

Food Drink and Agriculture

2022/23



**Food Drink &
Agriculture**



Life Sciences



Digital Tech



Tourism



Why is Food, Drink and Agriculture a priority for ONE?



...a significant sector - and has growth potential

22,000 direct jobs

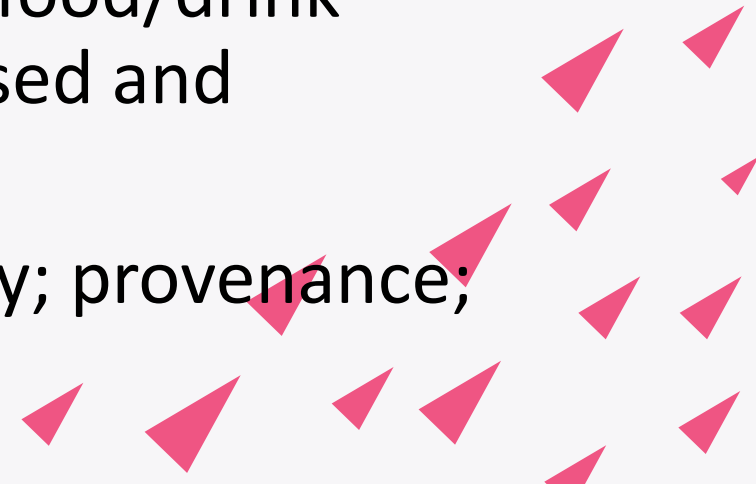
Big share Scottish food and drink sector output (20%)

Big share Scottish agriculture (20%+)

Big share Scottish seafood landings (50%)

Good base for growth: range of produce, lots of new food/drink businesses, some tremendous brands, a well recognised and connected sector, full production chains in the area

Opportunities: internationalized market; sustainability; provenance; nutrition; luxury; technology



What is the food and drink landscape in the North East?



22,000+
employees

From 2008 to 2015,
turnover growth in
the North East
outpaced the rest of
Scotland:



38.8%
turnover growth
(compared to 13.2%
for Scotland)



£726M
GVA



£2.2Billion
turnover, food and
drink manufacturing

Equivalent to
22%
of Scotland's
turnover



Made up of:



Fish
32%



Drinks
23%



Baking
13%



Meat
11%



Other
21%

But challenges...

Low growth recently: few new brands with national reach, 65% only sell in the area, majority are small, NE high labour and premises costs, severe labour shortage and Brexit/covid disruption

Productivity

Much primary processing with low value add

Weak low margin chains and retailer centralisation

Policy pressures



How do we work?

Match funding: leverage, accelerate, not duplicate

Fund people, expertise, programmes

Partnerships

Small team (9)

