings to assist in being best prepared to attend the shows.
- Assisting 5 businesses in preparation of entries for various Awards including the Scottish Countryside Alliance Awards 2012, Scottish Food & Drink Excellence Awards 2012 and Scottish Thistle Awards 2012.
- Signposting 10 businesses to Business Gateway's Financial Assistance for Small Businesses Grant Scheme
- Signposting an additional 5 businesses to Business Gateway for business advice
- 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 7 participating in the programme
- Signing up 24 businesses to specifically developed social media workshops for Savour the Flavours members delivered by Business Gateway
- Assisting the Dumfries & Galloway Farmers' & Community Markets Association to put forward an application to Leader for a separate project to further assist six of the farmers' markets with a marketing and development programme.
- Assisting with the development and delivery of Partners in taste event jointly co-ordinated by Savour the Flavours, D&G Council's Creative Clusters project and the C2 Cultivating Collaboration project. The event focused on collaboration within regional food, looking at local producers, the important role of farmers' markets and exploring other routes to markets. Over 50 businesses attended. The Project Management Group of the Scottish Farmers' Market Partnership (SFMP) attended with a particular interest in meeting with members of Savour the Flavours to see for themselves how the model of Savour the Flavours is working particularly well in our region. The SFMP is made up various food and drink industry bodies including representatives from Scottish Government, FARMA, SAFM, NFUS, SFQC, SAC, and SAOS. Scottish Government are now looking at promoting regional food networks and Savour the Flavours has been identified as leading the way in terms of a regional model.
- A shop local campaign was launched for Christmas on the theme on Have a Very Dumfries & Galloway Christmas, which highlighted Christmas food, gift ideas, food experiences and food events available to people locally. This was supported by marketing in various local media.
- Setting up The Dumfries and Galloway Chefs Association, assisting it in becoming a constituted group, overseeing and supporting its development, and involving the D&G Creative Cluster project



- Development of a private chef to chef forum on StF website for knowledge sharing and exchange
- Supporting a group of producers who are working collaboratively to set up a 'Food 2 Go' group, trading as Deliciously Good Food (DGF), providing catering facilities at high profile events. Assisting it in becoming a constituted group, supporting its development and involving the D&G Creative Cluster project
- Supporting members who are looking for advice and support in terms of growing their businesses, updating marketing and promotional literature etc.
- continuation of consumer marketing and pr, and marketing support for individual members, including in particular ongoing brand awareness in Great British Food, Foodies and Pulse magazine, and brand positioning in Scotland on Sunday food supplement in late 2011
- Invitation to sit on the D&G board for the President's Initiative for the Royal Highland Show 2012. Savour the Flavours has taken the title sponsorship of the Cookery Theatre to substantially increase the D&G footprint at the Show and position StF as Scotland's leading food network, and to position D&G food and drink as world class.
- Savour the Flavours newspaper, Delicious D&G 2012, will be launched at the Royal Highland Show 2012
- supporting members to develop spring events to feed into Flavour Taster, a new spring food tourism product. This is helping businesses to think of their local food and drink offering at the start of the season, encouraging them to explore product and service innovations to support the industry's continued development.
- Appointment of new part time post to develop Web Development/Social Media
- Developing a pilot programme with various schools across the region to add value to existing qualifications involving chefs and producers
- Communications database for businesses has grown from around 250 businesses at the start of the project to 290 to date, with more people signing up to StF every day, with an increasing number of hospitality businesses becoming involved with the project