



# Sustaining Excellence

## Accessing support for the Food and Drink industry in Wales

The Welsh Government and its partners provide a range of programmes and projects to support the Welsh food and drink industry which enables businesses to grow and remain sustainable. Some of these programmes and projects offer financial aid, others advice, while some offer the chance to join collaborative partnerships which open-up opportunities to experience best practice and new ideas. But all are designed to create real opportunities for you to make your business better.

By exploring what is on offer via these various programmes and projects, you will ensure you are best equipped and advised to drive your business forward. Whether it is creating jobs, developing new products, learning new skills or seeking advice on a wide range of topics – we are here to help.



### Well-Being of Future Generations Act

Everything we do is governed by the Well-Being of Future Generations Act, that helps us all work together to improve our environment, our economy, our society and our culture. To learn more about how we can ensure that future generations have at least the same quality of life as we do now, please tap [HERE](https://www.futuregenerations.wales/about-us/future-generations-act/).

*\*<https://www.futuregenerations.wales/about-us/future-generations-act/>*

To learn more about what support is available, click on one of three icons:  
**Business & Funding Support, Skills & Training or Flagship Events.**  
Then select one of the programmes to find out how we can help.

**Business & Funding Support**

**Skills & Training**

**Flagship Events**



## Business & Funding Support

- Cywain Programme →
- Market Insight Programme →
- Trade Development Programme →
- Cluster Network →
- Foodservice Programme →
- Protected Food and Drink Names →
- Export Programme →
- Investor Ready Programme →
- Project Helix →
- Scale-Up Programme →

*[Click on any arrow above to learn more]*



## Cywain Programme

The Cywain Programme offers high-quality support to food and drink producers, from start-ups to micro, small and medium size businesses.

Cywain assists food and drink businesses of any size at all stages of their development and their experts can put tailored packages together to help your operation grow and be more profitable.

We start with a diagnostic of your business and its needs. From there we'll offer you a range of support which might include:

- introducing you to industry contacts and helping to strengthen links between your business and the supply chain
- help with product development
- access to tools, mentors and resources that will help you to scale up your business
- marketing and business strategy advice, including access to the latest research for your sector

For more information contact [bwyd-food@gov.wales](mailto:bwyd-food@gov.wales)





## Market Insight Programme

The Market Insight Programme provides Welsh food and drink businesses with the latest market intelligence to enable informed decision making.

The programme provides access to a wide range of reports enabling you to better analyse and understand trends in the grocery retail and out of home foodservice markets in Wales and GB.

Market insight covering 50 countries worldwide is available via the programme. In addition to current market data the Insight programme provides information on developing and future trends, empowering you to make informed decisions when devising your business plans to meet changing customer and consumer demands.

Accessing these reports will provide you with valuable sector information, enabling you to make more informed decisions about the future of your business.

You can register via a [Member's Area\\*](#) to access all reports.  
For more information contact [bwyd-food@gov.wales](mailto:bwyd-food@gov.wales)

\*<https://businesswales.gov.wales/foodanddrink/members-area/join>



## Trade Development Programme

The Trade Development Programme helps food and drink businesses to grow and create jobs by addressing skills and competency gaps. Specific programmes address those skills and competencies gaps that may exist within your business.

There are a number of elements to the programme. The Retail Plan includes background on various opportunities and challenges facing Welsh food and drink businesses. Trade Development Support currently runs a number of webinars aimed at providing practical knowledge to help businesses develop.

Meet the Buyer events bring in major food and drink retailers, wholesalers and independents. We provide an insight into purchasing requirements and provide unique opportunities to boost sales.

Our Commercial Skills Programme addresses gaps in business skills and competencies, developing professional commercial management standards within the industry.

For more information contact [bwyd-food@gov.wales](mailto:bwyd-food@gov.wales)





## Cluster Network

The Welsh Government, working with the food and drink sectors, have strategically put together a number of Cluster Groups:

- Fine Food
- Drinks
- Seafood
- Nutri-Wales
- Horticulture
- Sustainability
- Export
- Honey
- CEO clusters for North and South Wales

These clusters have been developed to maximise economic growth within Wales and also to respond to sectors that need 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.

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

For more information contact [bwyd-food@gov.wales](mailto:bwyd-food@gov.wales)



## Foodservice Programme

The overall objective of the Foodservice Programme is to support Welsh Food and Drink businesses to grow and create jobs by securing contracts into regional (Wales) and national (UK) markets.

The Foodservice Programme includes Welsh and UK foodservice, hospitality and wholesale sectors, to include Welsh and UK multiple chains and also independent establishments.

As well as providing direct support to Welsh businesses, the Foodservice Programme will also develop strong networks and relationships with the Food and Drink foodservice sector.