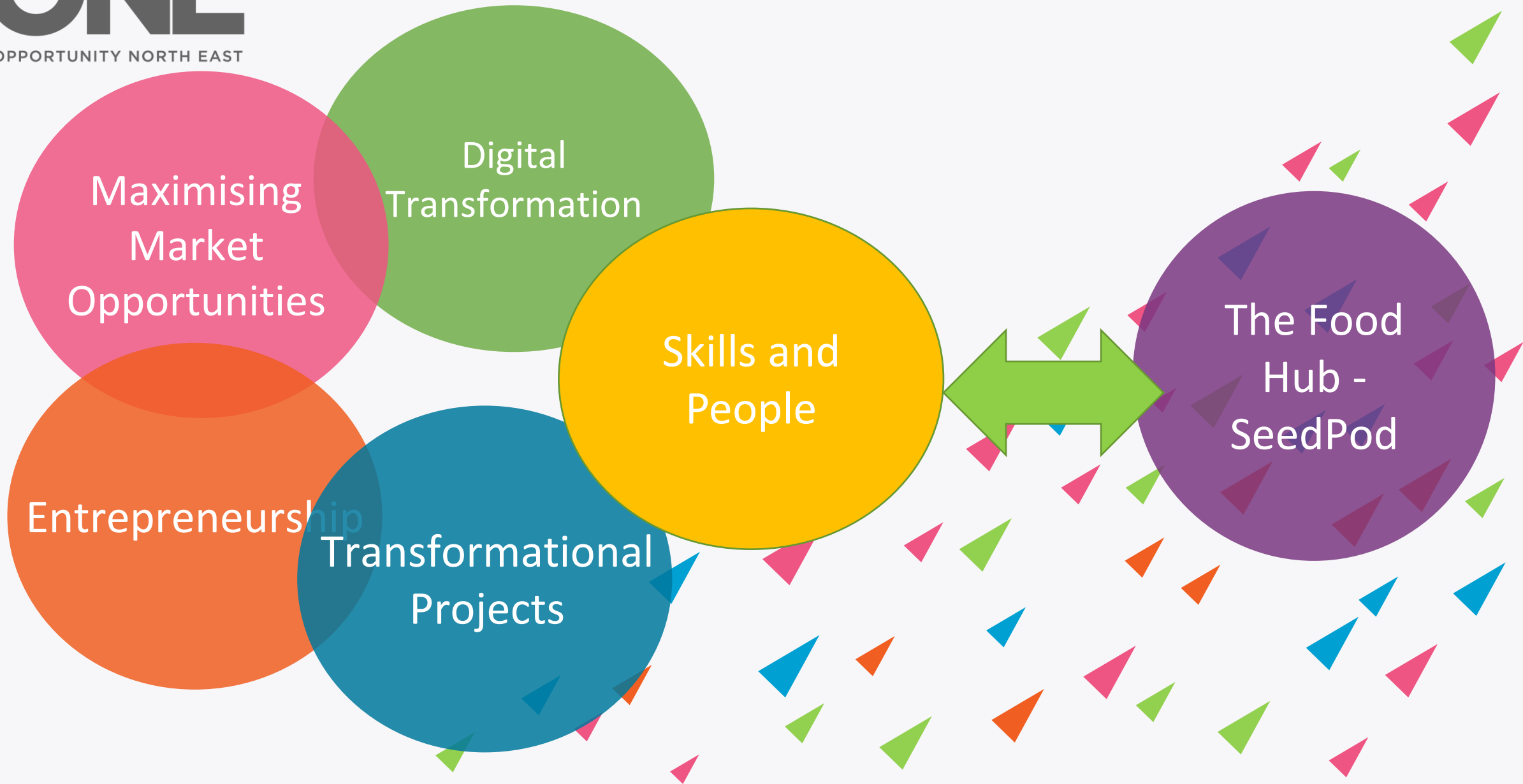
Board directs strategy

£1.3M budget 2022/23 excluding SeedPod



What are our priorities?







Growth Programmes

- Start up “Bootcamp”
- Business Growth Programme
- Mentoring
- Cohort Growth Programme
- Leadership Gamechanger

North East Scotland Food & Drink Network

- 800 contacts, regular workshops, substantive work with 160 businesses

Critical Stage Funding

- ONE Enterprise Fund
- NEERSF Innovation Fund and Awards

AMITY

FISH COMPANY LTD

ESKER SPIRITS



Food and Drink Business Growth Programme 2017



The
GOOD GRANOLA
Company



**ABERDEENSHIRE
HIGHLAND
BEEF**

six°north
THE BELGIAN BREWERS OF SCOTLAND



VEG·CØ



Maximising Market Opportunities

Joint Market Development Manager post with Scotland Food & Drink

UK Market Development – meet-the-buyer events, London/premium outlet programme, Sales Mgr for Hire

Internationalisation/ Export – NE Export Development Programme and partner in SF&D Export Partnership – expertise around the world

