

# Adding Value to Food



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**Teagasc**

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# Entrepreneurship



**2000 New micro-SME's  
over last 12 months**

**70% Sole Traders**

**18% Ltd. Co.'s**

**12% Partnerships**

**2<sup>nd</sup> in EU only to Poland**

# Adding Value to Food



## Quality vs. Commodity

Commodity – One Size Fits All

Farmer, Field and Place  
have become redundant

Clean and Green Image

# Food Regions



# Local Food



## UK Survey in Cornwall

Every £10 spent on local food  
= £25 to local area

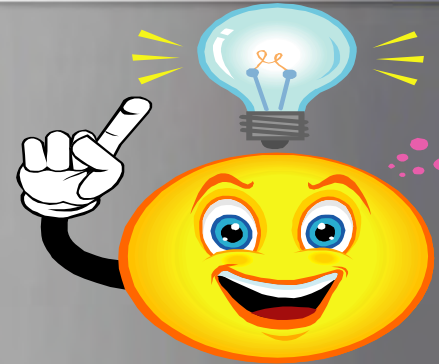
Every £10 spent in  
supermarket = £14 in local

# Local Food



**A Taste of Mayo**  
**Savour – Kilkenny/Carlow**  
**Good Food – The Wicklow Way**  
**Galway Good Food Guide**  
**Local Food – Roscommon**  
**The Fuchsia Brand**  
**A Taste of Ballyhoura Country**  
**An Bord Bia**

# An Idea Never Made Money



Concept / Idea

What are the positive aspects?

What are the negative aspects?

What is interesting about this idea?

# Food Production



## Positives

Local  
Food Miles  
Healthy  
Traceability  
Lifestyle  
Organic  
www  
Skills

## Negatives

Red Tape  
Finance  
Time  
Skills

# Food Production- Why?



**Artisan food represents a significant opportunity for diversification.**

**It has a competitive advantage in terms of superior price differentiation compared to commodity food products**

**Small food companies represent a realistic alternative to low lost commodity production.**

# Adding Value – Why?



**The rate of market growth is far outstripping Ireland's ability to supply, we need to start playing catch up.**

**Superior taste can be achieved by artisan food making skills**

**Irish Artisan Food currently commands an international reputation at the premium end of the market**

**The reputation needs to be developed and nurtured if we are to benefit from an ever increasing market**

# Costs?



# Thank you for your attention



One of the very nicest things about life is the way we must regularly stop whatever it is we are doing and devote our attention to eating. ~ Luciano Pavarotti