

‘THE DUBLIN FOOD CHAIN’

THE CREATION OF A NETWORK OF FOOD PRODUCERS, DISTRIBUTORS AND RETAILERS LOCATED IN DUBLIN, IRELAND

The Purpose of the Dublin Food Chain:

To research and pinpoint the key challenges facing the small producers, distributors and retailers in the food sector in the Dublin region and to develop a support network where the various players can work together to develop a sustainable local economy.

Who is involved in the Project:

The project is a joint initiative of **The Irish Exporters Association** and the four **County and City Enterprise Boards** in the Dublin Region - Dublin City, Dun Laoghaire Rathdown, Fingal and South Dublin



The **Irish Exporters Association** www.irishexporters.ie



Dublin Region City & County Enterprise Boards

Dublin City www.dceb.ie

Dun Laoghaire-Rathdown www.dlrceb.ie

Fingal www.fingalceb.ie

South Dublin www.sdenterprise.ie

Focus Group Findings

To assess the viability of the project, a group of companies involved in different sectors of the food sector in the region participated in a focus group meeting. They discussed the merits or otherwise of establishing a Food Network. Feedback was sought and the findings are summarised under the headings below.

Industry needs or wants that the establishment of this network could satisfy:

- Networking and knowledge sharing
- Coaching on business skills
- Facilitated discussions on industry challenges
- How to trade with large supermarket chains
- Category Management
- Statistical information / Market analysis data
- Best practice models
- Funding and Grants information
- Training & Mentoring

Perceived benefits of the network: (in addition to meeting above)

- Greater influence and identity as a part of a group:
 - ✓ group buying power
 - ✓ establish lobby group
- Collaborations and synergies
 - ✓ joint marketing and promotion initiatives
 - ✓ logistics and distribution channels
- City & County Enterprise Boards influence government channels
- Group Attendance at International Food Fairs
- Lead Company involvement e.g. An Bord Bia (Irish Food Board)

Proposed Network structure

- 6 evening meetings per year
- Evenings 7pm – 9pm
- Rotating around greater Dublin region

Proposed Meeting topics/content

- Distribution channels: logistics, collaborations and synergies
- Roundtable discussions on specific industry challenges
- Skills workshops e.g. new food technologies, merchandising etc
- Workshops on implementing new systems and regulations
- General business skills; e.g. financial management, marketing etc
- Guest speakers from industry recognised 'Best Practice'/State of Art companies
- Presentations by invited industry suppliers i.e. distribution, packaging, labelling etc.
- One to one Clinics with food industry expert mentors
- Presentations by multiples on category management, listings, shelf space etc
- Explore online marketplace potential
- Industry specific social networking /group online forum

Marketing Initiative

We will endeavour to develop a brand strategy and identity around the network so as to give members some credibility, visibility and competitive advantage.

Project Timeframe:

Research on this project to be completed by March 2011 with a 'ready to launch' Dublin Food Chain Network Implementation Plan.

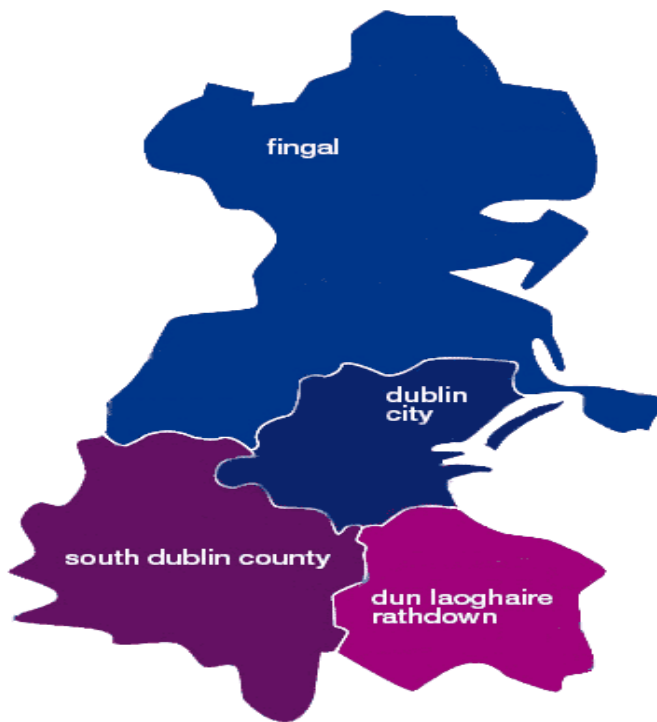
Government Departments & State Agencies

The food industry in Ireland is supported and regulated by a number of Government Departments and state agencies. It is intended to enlist the support and advice of these agencies in the development of this project.



Linkages with Other Initiatives

There are a number of initiatives actively working to promote Irish Food Producers. We intend to enlist the support and advice of such initiatives in the development of this project.



Dublin Region Food Network map