

FOOD NETWORK

LIMERICK + THE MID-WEST HAVE A VAST VARIETY OF ARTISAN FOOD.

HOW CAN WE CONNECT THIS NETWORK OF PRODUCERS AND WHOLESALE BUYERS?

78* ARTISAN PRODUCERS

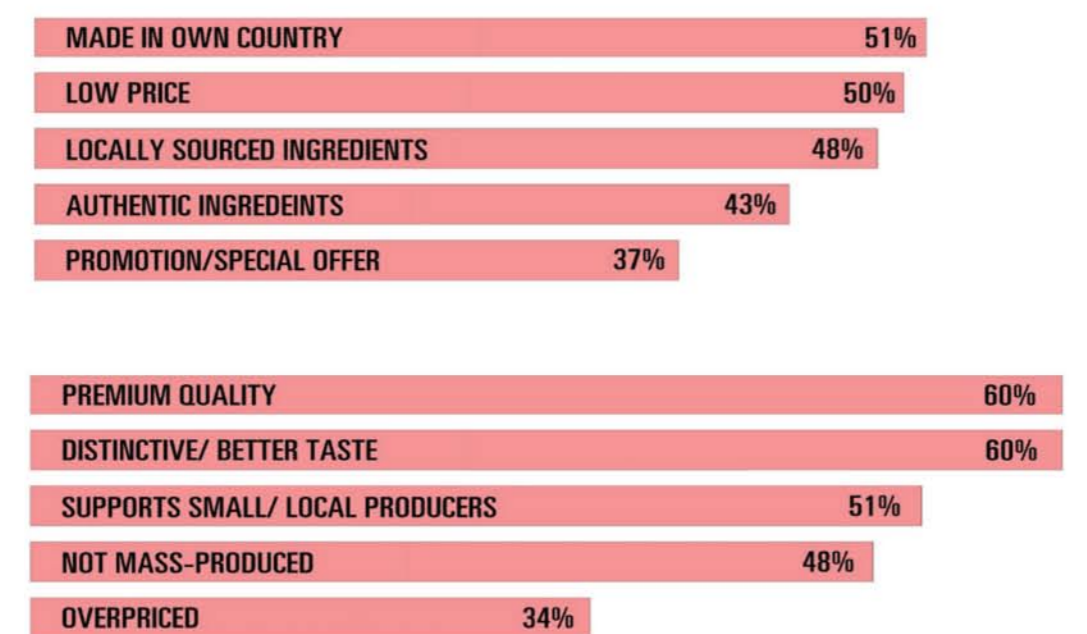
OVER 78 PRODUCERS ARE IN THE MID-WEST REGION WITH A WIDE RANGE OF QUALITY PRODUCE TO DOMESTIC AND INTERNATIONAL MARKETS.

The artisan food market is set to be an important contributor to Ireland's economic recovery. However with an increasingly price driven consumer, the industry is under increased pressure to provide quality produce at a price which represents good value. Consumers in recent years have become more concerned with ethical issues such as food miles, traceability, provenance and organic farming moreover opportunities exist for producers to meet this rising demand for food and drink produce that meets this criteria (Mintel, 2011).

Considering this, we are focused on developing a platform from which producers and buyers can interact, form strategic and sustainable trading relationships in order to create added value for the end consumer. Our belief is that through the adoption of a coherent regional marketing and networking approach the Midwest region is strategically placed to compete with other regional food hubs such as West Cork, in offering high quality local produce to local buyers, tourists and international markets. Our aim is to provide to a knowledge brokerage service between buyers and producers.

The vision will be based on the premise of co-opetition rather than competition, which aims to get regional producers and buyers to work together and share resources in the development of value to the end consumer while also maintaining their independence.

CRITERIA BUYERS LOOK FOR:



