

Buddsoddi mewn Sgiliau : Buddsoddi mewn Twf

Invest in Skills : Invest in Growth

 @BwydaDiodCymru

 @FoodDrinkWales

Sarah Dickins
Cyflwynydd y Gynhadledd

Sarah Dickins
Conference Host

Andy Richardson

Cadeirydd, Bwrdd Diwydiant Bwyd a Diod
Cymru

Andy Richardson

Chair, Food and Drink Wales Industry Board

Lesley Griffiths AC

Ysgrifennydd y Cabinet dros Ynni, Cynllunio a
Materion Gwledig

Lesley Griffiths AM

Cabinet Secretary for Energy, Planning and
Rural Affairs

Bwyd a Diod – Gyrfa o Ddewis?

Justine Fosh

Bwrdd Diwydiant Bwyd a Diod Cymru

Food and Drink – A Career of Choice?

Justine Fosh

Food & Drink Wales Industry Board

Ymgysylltu ag ysgolion: Profiad Henllan

Engaging with Schools: The Henllan Experience

Diwrnod gyrfaoedd gyda Henllan Bakery

Careers Day with Henllan Bakery

Ymgysylltu ag ysgolion: Profiad Calbee

Engaging with Schools: The Calbee Experience

INNOVATIVE SAVOURY SNACKS

Calbee
United Kingdom

INVESTING IN SKILLS IN WALES
LINKING UP WITH WELSH SCHOOLS
SUPPORTING OUR LOCAL COMMUNITIES

CALBEE UK

A bit about us!

Our Investment in skills in Wales

Our links with Welsh Schools

Working within our local Flintshire community

HOW IT ALL STARTED!



First European subsidiary of Calbee Inc – Japan

Calbee UK Launched June 2015

Deeside chosen as the site for our manufacturing facility

Achieved through partnership and support from Welsh Government

COLLABORATIVE SUPPORT FROM THE WELSH GOVERNMENT

- Significant investment – meant we could create jobs in Deeside by recruiting and training unskilled workers from the local community
- Helped us find the right location for us here in Wales and assisted with negotiations with our landlords
- Worked with us to develop links with the local college, Coleg Cambria, to provide the required training and development for our new recruits



OUR FACTORY



- Based on Deeside Industrial Park, Flintshire
- Today we have 63 colleagues at the factory
- Ambitious growth plans to employ 100+ colleagues by 2020

OUR PRODUCTS

Inspired by Japan

Uses the natural goodness of vegetables
(pea, chickpea, lentil, black bean)

Blends them with exciting, innovative
flavours to deliver a range of great
tasting baked snacks that are better
for you.



