



## Food Bytes

July 2010



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

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## Welcome to Food Bytes

In this newsletter, we round up some of the latest news and research in the Welsh food and drink sector.

### News

#### **Food for Wales, Food from Wales 2010-2020**

The Welsh Assembly Government is seeking your views on a proposed food strategy for Wales. [Food for Wales, Food from Wales](#) sets out a wide ranging vision of the place of food in Wales, with a view to develop a clear direction for the Welsh food industry to grow in a sustainable and profitable manner over the next 10 years. We hope that you will engage with us on this consultation to make sure that the final strategy is one that represents the best possible way forward.

#### **Horticulture Strategy**

The Welsh Assembly Government has recently published the [Strategic Action Plan for the Welsh Horticulture Industry](#), which was developed by the Agri-Food Partnership's Horticulture Strategy Group. It identifies specific ways in which the horticulture supply-chain can work together to meet the challenges the industry will face in the future, focusing on key themes of:

- training;
- sustainable development;
- product quality improvement;
- dissemination of industry developments;
- market intelligence; and
- capacity building.

#### **New Food Hall at the Royal Welsh Showground**

The Food Hall at the Royal Welsh Show was launched by the Minister for Rural Affairs Elin Jones on Monday 19th July. The Market Development Unit have managed the Food Hall since 1999 and it has become one of the major attractions of

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To contact us, email [RA-MDU@wales.gsi.gov.uk](mailto:RA-MDU@wales.gsi.gov.uk).

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the Royal Welsh Show and Winter Fair, creating an invaluable 'shop window' for Welsh food and drink producers.

56 food and drink companies showcased their products under the one roof this year compared to 44 producers last year, with larger individual stands giving the producers more space to promote themselves and their products.

### **Win £100 – Complete Our Survey for Food and Drink Producers**

The Welsh Assembly Government has commissioned an independent evaluation of the Food Festivals grant. As part of this, we are conducting an on-line survey of food and drink producers across Wales, to obtain feedback from those working in the sector regarding the role and impact of food festivals in Wales. We are interested in the views of both producers who attend festivals, and those who do not.

The link below will take you to an on-line survey, which should only take about ten minutes to complete. The survey is available in English and in Welsh, and if you complete the survey you will be entered into a prize draw for the chance to win a £100 voucher towards a meal in a Welsh restaurant of your choice.

<http://www.miller-surveys.co.uk/TakeSurvey.aspx?SurveyID=mlLH76m>

Please feel free to call or email Kerry Lewis ([Kerry@miller-research.co.uk](mailto:Kerry@miller-research.co.uk)/ 01873 851 886) if you would like any more information.

### **Real Food From Real People**

This quarter saw the launch of a brand new food website helping to bring food lovers and producers together for the very first time. The website [www.fork2fork.org.uk](http://www.fork2fork.org.uk) is designed to give locals and tourists alike a one stop shop for finding food and drink producers in their area. Part of the wider fork2fork campaign, funded by the Welsh Assembly Government and the European Union, the new website aims to raise awareness of opportunities to buy and enjoy fresh food and drink direct from the producer via farmers' markets, farm shops, box schemes, farm gate and online.

Features include a comprehensive What's On section featuring food festival listings and information, an up to date directory of farmers' markets including dates and an interactive map giving accurate locations. The Find Food section features farm shops as well as linking food lovers to online producers who sell direct via the internet and deliver straight to your front door. One of the most interesting sections for any foodie is the Case Studies section featuring a broad spectrum of producers from artisan bread makers, cider makers and mutton farmers to edible flower growers.

If you're a food producer visit the site's Producer Login section for a host of invaluable information and collateral. Contact the fork2fork team today in order to case study your produce on the site.

## **New Assurance Scheme for Farm Shops and Farmers Market Stallholders**

GO and GOAL are the new Producer and Farm Shop verification schemes from FARMA now being rolled out across the UK, and are open to all FARMA members. The Genuine Own (GO) scheme covers those selling direct at markets, online or supplying farm shops, while Genuine Own and Local (GOAL) will provide certification for farm shops.

Both GO and GOAL have been developed with the help of a DEFRA grant. They aim to strengthen the farm retail sector and build consumer confidence by recognising and protecting stallholders selling their own produce, and farm shops selling own grown, homemade, and locally produced foods.

If you would like more information, email [sue@farma.org.uk](mailto:sue@farma.org.uk) or go to <http://www.farma.org.uk>.

## **Abergavenny Food Festival Conference**

This year's Abergavenny Food Festival Conference will be of particular interest to anyone involved in food festivals or in the role of food in building local economies.

"Food Festivals: The Next Generation" will take a hard look at where food festivals are now and the ways in which they can evolve. Guest speakers will address issues such as growing a festival without losing touch with producers, how local food and food events can make a town successful, approaches to measuring the success of festivals, and new ways of developing a loyal audience and marketing festivals through an online community.

Workshop sessions will include:

- An interactive tour of Abergavenny, to look at how food can be used to bring the town alive;
- A Dragon's Den for new festival ideas;
- Hands-on session on using social media;
- Practical branding – how to position an event to appeal to a wider audience.

The Conference takes place on 17th September 2010, at the Priory Centre, Abergavenny. Tickets cost £125, including lunch, post-conference drinks reception and two-day festival stroller ticket. Further details:

[http://www.abergavennyfoodfestival.co.uk/conference\\_welcome.html](http://www.abergavennyfoodfestival.co.uk/conference_welcome.html)

## **New Map of Community Gardening and Farming Projects in Wales**

A dual-language map has been developed which highlights community gardening and farming projects across Wales. The Minister for Rural Affairs Elin Jones AM

officially launched the map at an event hosted by Plaid Cymru AM for South Wales Central Leanne Wood.

