



Food & Drink- A Post COVID-19 Vision

An initiative of the
Local Enterprise Offices of
Laois, Longford, Offaly, & Westmeath



Oifig Fiontair Áitiúil
Local Enterprise Office
Making It Happen





Programme Aims:

“Food & Drink– A Post COVID-19 Vision” aims to strengthen the capacity of small food and drinks producers within four counties in the Midlands region, Laois, Longford, Offaly, and Westmeath develop new products, increase efficiencies and explore new customer bases at home and abroad.

Participants:

The programme will be offered to five businesses from each of the four participating counties. It is expected that the businesses taking part will be amongst the strongest and most innovative artisan producers in their counties.

Programme Themes:

Five complimentary themes have been identified for this programme:-

- Food & Drink Production - An Approach For 2021 & Beyond
- Exporting To Overseas Markets In The Brexit /COVID-19 Environment
- Production, Innovation & Design Within The Food & Drink Sector
- Increasing Competitiveness Through A Lean Approach
- Food & Drinks Producers In The Digital Age

Time Commitment:

Participants will receive group training and individual one-to-one mentoring in each of these topics from the experts who have been assembled to deliver this programme. Each business will take part in the equivalent of 10 training sessions and 13 individual mentoring sessions over a 10 month period. The programme will be a blend of classroom and online based training throughout the year. Participants will be expected to commit to fully involving themselves in the programme.

Benefits:

You will be supported to grow your business in a sustainable manner over the coming years by focusing on new issues that offer real opportunities to food and drinks producers.

Programme Cost:

The programme offers training & mentoring to the value of €7,400 per business. With the current economic environment due to COVID-19 this will be **€100** for participants. Open to established businesses trading more than 18 months.

Please note Expression of Interest form must be completed by 3pm on the 24th September 2020



Programme 1: Food & Drink Production - An Approach For 2021 & Beyond

This workshop will look at modern food and drink production with the objective of understanding the current marketplace and identifying commercial opportunities for growth.

Each participant will take part in 4 half day sessions of online based training and have 2 one to one mentoring sessions with James Burke & Associates.

Trainer: James Burke & Associates

James Burke has an MBA in Retail Management. He spent over 20 years in Superquinn, the last 10 of which were at Board Room Level. His Superquinn executive roles included Business Development Manager, Group Purchasing Manager and Trading Manager. James is now Ireland's leading food development adviser and over the past 15 years he has supported the growth of the most innovative food producers in the country.

Delivery Method: Online

WORKSHOP 1: 7th & 14th October 2020 TIME: 2:30pm - 5:30pm

- Changing dynamics in the retail and food service sector
- Manufacturing in-house and outsourcing
- Production in action
- Challenges and solutions within food and drinks production

WORKSHOP 2: 21st Oct & 6th Nov 2020 TIME: 2:30pm - 5:30pm & 9:30pm - 1:00pm

- Readiness for business
- Success factors for food/drinks businesses
- Exploring retail routes to market
- Food service routes to market

Programme 2 Exporting To Overseas Markets In The Brexit/COVID-19 Environment

This workshop will assist small food and drink producers to explore their export potential to new European markets. Every participant will receive a bespoke Export Plan which will guide their export development on completion of the programme.

Each participant will take part in 4 half day sessions of online based training and have 2 one to one mentoring sessions with Bullseye Food Marketing.

WORKSHOP 1: 17th & 24th November 2020 **TIME: 9:30pm - 1:30pm**

- Getting ready to export
- Target markets including France and Germany
- Market research
- Getting your export USP right
- Supports to help you export

WORKSHOP 2: 12th & 19th January 2021 **TIME: 9:30pm - 1:30pm**

- Presenting your product
- Logistics
- The finances of exporting
- Route to market
- Identifying your export customer



Trainer: Bullseye Food Marketing

Bullseye Food Marketing was established to provide expert support to Irish food and drinks producers who hope to export for the first time. Company founder Conor Hyde has a BSc in Food Business and has decades of industry experience as marketing manager of some of Ireland's leading food producers. He also owns an Irish whiskey business which exports to over 35 countries.

Delivery Method: Online



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Trainer: IT Carlow

IT Carlow's Design+ facility is one of 15 national Enterprise Ireland Technology Gateways. Its focus is to support innovation in industry by utilising a design centred approach. Design+ brings together a unique multidisciplinary industry focused research team. This team will bring their industry focused expertise to this programme. This will offer a unique opportunity to participants to fine tune their competitive advantage and will centralise innovation as a key feature of the midlands food and drinks Industry.