OUR MANUFACTURING IN ACTION



OUR FIRST BRAND YUSHOI



EUROPEAN MARKET HARVEST SNAPS

SPAIN PORTUGAL ITALY HUNGARY



RETAILER OWN LABEL



OUR CUSTOMERS



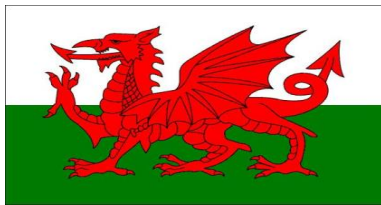
INVESTING IN SKILLS IN WALES

Apprenticeships in Food Manufacturing Excellence

In partnership with Coleg Cambria

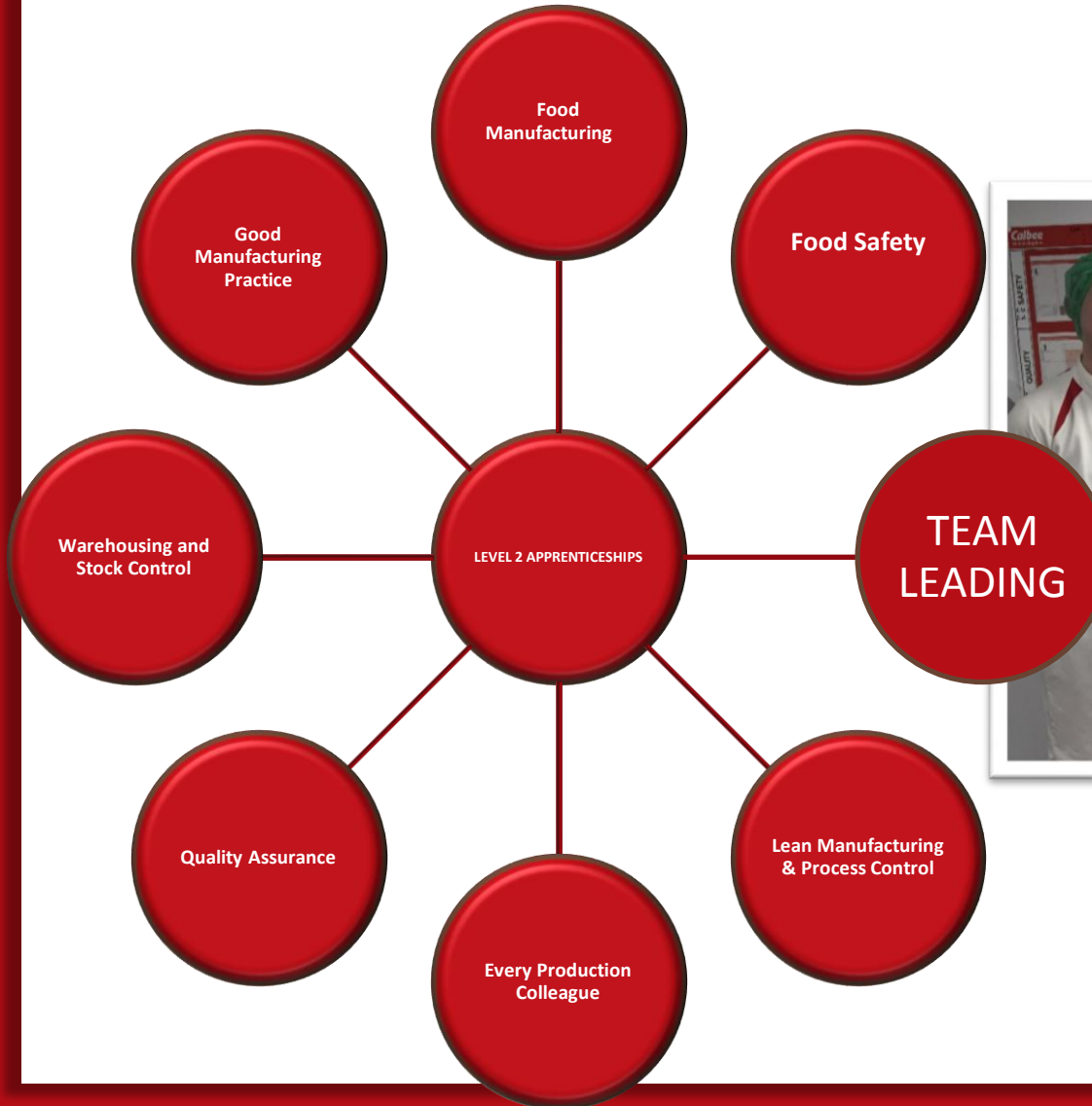
Providing jobs/training for people in our local community

Welsh Government Funding



LEVEL 2 APPRENTICESHIPS

FOOD MANUFACTURING EXCELLENCE/FOOD INDUSTRY SKILLS



LEVEL 4 APPRENTICESHIP FOOD MANUFACTURING EXCELLENCE



- Centred around building an Excellence Strategy for factory
- All key players in manufacturing process participating
- Up to and including senior management



OUR STRATEGY DEVELOPED THROUGH THIS FRAMEWORK

ETHICAL

- A great place to work
- Equal opportunities for all
- Learning & Development
- Colleague Engagement
- Reward & Recognition
- Colleague Wellbeing

LEAN

- Strategy Deployment (Purpose)
- Process Management
- Leadership & Engagement (People)
- Tools & Techniques
- Extended Enterprise

ENVIRONMENTAL

- Legal Compliance
- Environmental Management systems
- Environmental Policy
- Waste
- Water
- Energy & Emissions
- Biodiversity & Resource

THE POSITIVE BENEFITS TO OUR BUSINESS

Wider pool of candidates as can upskill from within

Highly skilled workforce ready for our ambitious growth plans

A strong, positive message to give to our customers/potential customers

A great factor in attracting, motivating, engaging and retaining talented colleagues

