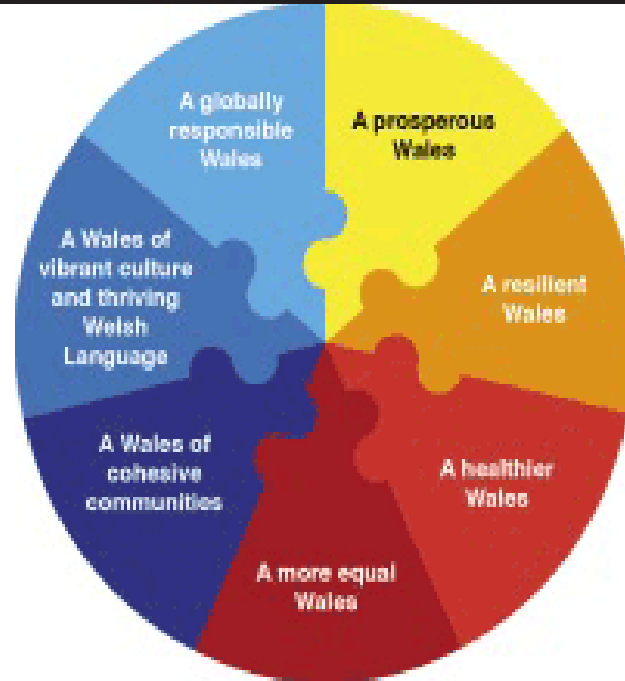


# BWYD A DIOD CYMRU FOOD AND DRINK WALES



Towards Sustainable Growth: An Action Plan  
for the Food and Drink Industry 2014-2020

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## Food Festivals

- 14 years of food festival support
- Food Tourism and Culture Core part of Food Division Policy , Visit Wales Policy and Well Being Act (Wales)
- Evolution of service 2016-20
- **Micro Businesses - the heart of new innovation**
- **Food Poverty – affordable healthily food**
- **Sustainability – longer term planning , skills , opportunity**

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Welsh Government Food Business Areas of Interest

Key Account Management

Business Clusters

Skills

Food Innovation Wales

RDP – Farming Connect , FBIS , Supply Chain , Collaboration projects

Interreg – Celtic Food Cluster

Food Tourism

Developing Micro and Small businesses

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## **Welsh Government Food Business Areas of Interest : Food Festivals**

Micro Business Support

Testing New Business Concepts

New Market Entry

Skills and Education

Healthily Eating

Tourism – direct links to Visit Wales through marketing and promotion

<https://businesswales.gov.wales/foodanddrink/cy/twristiaeth-bwyd>

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**Welsh Government Food Business Areas of Interest : Food Festivals**

**Barriers**

**Welsh Government rules and regulations**

**Only Food Festivals at present access funding**

**Large scale evidence requirements**

**Burdens on Volunteers**

**Value for Money**

**Not focused at Welsh Government Core Agenda of direct support for micro producers**

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## **Food and Drink : Community Growth**

### Core Goal :

- To increase the opportunity for new and existing micro and small businesses to test trade , develop marketing/sales skills and local sales opportunities
- To increase local engagement in skills / healthy eating
- To develop sustainable tourism or local food opportunities
- Provide a clear community opportunity for locally sourced food to be available
- Local Food Tourism development

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## Food and Drink Community Growth

Open Programme not one `window`

Support to be extended to include shows , food markets and festivals

One simple application

One payment level per event

Payment for `Space` at event for key activities against core goals

PR linked into WG

Managed by Cywain

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Food and Drink Community Growth

Examples

Micro Business support - A dedicated area provided for an agreed number of businesses , who are linked to Cywain and/or FIW for business support .

Showcase – a dedicated area to provide showcasing of new local and existing products

Skills – a practicable hands on area for the local community to learn about healthy food

Education – demonstrating local business supply chain and importance to the community

Tourism – an area highlighting local food eateries or hotels



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## Key Questions

Funding level ? What should this be set at

Extension to shows and food markets ? Discuss !

Open Window or Dedicated window for 2/3 months?

Application Process – simple or detailed / business plan ?

Evidence – what might be required , how will this be reviewed

What else might be supported ?

Partnership between local events – adding value

Micro business support – model of engagement locally – how ?

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## Next Steps

Collation of all discussions

Ministerial Advice to Cabinet Secretary Environment and Rural Affairs

Agreed programme announced

Programme to start February 2017