



AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

The Irish Agriculture and Food Development Authority

Food Works for Innovative Food SMEs

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The Irish Agriculture and Food Development Authority

Teagasc Food Programme



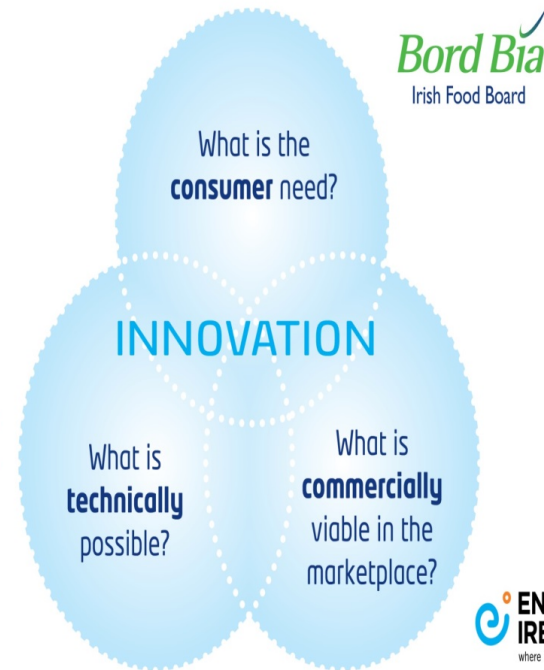
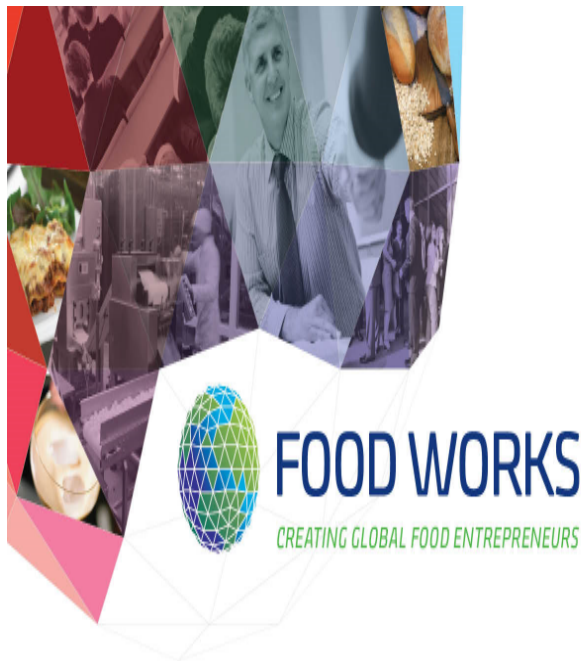
- ❑ Provides Research and Development for the food processing sector and stakeholders – EU, National and industry commissioned projects
- ❑ Programmes in Food Bioscience, Food Safety, Chemistry & Technology, Industry Development & Technology Transfer
- ❑ Food Research & Development Centres at Ashtown Dublin and Moorepark Fermoy Co Cork
- Food Industry Development: supports innovation through technical advice, training and skills development, R&D facilities, knowledge and technology transfer events

Special focus on supporting high innovation potential Small and Medium Sized businesses

Food Works – a food entrepreneurship initiative



Food Works – interagency collaboration in entrepreneurship



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Food Works - why

□ Background:

- Renewed focus on agri / food sector development c2010 – **exports, job creation, regional development**
- Cost of entry to export markets is high, contracting domestic market
- 90% food companies SMEs – competitive marketplace, low investment in R&D
- Significant national spend on food R&D- application of knowledge
- Food demands; more, nutritious, convenient, healthy, free from
- Best use of (Teagasc) resources
- Companies; consolidate, move, sell, close – need pipeline start ups
- History of referrals and co- operation between food development agencies, different but complimentary focus, synergies
- Previous initiatives reviewed for enhancement