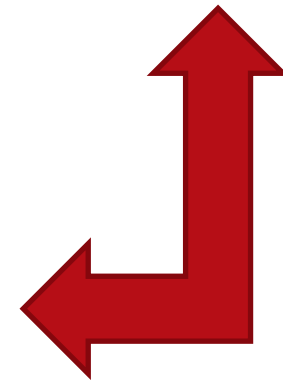
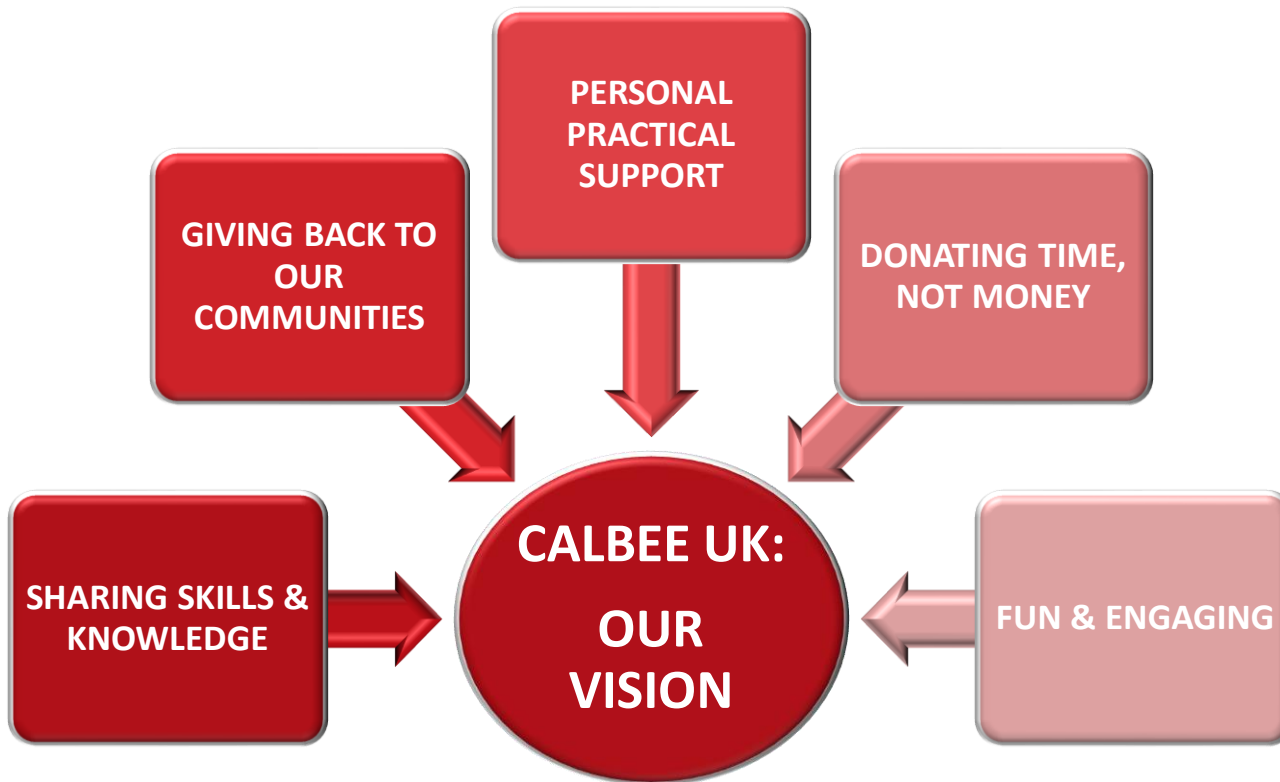
Project Helix - working in Partnership with Coleg Menai



- We are working on a research project looking at the science behind our key raw materials
- Aim is to drive product consistency and efficiency
- Also to support our innovation agenda as we source new ingredients
- Support from the European Agricultural Fund for Rural Development
- Investing in knowledge and development of our colleagues based in Deeside
- Sharing our learnings with our parent company in Japan and factories worldwide

**WORKING IN PARTERSHIP WITH
OUR LOCAL COMMUNITIES**

**HOW CALBEE WOULD
LIKE TO HELP LOCAL
COMMUNITY CAUSES**



Causes we are proud to have supported so far



**DISADVANTAGED
YOUNGSTERS**

**THOSE SEEKING
EMPLOYMENT**

HOMELESSNESS

LOCAL SCHOOLS

Introducing

FUELFORSCHOOL

A not for profit organisation formed in 2015

Committed to finding surplus edible food and redirecting it to hungry children.

Passionate about educating children, business and communities to love food and care for the environment

Action focused and want to achieve ambitions in a way that is responsible, cost effective and sustainable



Calbee
United Kingdom

FUEL FOR SCHOOL

OBJECTIVES

REMOVE HUNGER AS A BARRIER TO LEARNING

- Making Food Available in Schools
- Surplus Food and Growing Food
- Working with Agencies

REDUCE THE QUANTITY OF PERFECTLY EDIBLE FOOD THAT GOES TO WASTE

- Find and redirect food
- Feedback to retailers
- Work with other agencies

EDUCATE COMMUNITIES TO MAKE RESPONSIBLE CHOICES ABOUT FOOD FOR A SUSTAINABLE FUTURE

- Empower schools to work with their communities
- Whole school activities
- Curriculum resources

FUELFORSCHOOL

- Offering business advice
- Working with our Senior Management Team with strategy development
- Support in writing business proposals
- Rolling our sleeves up working at the Share House
- Donating Products
- Helping to raise awareness – social media
- Nathan Atkinson here today – keen to speak to anyone keen to engage





FUNDRAISING

Michael Brown



PEOPLE AT RISK OF HOMELESSNESS SUPPORTED LIVING SCHEMES

- PENNAF HOUSING GROUP
- CLWYD ALYN HOUSING ASSOCIATION



INSPIRATION DAYS LOCAL HOSTELS



GREENBANK HOSTEL, FLINT
SUNRAYE HOUSE, CONNAH'S QUAY
COURTHOUSE CAFÉ, FLINT

DONATING OUR TIME

DIY SKILLS!