ADP BRANDS GLOBAL FINE FOODS ADP PARTNERSHIP LTD KENDRICK MEATS LTD DAVID HENDERSON LTD EMMA RED DIRECT MICHAEL DEVEREAUX BURNEN REEF AND LAVER GROUP	ALEX MCCARTHY SHELLEIGH KEARNEY WEST LTD THE BURNEN SMOKERHOUSE LTD MELBA SHELLEIGH SEA LYONS SEAFOOD	OPPERARY CO OPERATIVE CREAMERY DEAN FARMHOUSE CHEESE LTD J & B FOOD PRODUCTS CARILL QUALITY FOODS J & L OUBIN LTD BAY LOUGH CHEESE MARCHMORRIS LTD KELSHAM FARMHOUSE CHEESE BURNELL FALLS GOAT'S CHEESE CEASTLE HILLS SHEEP CHEESE BAGIN FARMHOUSE CHEESE	ARRAARINN CO-OP FALLENBOROUGH & HEALEY'S BROS PVC INGREDIENTS LTD ASIAN FARM ICE CREAM BURLADANE ICE CREAM LIMAVILLE ICE CREAM LEAMORNA HILARY ICE CREAM	CONGREGAL NATURE'S BOUNTY THE GREEN APRON GOURMET GROUP M & S BROWNE LTD THE SCULLERY CROSSROAD PRODUCE THE CLARE JAM COMPANY LITTLE RED HEN	THURLES BACON LTD GAK FARM FOODS LTD M & M WALKER LTD CORRAGEEK FARM CHERRY'S FARM DUN FORTYFIVE FINE FOODS DUN VALLEY FOODS LTD BURNEN FINE RANGE PORK MERCER PORK PRODUCTS	STARBUCKS BAKERY TRIMBERTY BAKERY BURNMATTY FINE FOODS MCCOY'S BAKERY BALLYBROGAN LTD DUNLEIGH'S BAKERY DUNLEIGH'S BAKERY SUNFLOWER BAKERY WEST CLARE ARTISAN BREAD CORMACKS BAKERY WOLFE & JOES TRADITIONAL BAKERY	ARC SPORTS NUTRITION CLARE BUSH SPRING WATER CLAREPATRICK SPRING WATER BURNERS LTD BAGIN'S MINERAL WATERS WILD ORCHARD NATURAL BEVERAGES ROBERT A MURPHY & CO LTD GLEASON GROUP DUNMATTY MEAD & LOUGHER ACQUA BEVERAGES LTD SPINDRILL HILL GLENTAL ABBEY THE COONKE JAR BOLLY LOOZY LTD WELLES BUSH HANDBAKE CHOCOLATE MURRAY'S
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85 MILLION EURO TO THE IRISH ECONOMY COMES FROM THE ARTISAN FOOD INDUSTRY

WE ARE:

- WHOLESALE MARKET EXPO
- VALUE OF CHAIN & VALUE OF NETWORK
- ONLINE NETWORK
- REGIONAL QUALITY MARK
- BUSINESS MENTORING
- FRESH; HEALTHIER; ORGANIC

ONE REGIONAL ENTITY

DEFINING ARTISAN:

Simon Coveney (Minister for Agriculture) says "Neither CSO or department of agriculture hold the figures on how many jobs the artisan industry supports as no consensus on the definition of artisan food exists." The premise behind the establishment of such a quality mark is due to the ambiguity that surrounds artisan food production. Currently artisan food is defined based on the 4P's: Personality of the producer, the Place it comes from, the Product provided and Passion.

Although there is no doubt that the 4P's do represent the vital ingredients for being an artisan producer, a quality and grading system for the industry would greatly enhance the reputation and quality of the produce and ensure that individual artisan producers have a sustainable business model. The vision for the quality mark is to represent a benchmark for the producers to achieve and strive towards. Such an accolade will highlight the top artisan producers in the industry and demonstrate to buyers and consumers that the produce is of the highest quality and truly artisan.

OUR QUALITY MARK

The quality mark will be visible on the packaging of artisan products which meet the criteria and restaurants that serve artisan produce from recognized producers will also be encouraged to display the quality symbol.

- SUSTAINABILITY OF THE BUSINESS
- QUALITY OF INGREDIENTS UTILIZED
- CONSISTENCY OF PRODUCTION STANDARDS
- VALUE FOR MONEY
- CREATIVITY AND INNOVATION