There has been an explosion of interest over the last two years in creating green spaces in Wales, due to concerns over issues such as food miles, climate change and healthy eating. The map acts as a guide to many of these projects which are open to visitors. The map also features associated groups such as community orchards, school growing projects, community-managed allotment gardens and community supported agriculture schemes.

<http://www.farmgarden.org.uk/news/650-fcfcg-wales-map-launched>.

### **Call for Reduction in Food Waste**

First Minister Carwyn Jones and Environment Minister Jane Davidson have launched Wales' new waste strategy, Towards Zero Waste. They argue that discussions about how to boost recycling rates do not go far enough and that we should instead focus on ways of getting people to consume and throw away less.

The typical Welsh household wastes around £50 per month buying food that ends up in the bin, while a staggering 90 per cent of everything we buy has become waste within six months. Both organic food waste and food packaging waste are covered by the strategy and companies are called upon to play their part to reduce waste at every opportunity and to enable recycling wherever possible. Read the press release here:

<http://wales.gov.uk/newsroom/environmentandcountryside/2010/100621tzw/?lang=en>.

### **BBC Food and Farming Awards**

Nominations are now open for the BBC Food and Farming Awards. The organisers are keen to ensure that producers, farmers, and markets in Wales send in nominations by the closing date of 15<sup>th</sup> August. Last year, Trealy Farm Charcuterie won the Best Food Producer category. Visit the BBC web site for more details:

<http://www.bbc.co.uk/radio4/features/ffa/2010/introduction/>.

### **Trade Development Programmes**

For all companies wishing to develop their market channels, the food and fisheries Market Development Unit of the Welsh Assembly Government is continuing to operate its programmes: Going for Growth, Mentoring, and Channels Clusters. These programmes cater for all sizes of food and drink businesses, providing assistance to enter new markets within the UK. If you believe you are in a position where you feel you would like support, please contact your regional Agri Food Manager to discuss your requirements:

South East Wales: [enquiriesSEW@wales.gsi.gov.uk](mailto:enquiriesSEW@wales.gsi.gov.uk).

South West Wales: [enquiriesSWW@wales.gsi.gov.uk](mailto:enquiriesSWW@wales.gsi.gov.uk).

Mid Wales: [enquiriesMW@wales.gsi.gov.uk](mailto:enquiriesMW@wales.gsi.gov.uk).

North Wales: [enquiriesNW@wales.gsi.gov.uk](mailto:enquiriesNW@wales.gsi.gov.uk).

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## Events

### Welsh Flavour at the Taste of London

Welsh producers travelled to London on June 17-20 to showcase their wares at the Welsh Assembly Government's Wales the True Taste stand at the Taste of London festival in Regent's Park.

Among the Welsh producers taking part was the Blaenafon Cheddar Company Ltd. Last year the company, which is situated in a World Heritage Site and whose Pwll Mawr cheese is matured at the bottom of the mine shaft at the Big Pit Museum, won a silver Wales the True Taste Food and Drink Award in the Food Tourism Destination category. Other companies included Calon Wen (also featuring Caws Cenarth), Ancre Hill Estates, Toffoc, Welsh Cider and Perry Society, Gower Cottage Brownies, Elwy Valley Welsh Lamb, The Pudding Compartment, and Llaeth y Llan.

Visitors to the Wales the True Taste stand were invited to test their foodie credentials and knowledge of Welsh food and tourism with the interactive True Taste Trivia Quiz. Held at regular intervals each day, the quiz included blind tastings, pictures and props. At the end of the four days names of each day's top scorers were placed in a draw, the winner won a weekend stay at the Welsh Rarebits hotel of their choice.

### Exhibiting at trade shows in 2010

There may be opportunities for you to participate in trade shows like these. Please take a look at the [list of the events](#) in the UK which we are attending in 2010.

If you'd like to discuss any of these opportunities then please contact [kate.gapper@wales.gsi.gov.uk](mailto:kate.gapper@wales.gsi.gov.uk) in the Food, Fisheries and Market Development Division.

### Buying or selling Welsh produce? Don't forget the farmers' markets and food festivals

Whether you are interested in buying some local food or drink or in selling your produce, you might be interested in attending one of the Welsh markets or festivals that will be taking place in the rest of 2010. Download our listings:

<a href="#">Farmers' markets</a>	<a href="#">Food festivals</a>
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If you wish to be added to the spreadsheets, please email [andrea.griffiths@wales.gsi.gov.uk](mailto:andrea.griffiths@wales.gsi.gov.uk).

## Research

Keep up to speed with trends and developments in your sector by reading about the latest research. Take a look at our [round-up](#) of some of the most recent report titles.

## Internet Resources

For this issue, the topic of our internet resources section is dairy products. [Here](#) you will find links to web sites with information, news and market data for the dairy food sector:

## Latest Publications and Press Releases

Don't forget, pdf versions of most of our publications can be found in the [Publications](#) section of our True Taste web site. Press releases can be read online too, on the [True Taste site](#) and the [Welsh Assembly Government](#) site.

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Our web sites are at:

[www.walesthetruetaste.co.uk](http://www.walesthetruetaste.co.uk) | [www.truetaste.tv](http://www.truetaste.tv) | [www.wales.gov.uk](http://www.wales.gov.uk)

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