



Plugging The Leaks

Local Food Sector



in conjunction with

The South West Wales Agri-Food Partnership

Consultation Event

23 May 2006

Nant y Ffin Motel

Llandisillio

Seminar Report

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Foreword

PLANED (Pembrokeshire Local Action Network for Enterprise and Development) has been involved with the local food sector for a number of years from the development of the first local product trade exhibitions at the Queens's Hall Narberth in 1994 and 1996 supported by a wide range of local business to the recent consultation event at Nantyffin.

PLANED's Leader+ programme, 'Creating a Culture of Entrepreneurship' has engaged through the 'Plugging the Leaks' process many local people in the consideration of their local economy. A key aspect at each of these meetings is the interest in supporting the purchase of local products.

In order to facilitate this process PLANED is producing local business directories which will be distributed to most households during this summer. All businesses known to us have been included and the project has received the support of local business agencies, many of whom have assisted with the provision of information.

The directory will be available on line later this year and PLANED have funded the opportunity for featured businesses to receive training in the use of the website. Local company My Pembrokeshire were awarded the contract for the development of the online directory and further details of the associated opportunities will be widely advertised during the autumn of this year.

In line with the objectives of the Leader+ programme and the findings of the 'Plugging the Leaks' process, PLANED will maximise opportunity from this resource through a 'Buy Local, Buy Pembrokeshire' campaign. In terms of the local food sector Leader+ groups across Wales support a range of local product initiatives. It is not however PLANED's aim to duplicate the excellent work of others in Pembrokeshire who work in this field but to seek to 'fill in the gaps' working in partnership with others.

The purpose of the evening at Nantyffin therefore was to gain feedback from those in the sector particularly in light of the recent merger of the WDA Agri-Food Division into the Welsh Assembly Government.

The workshop notes enclosed offer a number of ideas worthy of further discussion and development, and we look forward to progressing them with you later this year.

Jane Howells

Leader + Co-ordinator

Footnote

Leader+ is a European community initiative for assisting rural communities in improving the quality of life and economic prosperity in their local area. Under Leader+ the local plans must be built around one or more of the following themes as defined by the EU:
The use of new know-how and new technologies to make rural products and services more competitive,

Improving the quality of life in rural areas,

Adding value to local products

Making the best use of natural and cultural resources.

12 May 2006

Dear

PLANED, in conjunction with the South Wales Agri-Food Partnership, invite you to an **Important Consultation Event** (details overleaf).

Whilst the multiple retailers dominate the food industry in the UK, Pembrokeshire is home to many thriving and award winning food producing businesses. Interest in local food continues to grow and research commissioned by PLANED, carried out by the Countryside and Community research unit, University of Gloucester, indicates that there are environmental, health and economic benefits to be gained through supporting local producers.

The findings of the study will be presented by Dr James Kirwan, University of Gloucester at a consultation workshop and networking event at **Nant-y-ffin Motel, Llandyssilio, 7.00pm on Tuesday 23rd May** organised by PLANED in conjunction with the South Wales Agri-food partnership.

Mr. Bill Goldsworthy Chair of the Agri-food partnership will also give a presentation and will be available to discuss current plans and programmes for the sector following the merger of the WDA into the Welsh Assembly Government.

Your views are actively sought in an open session/discussion following both presentations to gain valuable feedback that can be forwarded to key players in the industry.

Tables will be made available for the display of any marketing material you may wish to bring. To book your place, call Liz Thomas or myself on (01834) 862113 or e-mail lizt@planed.org.uk or janeh@planed.org.uk. If, however, you are unable to attend but would like to become a member of a local producers e-mail network whereby you may receive/exchange relevant information then please forward your details to the above.

I look forward to hearing from you.

With regards

Jane Howells

Jane Howells



Ideas Generated from the “Irrigating the Desert” Workshop

Distribution & Collaboration

Group 1

- Investigating farmers market direct Pembrokeshire website for all Pembrokeshire Product Mark producers
- e.g. smaller companies, multiplier effect ‘Upton’
- Relationships with wholesalers
- Outside county, visitors not bothered when they get home i.e. London
- Improve networking Pembrokeshire (communication)
- School runs, recruiting drivers a problem, each company delivering x times a week – logistics
- Customers need to be aware of distributors
- Co-op for vans in Pembrokeshire/tendering (itemise costs). Awareness of costs e.g. fuel
- Centralised network/database/info
- Consistency of product, 20 miles, delivery mechanism e.g. product list
- Increase by Wholesalers taking local produce 88% sourcing locally – customer demand
- Better signposting (producers) and following up leads, hammering home ‘local’
- Marketing plan and re-inventing Pembrokeshire Q mark (identifying scheme and building brand)
- State aid/rules/‘public’ marketing
- Producers and wholesalers selling Pembrokeshire
- Small producers struggle with labour
- Hospitality ‘lazy’ with orders – quality of service
- Small producers ‘trust’ with wholesalers, control (2 way)
- Economies of scale, customers of wholesalers will pay ‘mark up’ for quality
- Has to be good product
- Royal Welsh Pembrokeshire stand@ producers 4 days – potential?
- Pembrokeshire Show very expensive marketing
- Cardiff Bay event, no marketing –
 - ⇒ Objective
 - ⇒ Brand to be seen
 - ⇒ Food festival one off, forget after sales e.g. Royal Welsh – can’t find product after in the shops. – follow up?

Distribution & Collaboration

Group 2

Challenges

- Small company find difficulty in co-operation: time of deliveries (early)
- Direction of vehicles not always compatible
- Distribution system has to be more than just a man and a van
- Supermarkets need large quantities – not practical?
- Strong niche has clout (and personality)
- Market expanded across continent to USA e.g. 'cheeses from Wales' own factory – more Welsh milk
- Ambient produce easier to distribute
- Stock control or fire fighting? Products sometimes needed immediately
- Minimum value product needs to justify trip.
- Wholesalers (fresh) do not offer specialist handling service to maintain quality
- Co-operation (cheese) able to afford bigger, better P.O.S/show stands
- Amtrac will deliver to SA address for £5.00
- Regulations prohibit piggy backing deliveries of certain products e.g. raw meat/cheese
- Small producers at mercy of established wholesalers / perishable products

Solutions

- Producers need to produce enough quality goods all the time
- Producers need confidence to stand up for themselves and value of products
- Producer co-operation relies on same quality standards i.e. HACCPs – expense, risk assessments
- Live shell fish holding facility – within Pembrokeshire. Continuous supply – feeding pan Wales distribution system (like Welsh cheese) funding needed
- Cheese from Wales already doing
- One large processing unit for Welsh milk
- Local wholesalers strengthened and more co-operative with producers
- Ice cream to America

Hospitality Sector

Group 3

- Ensure adequate support for food festival
- Creating an experience around certain local products
- Outside Pembrokeshire – Cities want quality products
- Collaboration – local producers work together
- Liaison between hospitality and food producers i.e. where foot fall is
- Need continuity of supply - balance with loyalty. Continuity of income
- Takeaways 'Authentic Curry Company' take a normal product and add value
- Bring level up – local produce in all sectors
- Improved communication = ensure all local hospitality have access to local directories. Increase take up – more awareness of what is local
- Build on success of open catering days = network / build on relations
- Menus – local products = can give a point of difference, destination to go to
- Developing 'meet producer' for trade
- Skills for butchery / bakery
- Improve = upskill in area
- Frank Short Pembrokeshire College = training outside of college – workplace – local produce – understanding regionality
- What about theme parks? Folly Farm (attempting), Bluestone (aspire)
- Distribution/collaboration – opportunities locally
- Consultation with the sector (WAG)/how new Plan
- Support for product development
- Value to producer – margins – opportunities
- Co-operation neighbouring Pembrokeshire? Regional v local
- Role of e.g. Castell Howell / Upton Farm – opportunities
- Very local markets
- Branding
- Processing? (fish?)

Local - What does it mean?

Group 4

- Marketing advantage
- Freshness
- Scaling up - quality
- Locality – continuity / branding / independent central distribution
- Underlying trust mechanisms
- Increase until impacts
- Outlets/distribution
- Vulnerability
- Personal service
- Environmental
- Trust
- Collaboration
- For local people
- Ownership of infrastructure
- Diminishing markets
- Maintain? of economy
- Maximising benefits to Pembrokeshire
- Control

A Pembrokeshire Producers Forum
Growing your business – How?

Attendees / Interested Parties

NAME	BUSINESS/ORGANISATION	CONTACT DETAILS
Sian & Geraint Bowen	Bethesda Fresh Farm Meats	Rose Villa, Bethesda Pembrokeshire SA67 8HQ Tel: 01437 563124
Peter Hughes	Butcher	Anchor House, 4 High Street Fishguard, Pembrokeshire SA65 9AR Tel: 01348 872394
Denise James	Country Markets	The Haggard, Kingswood, Pembroke Dock, Pembrokeshire SA72 4RX Tel: 01646 684250
Helen Cecil	Country Markets	Pope Hill Villa, Pope Hill, Haverfordwest, Pembrokeshire SA62 3RX Tel: 01437 890032
Keith Adie	Upton Farm Foods	Unit 5 Warrior Way, Pembroke Dock, Pembrokeshire SA72 6UB Tel: 01646 685777
Sue Jones	Llanboidy Cheese	Cilowen Uchaf, Login, Whitland, Carmarthenshire SA34 0TJ Tel: 01994 448 303
Sarah Miller	Millers Bakery	High Street, Narberth, Pembrokeshire
Jackie Palit	Narberth Food Festival	East West Cuisine, Hill Side, Cox Hill, Narberth, Pembrokeshire SA67 8EH Tel: 01834 860268
Nick & Pat Bean	Springfields	Springfields, Manobier, Tenby, Pembrokeshire SA70 7SL Tel: 01834 871746
Greg Philpott	SW Wales FCA (fishing)	Corner House, Milford Haven Docks, Milford Haven, Pembrokeshire SA73 3AA Tel: 01646 697992
Jeremy Bowen Rees	Business Services	Landsker Business Centre, Whitland, Carmarthenshire
Chris Draper	Mark Hunter Ltd	The Fresh Produce Centre, East Estate, Withybush, Haverfordwest, Pembrokeshire SA62 4BW
Andrew Evans	St Brides Hotel	St Brides Hill, Saundersfoot, Pembrokeshire SA69 9NH Tel: 01834 812304

Nesta Thomas	Lower Haythog Guesthouse	Spittal, Haverfordwest, Pembrokeshire SA62 5QL Tel: 01437 731279
Rob Gibby	Bethesda Milk	Sarngwm, Bethesda, Narberth, Pembrokeshire SA67 8HS Tel: 01437 563039
Andrew Rees	A J Rees Butcher	29 High Street, Narberth, Pembrokeshire SA67 7AR Tel: 01834 861892
Laurence & Tom Harris	Trioni	Ffosyficer, Abercych, Boncath, Pembrokeshire SA37 0EU Tel: 01239 682572
Celia Harris	PBI	Havens Head Business Park, Milford Haven, Pembrokeshire SA73 3ZD Tel: 01646 696611
Rebecca Williams	FUW	3 North Street, Haverfordwest, Pembrokeshire SA61 2JE Tel: 01437 762913
Andy Eastwood	Yerbeston Gate Farm Shop	Yerbeston Gate, Yerbeston, Pembrokeshire SA68 0NS Tel: 01834 891637
Keith Taylor	Brynderi Honey	Blaenwaun, Whitland, Carmarthenshire SA34 0JD Tel: 01994 448653
Ella Ferguson	Country Markets	The Bungalow, Clayford Hill, Kilgetty, Pembrokeshire SA68 0RR Tel: 01834 811567
Ann Green	Country Markets	Furzewood Farm, Amroth, Narberth, Pembrokeshire SA67 8NQ Tel: 01834 814674
Mike McNamara	Drim Farm Clotted Cream	Drim Foods, Llawhaden, Narberth, Pembrokeshire SA67 8DN Tel: 01437 541295
Bill Goldsworthy	Chair Agri-food Partnership	Dom Dar Cottage, Penllyn, Cwmbran, CF7 7RQ
Dr James Kirwan	University of Gloucester	Dunholme Villa, The Park, Cheltenham, GL50 2QF
Peter Dow	Trioni Ltd	Ffosyficer, Abercych, Boncath, Pembrokeshire SA37 0EU Tel: 01239 682572

Stephen Alderman	NFU	Court Farm, Castlemartin, Pembroke, Pembrokeshire SA71 5HE Tel: 01646 621835
Nigel Richards	Pembroke Sea	Mill House, Fishguard Road, Haverfordwest, Pembrokeshire SA62 4BP Tel: 01437 769292
Paul Mear	Tan y Castell	Unit 1, West Wales Business, Narberth Park, Redstone Road, Narberth, Pembrokeshire Tel: 01834 861997
Kate Morgan	Pembrokeshire County Council	County Hall, Haverfordwest, Pembrokeshire Tel: 01437 776168
Janet Mathias	Bakeaway	Horse Park, Cresselly, Pembrokeshire Tel: 01646 651319
Dewi Williams	South West Wales Agri- Food Partnership	Tel: 01792 222483
David & Glyn Jones	Princes Gate Springwater	Newhouse Farm, Ludchurch, Pembrokeshire Tel: 01834 831225
Mr Caryn Adams	Caws Cenarth	Tel: 01239 710432
Pemberton Chocolates		Tel: 01994 448800
John Davies	Food Centre	Horeb, Llandyssul Tel: 01559 362230