JOB-READY WORKSHOPS

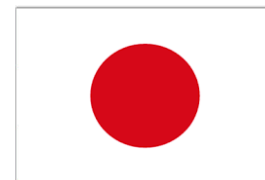
Calbee UK/Calbee Japan: Schools Programme



Pen-y-Ffordd Primary School



Seibi School, Tokyo





Pairing up the children

Ai Sakurai Age: 8

Birthday:
August 8th

Hobby:
Cooking

Favorite food:
Fried chicken
of mother



Ffion McCormick


Age: 9

Birthday: 30th July


Hobbies: playing hairdressers

Favourite food:
Stawberries and chocolate

Dream job:
hairdresser, youtube star
or dancer



To Ffion



あけましておめでとう
これは日本一高い山
富士山です。
これが高山です。
Mahalo Wachi


Happy New Year!
This is the highest mountain
in Japan. The name is Mt. Fuji.
I'm happy to be friends with you.

**LEARNING ABOUT EACH OTHERS'
SCHOOL LIVES
FAMILIES
HOBBIES
CULTURES**

To Ai: I would love to know what things you like to cook.

Merry Christmas.

Love from Holly

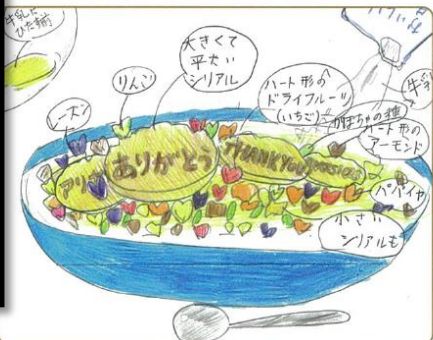


DESIGN A HEALTHY SNACK

 **Awards ceremony**
2016 / Dec / 11





試作作品 **優秀賞 「特大ありがとうフルグラ」**



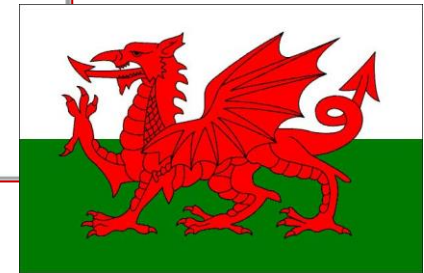
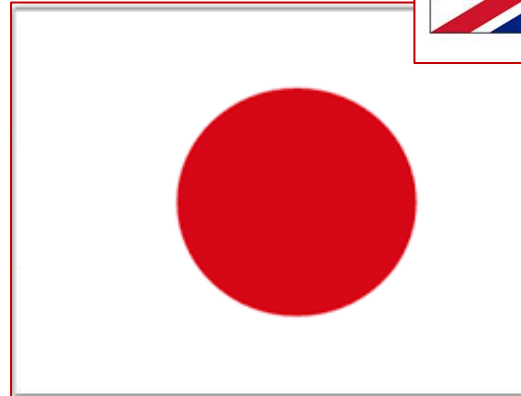
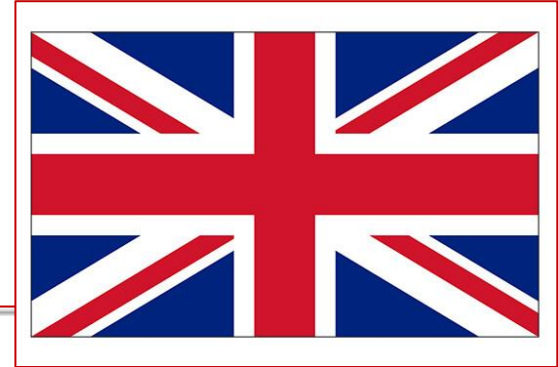
泉が丘小学校 6年4組
花田 透子さん

牛乳にひたすと、「ありがとう」の文字がうかび上がってきます。1つぶ1つぶの大きさは、直径5cmぐらいです。ドライフルーツがハートの形になっています。朝ご飯の時に、家族にありがとうを伝えるのにぴったりです。

審査員のコメント
普通のグラノーラと思いきや、牛乳をかけてびっくり! ハート型のドライフルーツもフォトジェニックで素敵ですね!




CALBEE AWARD



THANK YOU

Trafodaeth o amgylch y bwrdd

Round table discussion

 @BwydaDiodCymru

 @FoodDrinkWales

#BuddsoddiMewnSgilia

u

#InvestInSkills

Justine Fosh

Bwrdd Diwydiant Bwyd a Diod
Cymru

Justine Fosh

Food and Drink Wales Industry
Board

Cinio

Lunch