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Adding Value to Croft Produce

Paul Mayfield
SAC Consulting Food and Drink



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Agenda

- Understanding the market
- Regulations
- Your business plan
- Developing a brand
- Examples
- Funding





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Where to Start





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Where to Start



- Start with the Customer / Consumer



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Understanding the Market!



- Who and where is the target market ?
- Size of the target market ?
- Gap or opportunity for you in that market?
- Routes to market?
- Promotion?



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Current Trends



- Health
- Convenience
- Provenance and Traceability
- Ethics
- Authentic / Artisan



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Audit your Business



- Resources
- Skills
- Finance
- Regulation



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Your Offer



- What product or service? 
- What are your unique features or benefits? 
- Can you achieve the price point? 





Adding Value



- Providing an enhanced product or service for which someone is willing to pay
- Do this by:
 - Enhancing the product
 - Providing additional features or service
 - Developing a strong branding





Changing or enhancing the Commodity



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Features or Service



John Lewis



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Regulation



- Good food hygiene is essential to make or sell food that is safe to eat.
- The 4 Cs of good food hygiene:
 - Cross-contamination
 - Cleaning
 - Chilling
 - Cooking






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Regulation



- HACCP (Hazard Analysis and Critical Control Point)
- Training for food handlers - required by law, to ensure that food handlers receive appropriate supervision and instruction/training in food hygiene.
- Under EU law, any prepacked food or drink sold in the UK must clearly state if it contains ingredients listed





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14 Allergens



- Celery
- Cereals that contain gluten (including wheat, rye, barley and oats)
- Crustaceans (including prawns, crabs and lobsters)
- Eggs
- Fish
- Lupin
- Milk
- Molluscs (including mussels and oysters)
- Mustard
- Tree nuts (e.g. almonds, hazelnuts, walnuts, brazil nuts, cashews, pecans, etc.)
- Peanuts
- Sesame seeds
- Soybeans
- Sulphur dioxide and sulphites (preservatives that are used in some foods and drinks)






Regulation



- SEPA – waste
- Other Waste regulations
- Packaging / Labelling
- Employment regulations






Business Plan



➤ “A business plan is a written description of your business's future.”

➤ Three primary parts:

- The business concept
- The marketplace section
- The financial section



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Business Plan



These are broken down further in 7 Sections:

- Executive summary
- Business description
- Market strategies
- Competitive analysis
- Design and development plan
- Operations and management plan
- Financial factors



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Developing a brand



“A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” American Marketing Association

“The Brand is the sum total of how someone perceives a particular organization. Branding is about shaping that perception.” Ashley Friedlein



Brand



- **Visual Asset** – Logo/Iconography/Fonts/Colour Palette/Imagery/Illustration/Web Specific Elements (buttons etc.)
- **Personality** – Copywriting/Label text/Advertising/Social Media/Website/Imagery/Storytelling
- **Values** – Goal/Aim/Mission/Strategy/Community or Global Involvement/Charitable or Social involvement/Integrity/Openness/Honesty



Branding

SRDP FARM ADVISORY SERVICE

McDonald's, Highland Spring, Pepsi, Starbucks, Twitter, Apple, Aston Martin

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Primary Processing

Produce an ingredient

damn delicious

THE ONLY 100% GREEN FARMER BUTCHER IN THE UK

100% Grass Fed = High in Omega 3's = Incredibly Healthy

We are producers of outstanding Free Range natural GRASS ONLY premium, 28 day Dry Aged, Aberdeen Angus beef, Natural Grass Fed Lamb and Free Range PORK.

We are a family run farm based near Elgin, Scotland with our own on farm Butchery and Eatery. We take great pride in using unique and natural farming methods to ensure that our meat is of the finest quality and

Mott's SUPERFAST OATS

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Adding Value



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Non-alcoholic Drinks



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Alcoholic Drinks





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Retail – Box Schemes



- Simple (relatively)
- Distribution cost
- Continuity of supply
- Limited geographical growth
- Customer retention




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Online



- Marketing
- Simple (relatively)
- Unknown demand
- No geographical boundaries
- Logistical issues
- Packaging
- Customer retention / Competition



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Farmers Markets



- Cheap
- Customer Feedback
- Building customer base
- ROI
- Weather
- Growth limitations



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Retailing - Farm Shop / Cafe

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- Need chimney pots
- Range of options / costs
- Public onto the Farm
- Different skills set required
- Significant recent growth
- Extra space requirements
- Dwell time



Retail - Vending

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Tourism - Accommodation



- Location
- Start up costs
- Occupation rate
- Marketing
- Tripadvisor!



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Tourism - Activities



- Children's Play
- Outdoor Activities
- Cycling
- Farm Walks / Trails



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Funding

- Food Processing, Marketing and Co-operation Grant
- LEADER
- HIE
- Councils



Thank You