Food Works - national launch & promotion



Programme promoted nationally

❑ Looking for the next generation of food entrepreneurs for global success

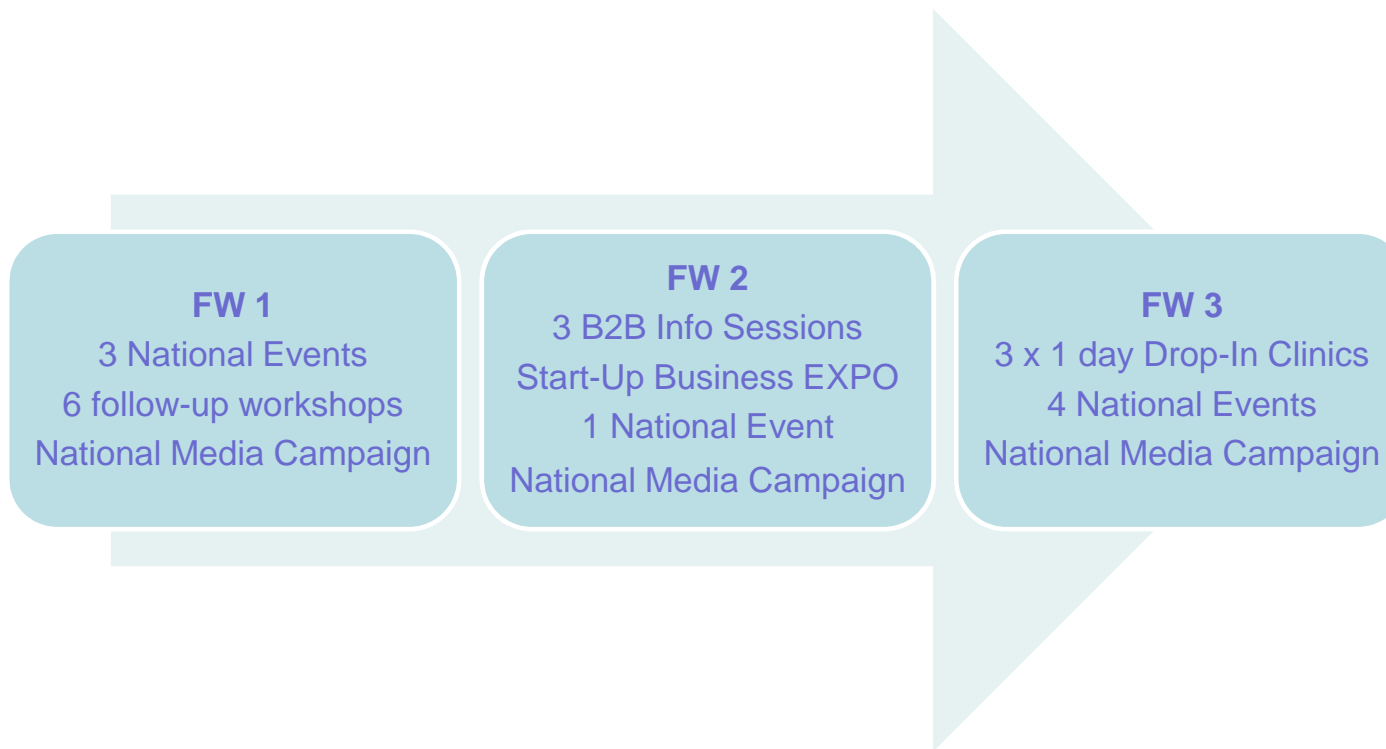
❑ *Are you an Irish food entrepreneur...or would you like to be one?*

❑ *Could you create and run a successful export food business? Do you have the creativity, drive and business experience to bring a new food product to the worldwide market?*

- ✓ **Team** - relevant experience and capability to deliver
- ✓ **Scale & Export** - ambitions & potential
- ✓ **Innovative** - identified consumer need
- ✓ **Technically possible** - to manufacture and scale
- ✓ **Realistic** - financial targets

Key focus - Innovative, scale, jobs, exports

Recruitment strategy



Food Works – about the programme



Programme features

- ☐ Duration 12 months
- ☐ Focus - education / 1:1 mentoring / networking
- ☐ Location - Teagasc, Bord Bia, Enterprise Ireland, Guinness Enterprise Centre (Dublin)
- ☐ Workshops – bi weekly from 7 am to 7pm
- ☐ AM workshops PM 1:1 advisor sessions
- ☐ Panel of food advisors established
- ☐ Programme fee - €1500
- ☐ Additional agency engagement – fee based
- ☐ Network events – 2 per programme
- ☐ Visiting lectures from large companies, established entrepreneurs, professionals
- ☐ Retailer and investor presentations

Advisory group - established



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Product Technology - Teagasc