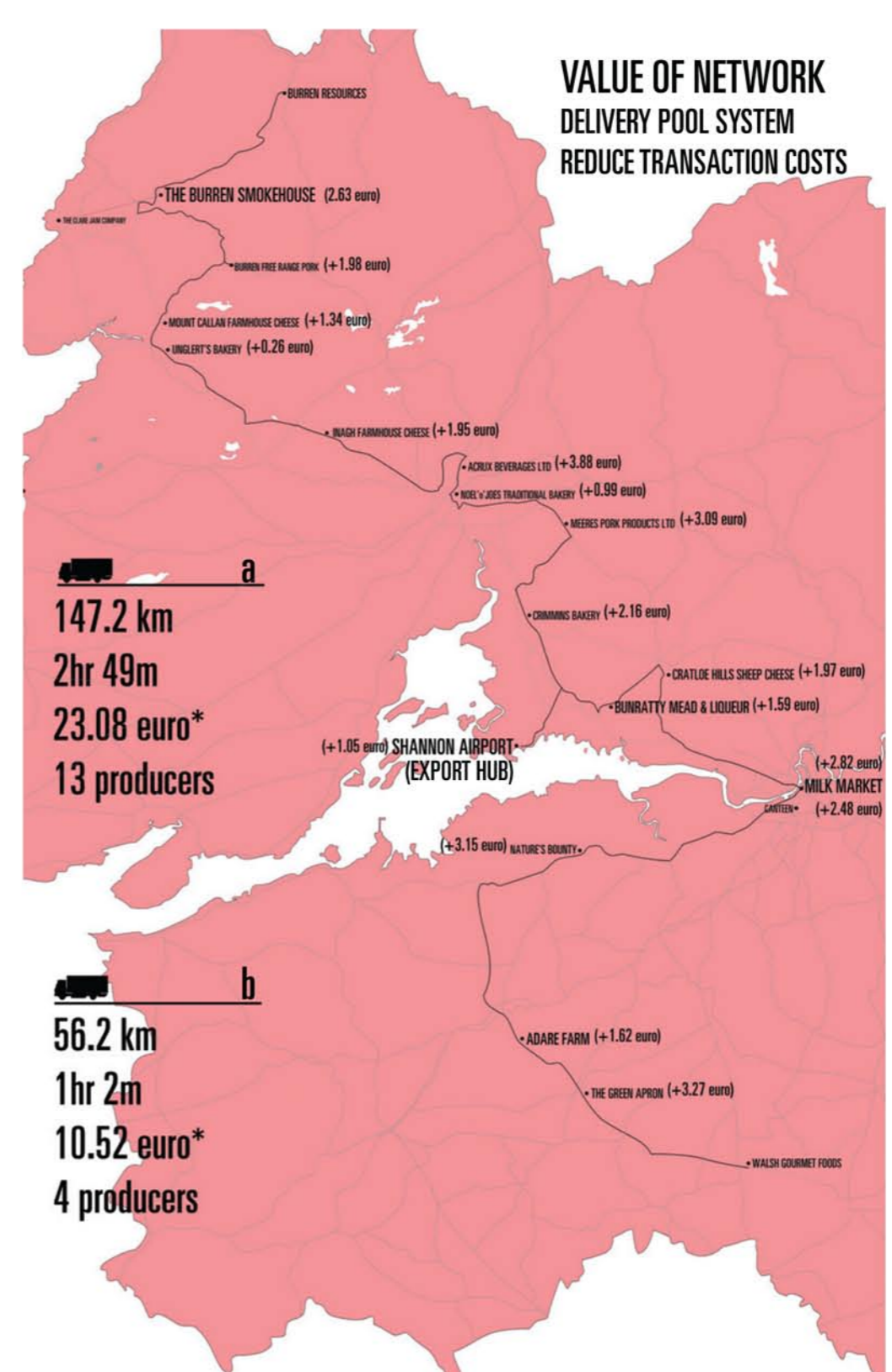
OUR CRITERIA FOR PRODUCERS

OUR AIM:

TO DEVELOP A RESILIENT MARKET FOR LOCAL AND SUSTAINABLE FOOD

Our food network initiative will involve analyzing the current supply chain that artisan producers are utilizing across the Midwest region. This analysis will seek to identify how effective and sustainable the current supply chains are and if these supply chains can be improved or consolidated to achieve efficiencies of scale and profitability. In seeking to make these improvements a more resilient market for local and sustainable food can be achieved.

Our initiative will seek to create a platform where suppliers and buyers can come together and network. Through networking and the forming of relationships, it will be the intention that restaurants will come together and commit to ordering in bulk from individual small producers or a pool of small producers. Through our initial research we have identified various instances of restaurants offering artisan food products from outside the Midwest region. The long term goal of our initiative will be for the Midwest region to be self-sufficient in terms of offering an array of artisan produce.



432 BUYERS/ RESTAURANTS IN THE MID-WEST REGION.

Our aim in the short term is to hold trade events, starting in the Midwest and in the longer term the intention will be to hold a national trading event. To launch our organization and promote our vision, we propose to create a wholesale expo. The creation of this expo will serve as a networking platform between artisan producers and buyers across the region. Artisan producers will be given the opportunity to showcase their produce to a variety of buyers such as restaurants, pubs, hotels and cafés. Through the creation of this expo and networking event it would be envisaged that trading relationships can be formed between the suppliers and buyers. Given that Limerick City serves as the capital of the Midwest region, the Milk Market is strategically placed to offer the perfect space for such an event.

