



Food Academy: Our Experience

Darragh Flynn

The Happy Pear



The Happy Pear



- Started in 2004
- Now employs 50 people

The Happy Pear Living Foods

- The **production division** of The Happy Pear based in Newcastle, Co Wicklow
- Began in **April 2009**
- Produce **wide range of healthy superfoods, micro-greens** and **fresh pestos** for the retail and catering sector



The Happy Pear Sprout Farm



FOOD KNOWLEDGE FOR GROWTH

Bord Bia
High Food Matters

County & City
Enterprise Boards

SuperValu



www.thehappypear.ie

Production Team



Health, Community, Local

- Our main focus is about making healthy food mainstream and appealing to all



Health, Community, Local

- We do this by **interacting, involving and including our community**, whether that be in Greystones, Newcastle or on the web via Facebook and Twitter



Health, Community, Local

- We run many local food celebration days such as Apple pie competitions, Chocolate & Berry days which build community and social capital



Some of Our Products



Some of Our Products





- Very positive experience
- 3 Extremely informative sessions
- Great Mentoring sessions (1 to 1)
 - With technical assistance
 - From people with Real experience
- Insightful Pitch to SuperValu Retailer



Take home – for me

- Valuable templates for my business e.g. sample pricing model
- Perspective on my business
- Useful contacts within the food industry – Packaging, technical assistance
- Beneficial notes from people with experience about Meeting buyers, Negotiating contracts, Finding & Working with Distributors

SuperValu

- As a result of the programme, now stocking in local SuperValu
- See SuperValu as a good fit for our business – local, Irish, community
- Our intention to build a great working relationship and to build steadily up to a national listing with SuperValu

Future ideas

- Like to see more of these programs
- **Brilliant for small businesses**, which will build our economy
- Recognise a **need for more networking opportunities** for small businesses
- Through shared thinking, we'll go forward stronger