

Added Value Overview

An introduction to the concept of added value, an assessment of the current market situation and the threats and opportunities this presents. There will be an overview of the following workshops as well as an opportunity for the trainers to get an idea from the participants of the areas they are particularly interested in. This will influence the format and content of the subsequent workshops.

Product & Brand Design

This focuses on product, packaging and brand design, and how innovation can be applied in this area. Branding and product portfolio management as well as product development will also be covered.

Market Research

This will show how small businesses can collect and access market and consumer data and information and use it to position and adapt their products and business to meet trends within the sector. We will show how to access and use available resources such as IGD data and Mintel reports, as well as information from the business itself, to help develop a strategy and marketing plan for the business.

Quality Management - SALSA & BRC

A look at the importance of quality systems and how participants can obtain SALSA or BRC status. Other Quality Assurance areas will be covered, including an overview of how QA can assist companies with market penetration.



Market Sectors - Foodservice & Local Foods

This will investigate development in foodservice sectors and the local food sector. Up to date information from FARMA will be used to demonstrate the recent trends in local food growth. The foodservice aspect of the workshop will look at the diverse sectors of the foodservice market along with recent changes and trends.

Customer Skills & Key Account Management

This will cover how to deal with customers, with a strong focus on the service aspect, and consider the various types of customer relationships. It will highlight the importance of gathering customer information, and also how this can be used to develop relationships with different customer segments. The concept of Key Account Management will be covered to show how this becomes more important as businesses expand.

Best Practice Visit

This is designed to demonstrate good practice in a number of the business areas covered in the workshops through visiting a number of other rural food and drink businesses outside the region. As well as providing examples it is hoped the visit will also stimulate ideas that can be applied to the participant's own business.

Pricing & Promotion

Often an area poorly understood, this will focus on pricing levels, price points and types of promotion. Pricing calculations, pricing and promotional strategies are major issues for most businesses and this workshop will provide the participants with a better understanding of these areas and equip them with tools to help them in their own business.



The project aims to strengthen the productivity and competitiveness of rural food and drink businesses through LEADER funding in the Cumbria region by helping to improve their production, distribution and marketing. This will be done through a number of interactive workshops and visits that will help to bring new skills and knowledge to a range of rural food businesses. The workshop programme will encompass the business areas listed inside.

To register your interest in these **Food & Drink** workshops please contact Emily Maclean on 01539 566987 or emily.maclean@sac.co.uk



Rural Skills Cumbria is a training scheme covering the whole of Cumbria.

The courses, workshops and events are aimed at people currently, or intending to, work in the farming, food and forestry sectors. Anyone over the age of 16, living and working in Cumbria is eligible.

Training ranges from practical vocational courses to business management and leadership skills. Courses range from 100% to 50% funded so there is a great opportunity to gain the training you need or want at a reduced cost.

To view a calendar of forthcoming events please visit www.ruralskillscumbria.co.uk or ring **01539 566987**



The European Agricultural Fund for Rural Development: Europe investing in rural areas



Improving the Competitiveness of the Food & Drink Sector in Cumbria



Programme will commence Spring 2012