For more information contact [bwyd-food@gov.wales](mailto:bwyd-food@gov.wales)





## Protected Food and Drink Names

Getting your Welsh food or drink product recognised under one of the UK's Geographical Indication (GI) schemes can give it invaluable protected status. It confirms that it's a unique product, only produced in Wales.

The UK GI schemes, established following the UK's exit from the EU, cover:

- food, drink and agricultural products
- spirit drinks
- wine
- aromatised wine

Welsh Government is actively seeking to extend the portfolio of Welsh food and drink products which already have the UK GI marque, providing expert advice on how to qualify and apply for a place on this prestigious list.

Once there, you'll be able to supercharge your promotion with a high-impact presence online and at key events and take the next step of applying for EU GI status.

For more information contact [bwyd-food@gov.wales](mailto:bwyd-food@gov.wales)



## Export Programme

**We can offer you one-to-one support if you are considering exporting as a way of increasing your turnover and profits.**

We can support you with everything from developing your export strategy – helping you to identify the best markets and countries for your food and drinks products and services and defining your route to market – through to advising on the details of any financial and local tax issues, export procedures, regulations and logistics, even briefing you on local language requirements and cultures.

We have programmes in place if you want to visit a country either to research opportunities and build contacts, or to seek orders activity. These include support to attend Food and Drink Wales branded pavilions at a range of tradeshow organised by us at which you can showcase your products and services on the world stage.

Grant funding may be available for these activities, and we'll help you to apply.

**For more information contact [bwyd-food@gov.wales](mailto:bwyd-food@gov.wales)**





## Investor Ready Programme

Financial advice and guidance is on offer from the Investor Ready Programme, designed to improve your financial expertise, giving you better understanding and control of your day-to-day operations and aiding you when making significant business decisions.

The Investor Ready Programme is designed to help you take your business to the next level. We can provide you with expert financial advice to prepare your food and drink business for investment. We understand how daunting the world of finance and investment can be. Our specialists can help you present your business in the best possible way to attract the attention of potential commercial funders.

We can help with:

- Expert opinion on how a potential investor will view your business
- Opportunities to meet potential investors & lenders
- Review of management information systems
- One-to-one financial coaching sessions
- Succession planning
- Restructuring advice

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## Project Helix

**Project HELIX is a pan-Wales initiative delivered by Food Innovation Wales, a partnership of three food centres based in Anglesey, Ceredigion and Cardiff. It supports Welsh businesses to develop innovative products from concept, design, development and manufacture, through to the consumer's shopping basket, helping businesses grow and thrive.**

If your food and drink business is based in Wales then you may be eligible for Project Helix funded support. Eligible businesses have access to a range of technical and commercial support from Food Innovation Wales.

We can offer you tailored support, designed to meet your business's individual needs. We can work with you to analyse each step of your manufacturing process, identifying how to make your business more efficient across process controls, site design and systems development. You will be able to benefit from access to best practice and a range of industry intelligence, designed to make your business better.

We can even help you achieve third party certification such as BRCGS and SALSA, which will open-up new markets for your products.

