

Update for Economy PPG/Thematic CPP Group

Food From Argyll

The Argyll Food Producers group have further developed their FOOD FROM ARGYLL (FFA) initiative in 2010. Their business plan follows three key areas:

1. Events – attend the most profitable events and deliver more to event organizers.

The groups profile has continued to grow by attending 12 events across the UK including the International rugby 7s at Murrayfield, World pipe band (WPB) championships on Glasgow green and the Latitude music festival in Suffolk. At the WPB the group moved higher up the chain in the events world by pulling together food providers, Argyll beer and whisky, an Argyll band and local marketing group to deliver a complete Argyll experience

2. Retail – make more of opportunities.

Market research work completed in 2009 indicated that there was a strong demand for retail products with a FFA identity. The group have widened the use of their identity to other quality food producers in Argyll to enable it to become a high quality provenence identifier for the region. Opportunities are being pursued for a grouping of FFA branded products into larger retail.

3. Food Tourism – promotion of region as good food producer and good food destination.

Many of the producers rely on retail opportunities direct to tourists and to the local hospitality industry. Market research indicates that consumers of Food from Argyll value the high quality environment and scenic nature of the region. Therefore the promotion of food produce is entwined with the promotion of the region. Work continues to develop www.argyllandtheisles.com as a site that can promote all that is good about the region.

www.argyllandtheisles.com

The site seeks to be non competitive and act as a browse and search site for Argyll, by directly linking the user to other good sites within Argyll. The group has also worked with the Mid Argyll Chamber of Commerce to trial putting together a local directory of the chambers members. Guidance on site content will be overseen by a steering group of the Strategic Area Tourism Partnership. A members section is currently being built which will be managed by Visit Scotland and will allow marketing groups in the region to come together to share good practice and promote a joined up picture of the region.

A launch event will be held over the winter when the majority of linkages have been made.

Argyll and Bute Agricultural Forum

The Forum has supported much of this work through the time of it's development manager (Fergus Younger). The forum is currently undertaking a 4 year review and is now looking at opportunities to link Argyll into a wider transnational project that will further the promotion of the region as a good food producer and good food destination. This has the potential to multiply any public sector funding in Argyll and deliver wider benefits. Fergus is currently in Poland working with 5 other partner regions to bring this project forward.

Fergus Younger

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