

SCALING YOUR FOOD BUSINESS

healthy food AS A DRIVER OF INNOVATION & OPPORTUNITY

NOT TO MISS
FREE EVENT

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WEDNESDAY 14th OCTOBER 2015

from 10am – 5.30pm in Drumshanbo, Co. Leitrim

NETWORKING

Showcase Event

**LEARNING
FROM OTHERS**

Presentations
& Case Studies

SOLUTIONS

Distribution Panel
Discussion

CREATIVE WAYS TO PRODUCE, MARKET & DISTRIBUTE

This important food industry event puts the spotlight on how food companies can grow their businesses through focusing on healthy food innovations. Companies will also learn about distribution approaches and effective routes to market.

The workshop, networking and showcase event will give insights into Creative Ways to Produce, Market & Distribute Healthy Foods and provide a very practical, action orientated framework to assist companies grow their businesses.

SHOWCASE/NETWORKING EVENT

10.00am Welcome & Opening Address

10.15am Showcase and meet the buyer – companies will showcase their healthy food ranges and present same to invited buyers and distributors

SPOTLIGHT ON DISTRIBUTION

We will look at different perspectives on food distribution channels with a view to open debate & solution finding!

11.30am Panel Discussion and Open Forum – facilitated by **Sean McGloin, The Cheese Hub and National Organic Training Skillnet.**

- **Seamus Hannon, National Sales Manager, Aurivo**
– what buyer's want! www.aurivo.ie
- **David Burns, Richmount Cordials, Longford**
– balancing distribution in an artisan food company, routes to market dilemmas www.richmountcordials.ie
- **The Irish Food Co-op** is a not for profit cooperative of Irish artisan producers who have joined forces to maximise their sales and distribution.
- **Seamus Mulligan, CONEKT** www.conekt.ie
CONEKT provides companies with a unique approach in reaching all Grocery Multiple and Convenience Outlets in Ireland (North & South) in an efficient and cost effective way. The CONEKT Mission is to – "provide a high quality sales service solution that drives brand distribution and reduces cost!" Leitrim native Seamus Mulligan shares his Top Tips for smaller companies to get on those shelves



Richmount Cordials

1.00pm Delicious **lunch** showcasing our regional healthy food champions and photocall

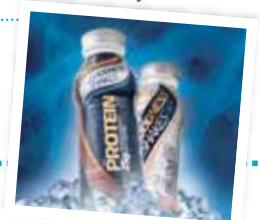
LEARNING FROM OTHERS

2.15pm **Róisín Hogan** is the founder of **HÍRÓ**, a fresh & healthy ready meal range. It's hard to put Róisín in one box – she is a food obsessed accountant, an entrepreneur, and impressed on screens in Autumn 2014 when she appeared on The Apprentice on BBC 1, making it to the famous Final Five. Nick Hower commented – "she went to the 2nd largest retailer in the world and got a staggering order" All her HÍRÓ meals contain less than 200 calories, are virtually carbohydrate free, super filling and delicious. Róisín will share her innovation journey and how she is cracking the distribution challenge, at home and for export. www.hiroyoisin.ie



Róisín Hogan

2.45pm **Growing food brands**, organically and through acquisition: the Aurivo experience of growing their Connacht Gold butter and For Goodness Shakes brands.



MARKET & DISTRIBUTE *healthy food*

WHY FOCUS ON THIS TOPIC?

- Consumer appetite for healthier foods is heightening as a result of increased emphasis on rising obesity and media profiling.
- Despite the potential, small food companies find it difficult to undertake research & new product development projects due to a lack of technical expertise and finances restricting their growth & innovation potential.
- How can small food companies collaborate to effectively bring healthy food products to market through a shared distribution/logistics approach?

Our invited speakers will cover the challenges and opportunities in developing and launching healthy food products. We will learn from leading retailer & distributor insights & explore evolving distribution channels such as collective distribution, online and subscription sales channels. The challenge of financing new product development will also be tackled and solutions shared.



