

<p><b>Programme Title:</b></p>	<p><b>Food Academy Start (2016)</b></p> <p><i>Please Note:</i> This programme is being run in conjunction with the Local Enterprise Office in Carlow. The first and last sessions will be held in County Wicklow, in the offices of LEO Wicklow with the middle two sessions running in County Carlow, at the offices of LEO Carlow.</p>
<p><b>Cost to participant:</b></p>	<p><b>€150 per person</b> €50 deposit secures your place (payable online)</p>
<p><b>Dates &amp; Locations:</b></p>	<p>Monday 25<sup>th</sup> January 2016 – Wicklow County Campus, Rathnew</p> <p>Monday 22<sup>nd</sup> February 2016 – Enterprise House, O’Brien Road, Carlow</p> <p>Monday 4<sup>th</sup> April 2016 – Enterprise House, O’Brien Road, Carlow</p> <p>Monday 9<sup>th</sup> May 2016 – Wicklow County Campus, Rathnew</p> <p>Additional <b>half day</b> delivered by Bord Bía in relation to <b>Branding</b> and your Unique Selling Point (<b>USP</b>) – to be confirmed ASAP</p>
<p><b>Programme Duration:</b></p>	<p><b>4 ½ full day group training sessions, 9.30am – 5pm &amp; one half day</b></p> <p><b>Mentoring</b> will be a significant aspect to this programme. Two individual mentoring visits (approx. 1.5 hours) will take place.</p> <p>Participants can apply to have the opportunity at the end of the programme to pitch their product and receive feedback from a panel led by Musgraves SuperValu.</p>

<p><b>Participant Profile:</b></p>	<p>Craft Food Manufacturers who have already set up and/or are in the early stages of running a food or drink business based in County Wicklow or County Carlow</p>
<p><b>Programme Aim:</b></p>	<p>To provide participants with the tools required to start up successful food businesses working to a standardised format as established by Bord Bia, The Local Enterprise Offices and Musgrave Retail (SuperValu)</p>
<p><b>Programme Objectives:</b></p>	<ol style="list-style-type: none"> <li>1. To give participants an in-depth knowledge of the tools with which they can analyse and take into account the importance of researching the Market Background and Understanding the Consumer, trade customers and routes to market and how to segment the market for their products</li> <li>2. To train participants on Core Technical Issues including raising and managing funds for business, how to price food products while taking into account the costs of routes to market e.g. distributors and retailers margins, NPD and food safety and food labelling following the most recent EFSA and FSAI guidelines, packaging options and formats and managing staff and HR law.</li> <li>3. To work with participants on growing sales for their product range through branding and pack design and identifying the routes to market suitable for their product range e.g. markets, the retail sector, the foodservice sector, direct sales (including online) and the export market. This will include preparing for and conducting buyers and distributors meetings, working on marketing plans, raising brand awareness through PR, the internet and social media</li> <li>4. By the end of the programme the participants will have all of the tools and knowledge necessary to launch and build a</li> </ol>

	<p>successful food business in Ireland and start looking at the export market.</p>
<p><b>Outline Syllabus:</b></p>	<p>The Course Material is delivered in modules and covers all of the aspects of researching, launching and growing a successful food business. The facilitators will follow the syllabus as set out by Bord Bia, the LEOs and Musgrave Retail. The workshops covering the following 3 modules, will be supported by mentoring sessions with each participant, to assist the participants to make the material covered in the workshops relevant for their business, and to reinforce the learning &amp; insights gained during the workshops to the benefit of their food businesses:</p> <p><b>Module One - Market Background and Understanding the Consumer</b></p> <p><b>Objectives</b> To ensure that companies put the consumer at the centre of all activities, and that they then work with the most relevant retailer/foodservice operator to bring their product to market. Without understanding who they are targeting, it wouldn't be possible to get the marketing mix right, i.e. product features/quality, price, packaging type/branding, place (which retailer/foodservice operator they should target).</p> <p><b>Market Background and Understanding the Consumer</b></p> <ol style="list-style-type: none"> <li>1. Understanding Consumers</li> <li>2. Market Background</li> <li>3. Research and Data</li> <li>4. Marketing Strategy &amp; Segmentation</li> </ol> <p><b>Module 2 – Technical Issues</b></p> <p><b>Objectives</b> To ensure that companies are running their businesses correctly and legally (not about their product offer to consumers), this is the internal look at the best way to manage and grow food businesses.</p>

	<ol style="list-style-type: none"> <li>1. Introduction to Finance</li> <li>2. Pricing</li> <li>3. New Product Development</li> <li>4. Food Safety and Food Labelling</li> <li>5. Packaging</li> <li>6. Managing Human Resources</li> </ol> <p><b>Module 3 – Growing Sales</b></p> <p><b>Objectives</b></p> <p>This is the final module and at the end of the workshop companies should be confident that they have a good understanding of the different elements of the marketing mix and how they can use them to drive profitable sales. The first three presentations relate to preparation needed prior to listings i.e. packaging design, deciding on the most appropriate route to market and preparing to meet buyers, while the final three focus on growing sales once listings have been achieved. Branding and Pack Design</p> <ol style="list-style-type: none"> <li>1. Routes to Market</li> <li>2. Buyer Meetings</li> <li>3. Marketing Plans</li> <li>4. Promoting with Confidence</li> <li>5. Public Relations</li> </ol>
<p><b>Training Method:</b></p>	<ul style="list-style-type: none"> <li>• Interactive PowerPoint presentation</li> <li>• Using a flipchart and facilitated discussion groups, participants will be encouraged to contribute their own experiences of the subject matter of each module</li> <li>• Each participant will be given an exercise to write their own business plans &amp; press releases for trainer/mentor feedback</li> <li>• Participants will receive handouts and blank copies of many document templates to enable them to work on their own businesses throughout the course</li> </ul>
<p><b>The Trainers:</b></p>	<p><b>James Burke MBA</b></p>

Originally from Bantry James spent over 23 years in the FMCG (fast moving consumer goods) sector, the majority in Superquinn, James is now Irelands leading consultant within the artisan food manufacturing and retail sectors. James is also the retail advisor for TV programme “Feargal Quinn’s Retail Therapy” and is a current member of the TASTE Council.

**Yvonne Scully, MBA, MBS**

Yvonne Scully set up Yvonne Scully & Associates in December 2008 and since then has provided training on business strategy, raising funds for business, consumer and market research and business development programmes. Prior to setting up Yvonne Scully & Associates, Yvonne set up and ran her own business, Bia Kid Limited for 6 years, starting out as a HPSU as a client of EI.

**Wendy Roberts Food Technologist – Creative Food Technology**

Wendy has 14 years’ experience of bringing NPD and Technical solutions to the Food Industry. Customers range from large multinationals to medium sized companies.