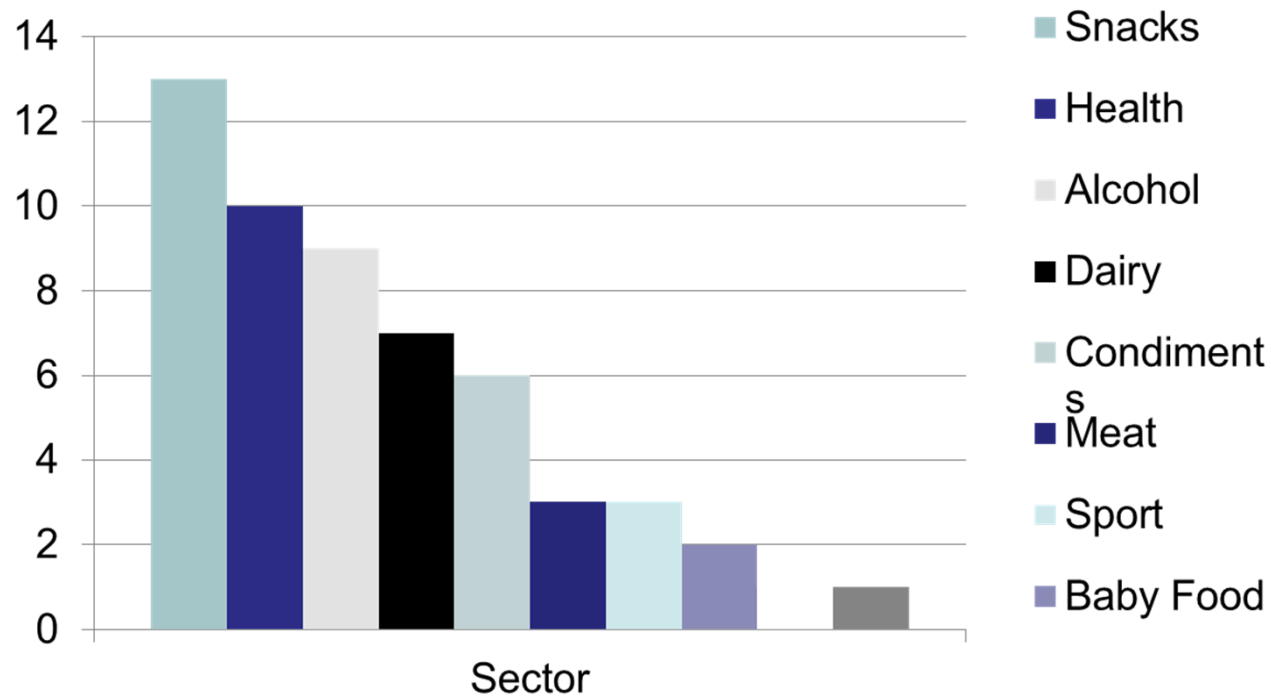
- ❑ How to produce a technically innovative product
- ❑ Adopting a structured approach to NPD
- ❑ Sourcing a manufacturing partner
- ❑ Understanding technical standards
- ❑ Access to pilot scale production facilities, Dublin, Cork
- ❑ Contract research / licence agreements
- ❑ Technical advice



- ☐ Strategy for scalable growth
- ☐ Team development
- ☐ Projections & financial management
- ☐ Funding Options
- ☐ Introductions to investors
- ☐ supports:
Feasibility, Competitive Start,
HPSU etc

- ☐ **Consumer Validation**
 - ☐ Brand workshops to focus groups and the Consumer Lifestyle Trends
- ☐ **Market validation**
 - ☐ Market sizing, positioning, category and sector data (Intel, Nielsen, Kantar etc)
- ☐ **Export Insights**
 - ☐ Bord Bia overseas office network
bespoke market study visits
- ☐ **Origin Green**
 - ☐ Introduction to Ireland's national sustainability programme for the agri-food sector
- ☐ **Post Food Works**
 - ☐ Access through retail and foodservice programmes Irl/UK/EU and buyer events such as MarketPlace International

Participants by sub sector



60% trading



FW 1

- 29 projects
- 16 trading
- 7 exporting

FW 2

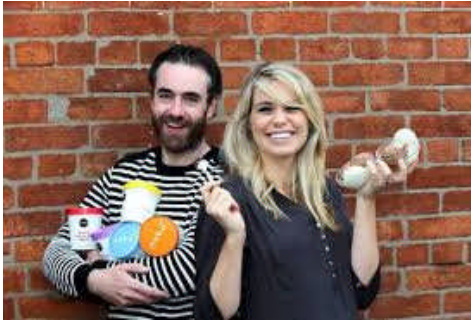
- 14 projects
- 10 trading
- 1 exporting

FW 3

- 18 projects
- 8 trading today
- 0 exporting



Food Works Award Winners - important



Some observations 2012-2015

- ☐ Ample ideas, support, encouragement for food entrepreneurs
- ☐ Access to finance is critical
- ☐ Often slower pace to launch and export than expected
- ☐ Product ideas mostly in high value, health and currently niche markets
- ☐ Recruitment gap from multi-national and high profile food industry exits
- ☐ Challenges in achieving simultaneous knowledge and skills in product marketing, technology and commercials (chain strong as weakest link)
- ☐ Getting started is possible scaling, making a profit and export is challenging
- ☐ Manufacturing challenges exist either own, outsourced or partnerships

Food is fuel cannot be without for long

Thank you

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