Declan Molloy

LEARNING FROM OTHERS

3.10pm

Honest Bakery - Declan Molloy. Building a gluten free, dairy free and wheat free business www.honestbakery.ie

3.25pm

Consumer insights Into healthy food opportunities with **Tom Collins, Bord Bia**



3.35pm

O'Egg - Margaret Farrelly. Growing our family egg business through innovation www.oegg.ie/liquid_egg



4.00pm

Refuel /recharge **break**

FINANCING INNOVATION

4.30pm

Tapping into financial resources and programmes **Mike Feeney**

Mike Feeney worked for 32 years in Enterprise Ireland and the IDA and now specialises in working with companies who are focused on gearing and resourcing themselves to meet the challenges of product innovation and export market development. Much of Mike's work is in the food sector

4.40pm

Funding opportunities for innovation – did you know ? **Orla Casey, Momentum**

4.50pm

More about Nourish EU and how to get involved **Fergal McPartland, The Food Hub**

5.00pm

End of Programme **Reception and Launch of the nourish eu Irish Healthy Food Partnership Toolkit** by **Frank Curran**, Chief Executive, Leitrim County Council

Counties **Cavan, Leitrim, Longford and Roscommon** are striving to become a healthy and creative food region. Under the wing of the Upper Shannon Erne Future Economy project, food companies are coming together to tackle growth challenges. This work is enhanced by the work of the Nourish EU, a European project to stimulate the development of Healthy & Creative Food Regions.

www.uppershannonerne.ie



The Upper Shannon Erne Future Economy (USEFE) is a joint initiative between businesses, the Local Authorities of Cavan, Leitrim, Longford and Roscommon, Bord Na Mona and ESB. It enables businesses to proactively influence and assist with the broader economic development of the region and identify opportunities for synergies across sectors and between various scales of business. It acts as the Irish Strategic Partnership for nourish eu.

www.nourisheu.com



nourish eu is an Erasmus+ funded project to support Healthy & Creative Food Regions in Northern Ireland/UK, Ireland, Bulgaria and Hungary. We are working to encourage food SMEs to innovate /orchestrate change in the entrepreneurship, development, production & marketing of "healthier food".

www.aurivo.ie



Aurivo is one of Ireland's leading Co-Operatives with particularly strong expertise in dairy. Aurivo has a growing portfolio of innovative consumer brands, including its multi award-winning Connacht Gold range, Donegal Creameries, Organic for Us and sports nutrition brand, For Goodness Shakes. From its Dairy Ingredients business in Ballaghaderreen, Aurivo exports butter and enriched milk powder to almost 50 countries globally, in markets as diverse as Afghanistan, Costa Rica, Germany, Iraq, Nigeria and Saudi Arabia.

About Drumshanbo

Drumshanbo is a small town situated in the heart of County Leitrim, Ireland. It is a beautifully preserved traditional town with traditional pubs, shops and restaurants. Drumshanbo has a strong legacy of artisan food production which carries on today through The Food Hub and a host of local producers who take real pride in their products.

www.drumshanbo.ie

Tour of Food Hub available, please email info@thefoodhub.com to make an appointment

About The Food Hub

Established in 2004, The Food Hub is Ireland's premier artisan multitenant food production enterprise centre. A community initiative, it spans spanning 26,000 sq ft and is now home to 8 companies employing 50 people with expansion planned to 70 jobs in 2016. The Food Hub also provides a vital entrepreneurship training service for emerging start up food companies in this challenged rural area. Its business model has been used as a template for the development of food hubs throughout Ireland.

www.thefoodhub.com

There is **NO FEE** to attend the event...

We appreciate you will be taking time out of your busy schedule to attend so we are working to ensure it will be a very worthwhile use of your time.

How to Book www.nourisheu.com/booking

With the support of the  Erasmus+ programme of the European Union.



Event location

Lough Allen Hotel
Drumshanbo, Co. Leitrim
Tel: (071) 964 0100
GPS: 54.052082 -8.04534

***Special rate of €49pp**
per night for a single
room including breakfast