Routes to market – Ecommerce

Foods of the Future – turning insights into NPD

Food and Drink Tourism – now Provenance

NE Scotland Food and Drink Awards

<https://vimeo.com/avcimmedia/review/719976102/4348c8c068>

Digital Transformation

Supply Chain

AgriTech - Cattle supply chain EID, AgriTech Boost, DigiTech Demo Farms

NE pig business network

Food and Drink Processing – digitisation and automation

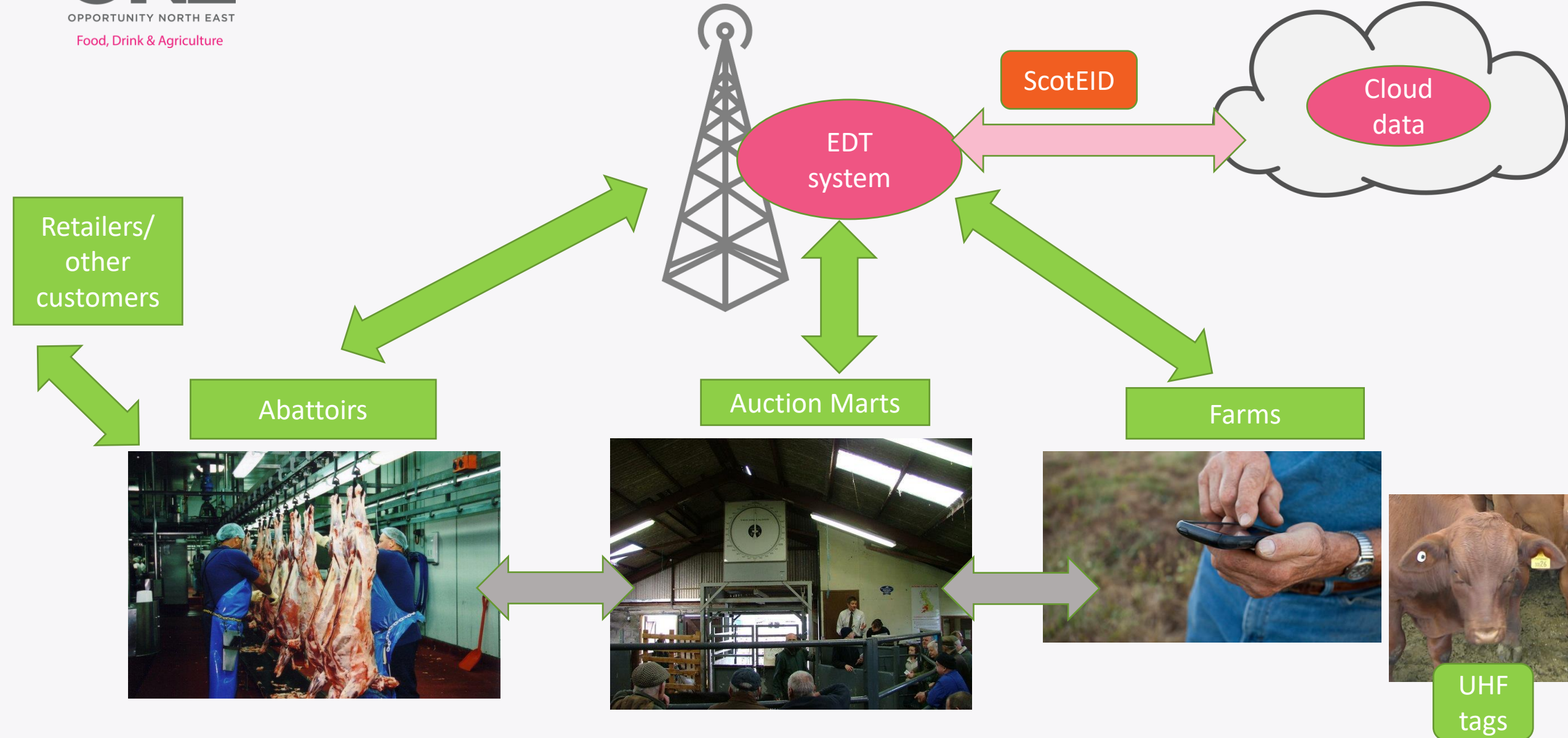
NMIS relationship

Process change accelerator

Seafood demo and development



Establishing a cattle digital data system for NE Scotland



Skills and People



Graduate into Business

Food Apprenticeship North East

Emerging Leaders programme

Support to DYW – Tasty Careers

Transformational Projects

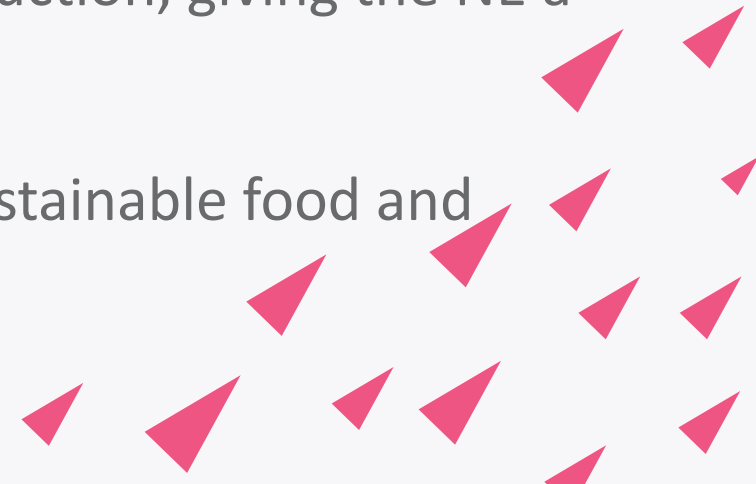
SeedPod – a major hub for the future growth of the NE food and drink manufacturing sector – a national asset

Seafood Transformation Project

Business Case for a £77M project to grow the seafood processing sector by up to £246M over 5 years

Provenance Festival – opening the doors on food and drink production, giving the NE a national and international profile

Sustainable NE – research and actions to give the NE a lead in sustainable food and drink production



£30 Million Project

- Low-carbon food production and premium products to high-value markets
- Advanced manufacturing processes and technology, NPD and global consumer/market insights, scale-up production
- Construction through 2023