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## Scale-Up Programme

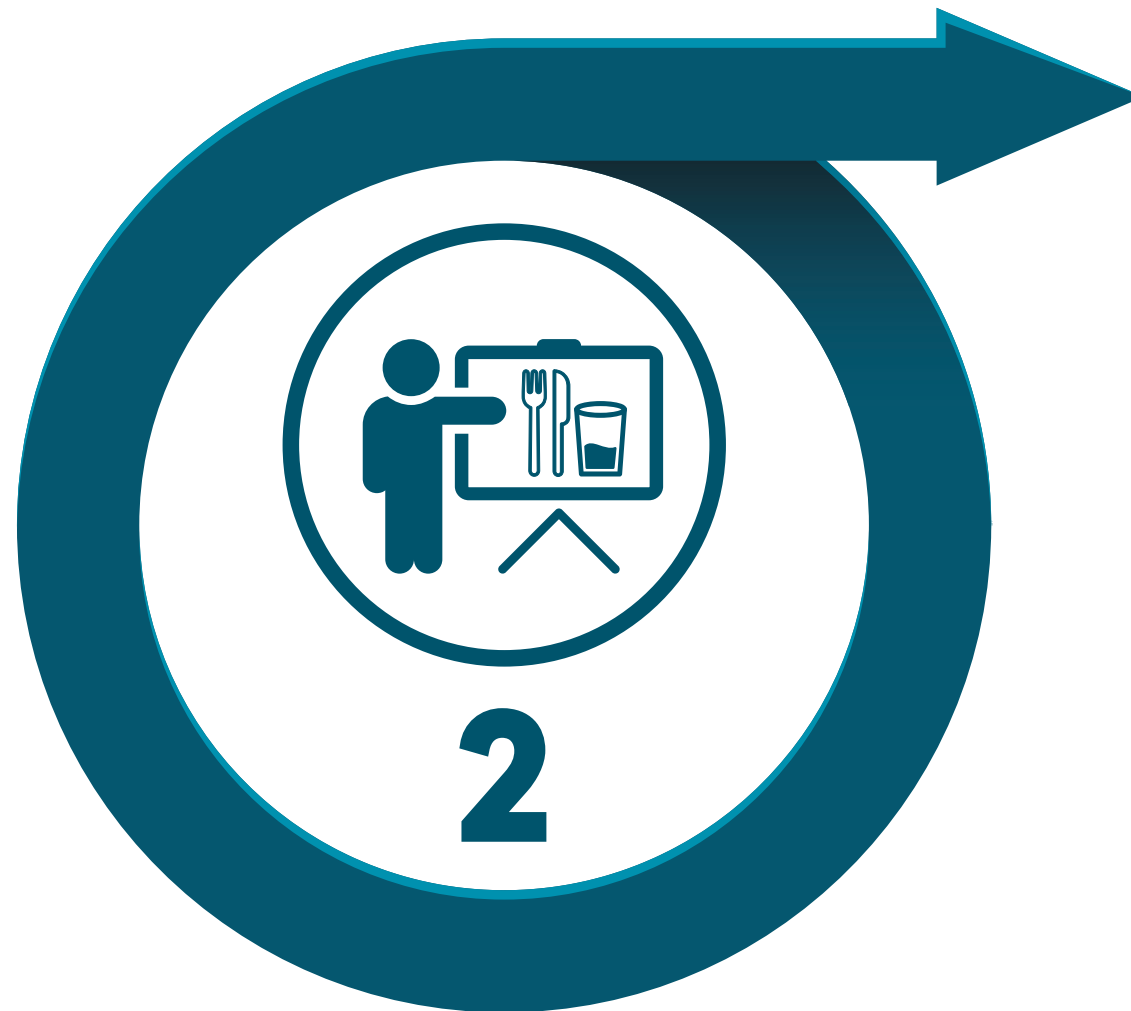
The Scale-Up Programme is there to help you take your operations to the next level by developing a long-term strategic approach to growth.

Our financial and food and drink industry experts will work with you on overcoming five common barriers to scale up:

- Access to capital
- Accessing or releasing capacity
- Improving competencies and skills
- Confidence
- Finding collaboration partners

We tailor-make a programme for you which addresses your individual barriers to scale up and deliver the skills and know-how you need through a combination of one-on-one mentoring and training, workshops, events, and visits to businesses already on their scale up journey.

For more information contact [bwyd-food@gov.wales](mailto:bwyd-food@gov.wales)



## Skills & Training

Food & Drink Skills Wales  
Sustainability Support

*[Click on any arrow above to learn more]*







## Food & Drink Skills Wales

Food & Drink Skills Wales offers Welsh food and drink processing and manufacturing businesses a range of training opportunities to equip them to develop and grow profitably.

Workshops and training are available in six areas:

- Leadership and management
- Marketing and sales
- Production and manufacturing
- Sustainability and decarbonisation
- Compliance and statutory requirements
- Bespoke training

An experienced Food & Drink Skills Wales staff member will carry out a skills diagnostic for you to identify skills gaps and then help you to find training providers, courses and opportunities for apprenticeships. They'll also help you to access any support funding available.

For more information contact [bwyd-food@gov.wales](mailto:bwyd-food@gov.wales)



