

**REPORT TO: ECONOMIC DEVELOPMENT AND INFRASTRUCTURE
COMMITTEE – TUESDAY 23 FEBRUARY 2010**

SUBJECT: MORAY FOOD FESTIVAL 2010

BY: DIRECTOR OF ENVIRONMENTAL SERVICES

1. REASON FOR REPORT

- 1.1 To seek approval to promote a Moray Food Festival in 2010 and commit a budget not exceeding £15,000.
- 1.2 This report is submitted to Committee in terms of the Council's Administrative Scheme to assistance to business and the promotion of food tourism related functions.

2. RECOMMENDATION

2.1 The Committee is recommended to:

- a) **Approve a Moray Food Festival and approve a contribution not exceeding £15,000 from the Economic Development Budget towards the total project cost of £30,000.**
- b) **Approves the submission of appropriate external funding applications and/or seek sponsorship from the Food industries in order to match the Council's contribution on a pound for pound basis.**

3. BACKGROUND

- 3.1 The concept of this festival was reported to the December 8th 2009 Economic Development & Infrastructure Committee (Para 6).
- 3.2 The Food and Drink sector is of fundamental importance to Moray contributing some £300 million to the economy and employing over 3,200 people.
- 3.3 This year the prestigious Scottish Food and Drink Excellence Awards' and the highly regarded 'Spirit of Speyside' Whisky Festival are both to be held in Moray.
- 3.4 In order to add value to these events and develop Moray as a primary location for good Food and Drink, the idea of a Moray Food Festival proposal has been developed with industry representatives, HIE Moray and Moray College.
- 3.5 Richard Lochhead, Rural Affairs Secretary, has recently launched the Scottish Government's 'Eat Fresh, Eat Seasonal' initiative which is aimed at encouraging people from all walks of life to support Scotland's food and drink industry by rediscovering the benefits of eating food that is in season and to take notice of where their food actually comes from. It is also, therefore intended that the proposed Festival will encourage and stimulate the trend

towards use of local and seasonal produce thereby promoting health and environmental benefits.

4. **PROPOSAL**

4.1 The Festival will comprise a series of events from May to October to celebrate Moray's rich heritage in food and drink. Working in collaboration with The Moray College, HIE Moray, the Moray Leader Programme, Educational Services, internationally renowned food writer, Ghillie Basan and representatives from the Food and Drink industry, it is proposed to stage an extensive and diverse programme of events which will include:

- Cookery demonstrations by local chefs;
- 'Best of Moray' Industry showcase/exhibition – 2 day event;
- Students 'Ready Steady Cook' competition at Moray College;
- An emphasis on food at the 'Get Moray Reading' Book Festival including book talks by celebrity chefs;
- Recipe designing competition for Primary School students;
- Inter school (secondary) team competition for best starter, main course and dessert using local, seasonal produce;
- Production of recipe book containing all dishes created/produced through the festival by all participants including donated recipes from featured chefs to be distributed to retailers throughout Moray;
- Support and publicity for Moray wide Farmers markets.

The Food Festival will be heavily publicised with a leafleting campaign, bespoke website and media advertising. It is proposed that events will be given extensive radio coverage utilising local media experts.

A full programme is attached in **Annex 1** of this report.

4.2 The aim of this proposed Moray wide Food Festival is that it promotes a better public awareness of Moray's food industry and encourages an enhanced understanding of the health, environmental and economic benefits of locally sourced and seasonal produce.

4.3 The anticipated outcomes of the Festival are:

- Establishing visitors' perception of Moray as a destination for good produce;
- Increased awareness of Food Industry's presence in Moray;

- Increased awareness of health and environmental benefits of local and seasonal produce;
- Primary school children with better local produce knowledge;
- Secondary school pupils with enhanced catering skills;
- Recipe book containing all recipes from throughout the Festival;
- An increased uptake of local vegetable box scheme;
- An increased public knowledge of our heritage of food production.

These outcomes will be measured by evaluations, interviews with local produce suppliers and Festival customers.

5. SUMMARY OF IMPLICATIONS

(a) Single Outcome Agreement/Service Improvement Plan

The proposals contribute to the Community Planning Partnerships 'Wealthier & Fairer', 'Healthier' and 'Greener' strategic Group 'Outcomes', in particular Outcome 1 – "We live in a Scotland that is the most attractive place for doing business in Europe", Outcome 6 "We live longer, healthier lives" and Outcome 14 "We reduce the local and global environmental impact of our consumption and production", and the stated priorities of the Council's Plan for 2008 – 2011 in relation to the economy, jobs and tourism.

(b) Policy and Legal

There are no legal implications as a result of this report.

(c) Resources (Financial, Risks, Staffing and Property)

Financial

The budget for 2010/11 will be set in February 2010. Subject to budget considerations, funding is available in the Economic Development budget, financial year 2010/11. The total Economic Development budget for 2010/11 is expected to be £850,000 of which £380,000 is unallocated to date. The Council's contribution will be matched pound for pound by external funding and industry sponsorship.

Risk

Risk assessments will be carried out as required, The Moray Council's Environmental Health Department will also be advised.

Staffing

This project does not require additional staffing and will be incorporated into the day to day duties of the Development Team.

Property

There is no property implication as a result of this report.

(d) Consultations

Lorraine Paisey, Principal Accountant, has been consulted and agrees with the financial implications in the report.

6. CONCLUSION

- 6.1 This Festival could provide an excellent opportunity to promote Moray's quality Food and Drink sector. It can also promote the benefits of eating locally grown, seasonal produce, and establish Moray as a premier destination for visitors interested in culture and interested in high quality foods, while also having a wide appeal to local communities.**

Author of Report: Fiona Limbrey, Development Officer

Background Papers:

Ref: