



Bwyd a Diod Cymru Rhwydwaith Clwstwr Food & Drink Wales Cluster Network

The Food & Drink Wales Cluster Network brings together suppliers, academia and government with the key objective of helping businesses achieve accelerated growth in sales, profit and employment.





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The Welsh Government, working with the food and drink sectors have strategically put together a number of Cluster Groups – CEO Cluster, Drinks Cluster, Export Club, Fine Food Cluster, Honey Cluster, Nutri-Wales Cluster and the Seafood Cluster.

These clusters were developed to maximise economic growth within Wales and also to respond to sectors that needed direct Welsh Government support. They bring together like-minded people, with the key objective of helping businesses achieve accelerated growth in sales, profit and employment. The clusters are ambitious and will deliver real step change as opposed to incremental growth.

Clusters will provide you with support and “know how” and enable you to develop opportunities to work with other suppliers, offering solutions to each other to overcome the obstacles to growth, and to exploit commercial opportunities, as well as helping to develop your capacity and capability.



Bwyd a Diod Cymru
Clwstwr Prif Weithredwr
Food & Drink Wales
CEO Cluster



Background

The CEO Cluster has been launched as part of the Welsh Government's cluster development programme. According to Professor Michael E. Porter of Harvard Business School: "A cluster of independent, formally linked companies and institutions represents a robust organisation form that offers advantages in efficiency, effectiveness and flexibility." California's Silicon Valley is probably the most successful example of an industry cluster.

Scope of the Cluster

The key objectives of the cluster are to help business achieve accelerated growth in sales, profit and staff numbers.

This cluster will appeal to companies that have ambitious growth targets. This growth could be driven by a combination of factors including innovation, new sales channels and new product development, all which may be supported by our work.

Food Innovation Wales lead this cluster and provide a unique resource for the food and drink industry in Wales.

Cluster Activities

Companies will benefit from collaboration with other companies and from the support provided by Food Innovation Wales and the Welsh Government.

The collaboration will take a number of forms and could include:

- > Sharing of resources (e.g. equipment)
- > Joint sales initiatives (e.g. co-operation to enter a new export market)
- > Access to market insights (e.g. market research)
- > Access to cluster knowledge (e.g. Food Innovation Wales expertise)
- > Sharing experiences and lessons learnt.

Contact us

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Bwyd a Diod Cymru
Clwstwr Diodydd
Food & Drink Wales
Drinks Cluster



Background

The drinks industry makes a significant contribution to the Welsh economy, with a turnover in excess of £800m, a Welsh retail sales value of over £950m and employing 1,200 people.

The Welsh drinks industry is broad and complex with diverse sub-sectors including beer, cider, wine, spirits, bottled water, soft drinks, fruit juice, hot drinks, dairy and non-dairy drinks. Company size and scale ranges from micro to large international companies.

Scope of the Cluster

Businesses from each of the drinks sub-sectors come together under the Drinks Cluster umbrella to form Special Interest Groups (SIGs) and work collaboratively across the strategic projects. Each Special Interest Group has an identity and marketing strategy tailored to each sector's positioning and needs. The four Special Interest Groups are:

- > Beer and cider
- > Wine and spirits
- > Water and soft drinks
- > Hot drinks, dairy, non-dairy and emerging innovations, new entrants' drinks.

Cluster Activities

Whilst the Special Interest Groups identify actions to address the strategic priorities of their respective sectors, there are some cross-cutting actions which the Drinks Cluster will implement, such as:

- > Enabling and increasing innovation to produce distinctive and quality drinks
- > Supporting the scale-up of high potential drinks businesses
- > Building Welsh brands at home and abroad
- > Improving skills and knowledge across the industry to improve innovation and quality.

Contact us

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Bwyd a Diod Cymru
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Food & Drink Wales
Export Club



Background

Exporting can transform your business, with potential benefits including growing sales and profits; as well as encouraging creativity and innovation; and increasing efficiencies.

In 2017 Wales exported £527.4m worth of food and drink, up 21% on 2016 with 7 of the top markets being the EU, followed by the Middle East, North America and Asia. The strong growth reflects the high quality of food and drink offered by Welsh producers.

The Welsh Government established the Export Club to bring like-minded companies together to help overcome some of the barriers to exporting.

Scope of the Cluster

The Export Club provides a unique forum for food and drink companies to learn, share experiences and work together to build sustainable and profitable exports. Our membership now includes almost 50 food and drink companies, ranging from large well established exporters to small businesses starting on their export journey.

If you have a clear ambition to grow your export capacity the Export Club can help you on your journey to turn your ambitions into reality.

Cluster Activities

Whether new or seasoned exporters, members will benefit from:

- > A dedicated Export Club technical helpdesk
- > A programme of high quality events with industry experts
- > Resources to help members tackle the challenges of exporting
- > Access to a network of specialist support to guide you through the export process
- > Co-operation with other club members on opportunities of mutual benefit
- > Access to the wider range of export support programmes.

Contact us

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Background

The Fine Food Cluster provides a platform for joint action to identify and solve common problems. This brings together a range of food and drink producers, who have high quality products with ambition to grow alongside commercial, government and academic partners.

Scope of the Cluster

The cluster provides “know how” to help companies overcome barriers to growth. It helps to develop knowledge and provide opportunities to work with other businesses to overcome obstacles to growth and exploit commercial opportunities. Aimed at growing food and drink businesses who want to develop their capacity, our programme features:

- > Cluster of fine food and drink companies with projects on key development opportunities
- > Cluster manager to help you to develop solutions to overcome barriers to growth
- > Utilise an approach to provide a framework for innovation involving academic institutions, companies, government and a range of stakeholders to foster improvements in the knowledge base and understanding of business opportunities, strengthening innovation leading to sustainable growth
- > Tailored specialist mentoring.

Cluster Activities

- > Peer to peer knowledge exchange
- > Events and workshops
- > Co-operation in commercial activities
- > Sharing costs / resources
- > Private sector businesses driving the research agenda
- > Understanding and entering new markets
- > Access to world leading research
- > Piloting new service provision based on business needs identified.

Contact us

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Background

The aim of the Honey Cluster is to enable businesses to create jobs and sustainable economic growth by supporting the sector through the provision of specific support.

The cluster will create a platform for joint action to identify and solve common problems. This will bring together business minded beekeepers who have ambition to grow alongside commercial, government and academic partners. The cluster is dedicated to raising the profile and production of Welsh honey.

Scope of the Cluster

The cluster provides support to overcome barriers to growth and facilitates opportunities to work with like-minded businesses. It is primarily aimed at smaller scale honey producers who want to develop their capacity further.

The cluster programme will feature:

- > Businesses with projects on key development opportunities
- > Cluster manager to help you develop solutions for overcoming barriers to growth involving academic institutions, producers, government and a range of stakeholders
- > Tailored specialist mentoring.

Cluster Activities

- > Peer to peer knowledge exchange
- > Events and workshops
- > Co-operation in commercial activities
- > Sharing cost / resources
- > Adding value
- > Raising awareness of local and regional honey production
- > Private sector businesses driving the research agenda
- > Understanding and entering new markets
- > Access to world leading research
- > Piloting new service provision based on business needs identified.

Contact us

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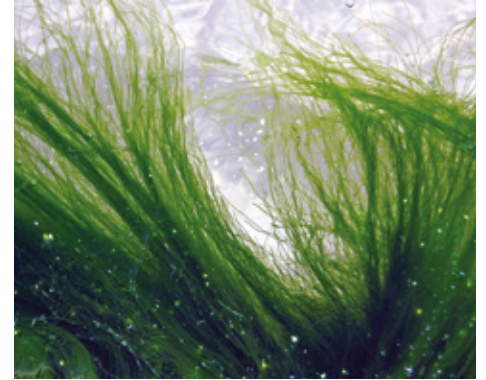
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Bwyd a Diod Cymru
Clwstwr Maeth-Cymru
Food & Drink Wales
Nutri-Wales Cluster



Background

The Nutri-Wales Cluster connects food and drink producers, academia and government to focus on research and development, innovation, insight and intelligence, and growth in the market space where food, health, nutrition and well-being converge.

The cluster harnesses expertise at Welsh universities, public health and the food centres to stimulate collaborative research and insight, innovation and product development, and access to new markets.

Scope of the Cluster

Membership of the cluster is open to all Welsh food and drink producers, academia, food centres, and public sector organisations that have a specific interest in food products, and the relationship between food, nutrition and health.

Nutri-Wales focuses on the following areas:

- > Improving nutritional benefits of food
- > Food and agri-tech projects
- > Climate change and resource efficiency
- > Bio science, life science and health through nutrition
- > Creating value and sustainability
- > Developing nutritionally sound products
- > Nutrition for healthy ageing.

Cluster Activities

Members of Nutri-Wales will benefit from:

- > Advice and expertise on developing R&D strategies to support growth
- > Access to market and technical insight and intelligence
- > Access to finance opportunities through Welsh, UK and international R&D funding sources
- > Trade development opportunities
- > Access to regulatory and technical advice
- > Access to industry, academic and public health partners for collaborative projects (including international collaborations) to stimulate innovation and new product development.

Contact us

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Bwyd a Diod Cymru Clwstwr Bwyd Môr Food & Drink Wales Seafood Cluster



Background

The Seafood Cluster established in 2015 focuses on collaborative action to identify and solve common problems within the seafood industry in Wales. The cluster has brought together a range of ambitious fishermen, fishmongers, hand gatherers and aquaculture businesses. During this time the cluster has assisted businesses to develop and thrive, creating jobs, accessing new markets and securing new business

Scope of the Cluster

The cluster provides support and the know how to help seafood businesses create jobs and develop sustainable economic growth. It enables businesses to develop knowledge and provides opportunities to collaborate and overcome barriers to growth, along with exploring commercial opportunities.

The cluster is aimed at businesses that aspire to develop their capacity. The cluster programme features:

- > Cluster of seafood companies with projects and ideas for key development opportunities
- > Cluster manager to help develop solutions to overcoming barriers to growth
- > Utilise an approach that provides a framework for innovation involving academic institutions, companies and a range of stakeholders to foster improvements in the knowledge base and understanding of business opportunities, with strengthening innovation leading to sustainable growth.

Cluster Activities

The cluster activities include:

- > Peer to peer knowledge exchange
- > Events and workshops
- > Specialist training
- > Assistance and support to develop business by industry experts and specialist mentors
- > Study tours
- > Sharing costs / resources
- > Setting up of specific special interest groups
- > Understanding and accessing new markets
- > Exploring of trade opportunities
- > Research
- > Accessing new markets.

Contact us

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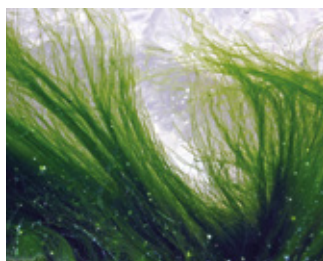
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