Delivery Method: TBC - Location & timing dependent on prevailing COVID-19 Protocols

Programme 3: Production, Innovation & Design Within The Food & Drink Sector

This workshop use of industrial design to look development of innovative product solutions. Participating businesses will receive a bespoke design toolkit at the end of the process to capture their new design and product development.

Each participant will take part in 2 days of classroom based training with the possibility of this being converted online and have 2 one to one mentoring sessions with IT Carlow. Workshops will be a max of 10 participants divided into two groups.

WORKSHOP 1: Group 1-2nd February 2021
Group 2-4th February 2021
TIME: 9:30pm - 4:30pm

- Design for innovation
- Capturing your products
- Capturing your customers
- Framing the challenges and opportunities

WORKSHOP 2: Group 1-23rd February 2021
Group 2-25th February 2021
TIME: 9:30pm - 4:30pm

- Generating new ideas
- New product development
- Sustainable packaging
- Future proofing in a circular economy
- Harnessing technologies

Programme 4: Increasing Competitiveness Through A Lean Approach



This workshop will give participants an understanding of lean and show how they can embed lean practices into the everyday work of their businesses. Lean is about being effective and efficient - doing things quicker, better, cheaper. Lean strives to stamp out waste and to continually improve.

Each participant will take part in 2 days of classroom training with the possibility of this being converted online and have 5 one to one mentoring sessions with JigsawVAE.

WORKSHOP 1: 9th March 2021 TIME: 9:30pm - 5:00pm

- History of lean
- Lean principles
- Identifying lean wastes
- Lean tools and techniques

WORKSHOP 2: 23rd March 2021 TIME: 9:30pm - 5:00pm

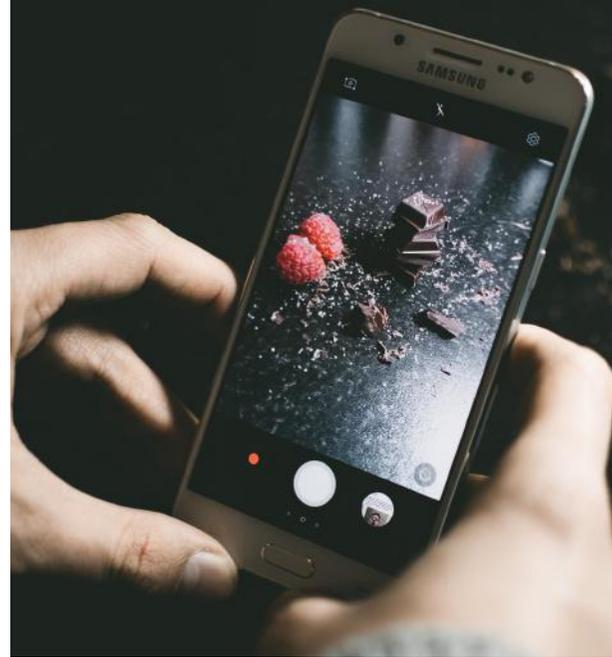
- Problem solving
- Understanding the voice of the customer
- Process mapping
- Lean in action
- Embedding lean into your business



Trainer: JigsawVAE

Stuart Nelson and Allyson English, the directors of JigsawVAE, are two of the most experienced lean advisors in Ireland. They have worked on behalf of 10 Local Enterprise Offices, providing lean supports to over 120 LEO clients to date. They also support Enterprise Ireland and IDA clients on their lean journeys.

Delivery Method: TBC - Location & timing dependent on prevailing COVID-19 Protocols



Programme 5: Food & Drink Producers In The Digital Age

This workshop will help businesses increase brand awareness, conversion rates and sales by giving participants the skills needed to develop and implement a strong digital marketing plan.

Each participant will take part in 2 days of classroom training with the possibility of this being converted online and have 2 one to one mentoring sessions with Manzor Marketing.

Trainer: Manzor Marketing

Jane Manzor is an experienced marketing professional with a masters degree in Digital Marketing and over 20 years experience in high level marketing roles in the food and drink sector. Jane established her own consultancy business 4 years ago, providing marketing and digital media advice and support to growing food and drinks producers.

Delivery Method: TBC - Location & timing dependent on prevailing COVID-19 Protocols

WORKSHOP 1: 13th April 2021 TIME: 9:30pm - 4:30pm

- Digital marketing trends
- Getting your online brand right
- The online experience of a food business
- Your digital marketing plan

WORKSHOP 2: 20th April 2021 TIME: 9:30pm - 4:30pm

- Facebook and Instagram
- A food business using Instagram
- Youtube and video marketing
- Measuring your digital engagement



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