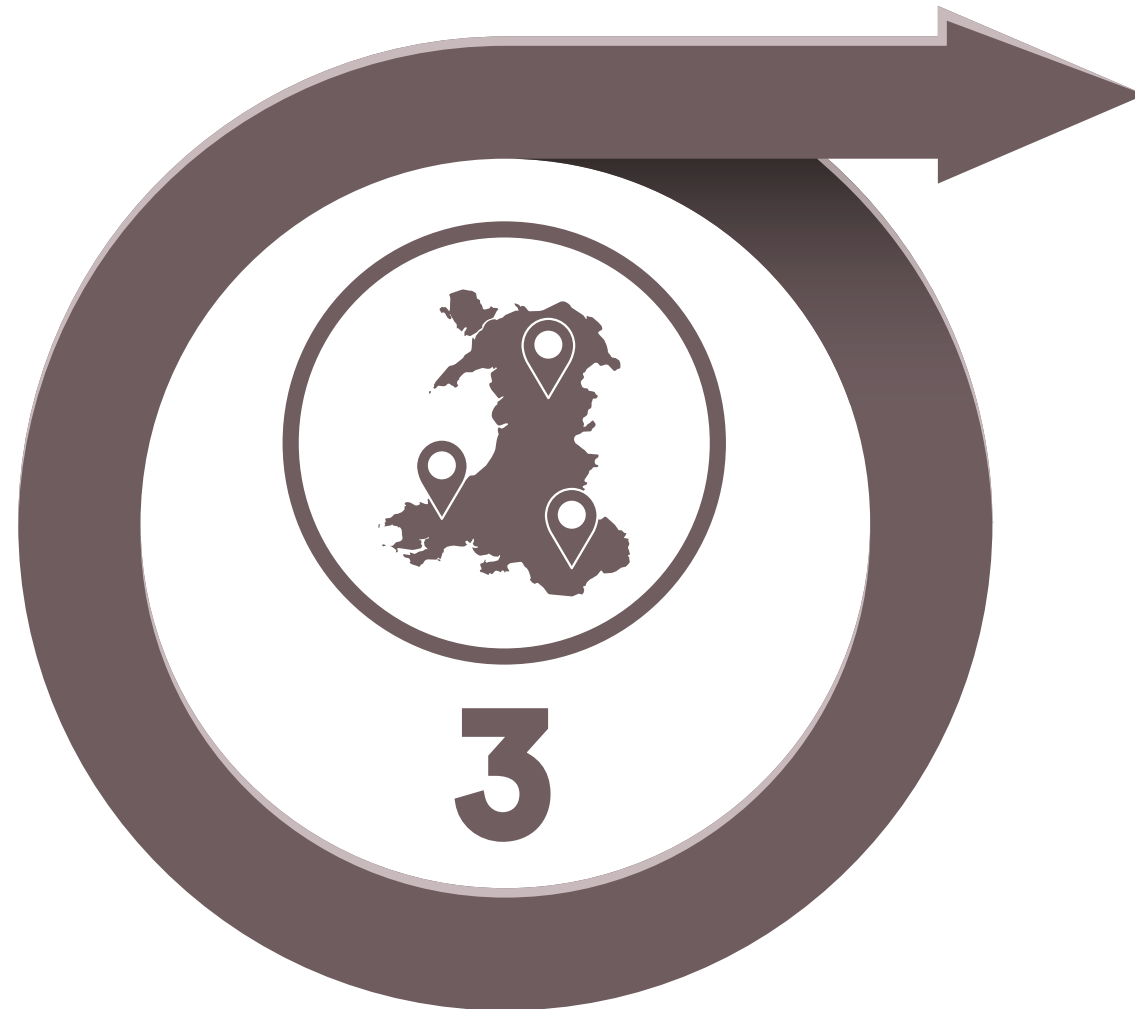
## Sustainability Support

The Welsh Government has the vision to create one of the most sustainable food and drink supply chains in the world. As a food and drink business you can benefit from membership of the Sustainability Cluster and be part of the journey.

Five good reasons to become a member of the Sustainability Cluster:

- **Market Insight** We can help you identify what sustainability credentials your business needs
- **Access to expertise & innovation** The Cluster Network can introduce you to some great contacts, through its links with academia, the three food innovation centres in Wales, Advanced Manufacturing Research Centre Cymru, Food & Drink Skills Wales and others
- **One-to-one support to achieve B Corp Certification** The Cluster Network has a successful track record of guiding food and drink businesses through the B Corp certification process
- **Branding & showcasing at events** The Cluster Network, under the Food & Drink Wales branding, has a presence at key events such as the Royal Welsh Show and BlasCymru/TasteWales – providing members with a great promotional platform
- **Growing Community** We continue to grow with over 100 members along with government bodies and 30 academic organisations. Isn't it time you joined?

For more information contact [bwyd-food@gov.wales](mailto:bwyd-food@gov.wales)



## Flagship Events

Events are a great way to promote your products and services and also to learn more about what is on offer throughout the Wales food and drink industry. Business Wales, along with various partners and agencies, supports and stages numerous key events throughout the year.

The four-day annual **Royal Welsh Show** has a major Food & Drink Wales presence. Not only showcasing some of the very best Welsh products, but staging a range of activities of interest to food and drink businesses.

The **Insight Conference** provides Welsh food and drink businesses with the latest insight to understand the grocery retail and out of home foodservice markets in Wales and GB. While Wales' international food and drink trade event, **BlasCymru/TasteWales** brings together food and drink businesses with national and international buyers and food industry professionals.

To discover the full range of events, visit the [Food & Drink Wales\\*](https://businesswales.gov.wales/foodanddrink/news-and-events/events) website.

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