

**REPORT TO: ECONOMIC DEVELOPMENT AND INFRASTRUCTURE
COMMITTEE – 20th APRIL 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 £10,000.
- 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 £10,000 from the Economic Development Budget towards the total project cost of £20,000.**
- 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 A Food Festival report brought to the February 23rd 2010 Economic Development & Infrastructure Committee was debated and the decision was made to defer the matter for a further report.
- 3.3 The Food and Drink sector is of fundamental importance to Moray contributing some £300 Million to the economy and employing over 3,200 people. In particular Baxters and Walkers Shortbread have a fundamental impact on Moray's economy with Walkers having won the Queens Award for Export 3 times and Baxters employing over 1,100 staff.
- 3.4 This year the prestigious Scottish "Food and Drink Excellence Awards" will be hosted in Moray.
- 3.5 In order to complement and add value to this event and the highly regarded 'Spirit of Speyside' Whisky Festival and to promote 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.

- 3.6** On the 27th January, 2010, Richard Lochhead, Rural Affairs Secretary, launched the Scottish Government's 'Eat Fresh, Eat Seasonal' initiative which is aimed at encouraging people to support Scotland's food and drink industry by rediscovering the benefits of eating food "in season" and to take notice of where their food actually comes from. It is also intended that the proposed festival will promote the use of local and seasonal produce, thereby promoting healthy living.
- 3.7** The Scottish Government has recently announced * 2010 to be a year focusing on Scotland's food and drink, as an aspect of its Economic Recovery Plan which aims to accelerate recovery through greater public sector alignment on Scotland's key economic strengths.

The initiative will provide the opportunity to:

- Build on Scotland's reputation as 'A land of food and drink'
- Link to the food and drink industry strategy pillars of Premium, Provenance, and Health
- Drive up the quality and increase the role and use of food and drink, including fresh, seasonal and local produce, in Scotland's tourism industry
- Highlight the best of Scottish food at home and abroad

*(Scottish Government, 03.03.10)

- 3.8** A joint European Structural Fund application, in partnership with other Local Authorities, to develop activities within the Food and Drink sector, is being investigated

4. PROPOSAL

- 4.1** The Festival will comprise a series of events over a two week period in September scheduled to coincide with Scottish Food & Drink Fortnight (4th – 19th September 2010) and will celebrate Moray's rich heritage in food and drink. The Scottish Food & Drink fortnight provides a marketing opportunity to promote events in Moray through the Scotland Food and Drink website and associated literature. 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 using local produce.
- Best of Moray' Industry showcase/exhibition – 2 day event
- An emphasis on food at the 'Get Moray Reading' Book Festival including book talks by celebrity chefs.

- Research of locally grown produce and seasonal recipe competition for Primary School students
- Production of recipe book containing all dishes created/produced throughout the festival by all participants including donated recipes from featured Chefs to be distributed to community groups, participating industries and all Local Authority outlets throughout Moray.
- Farmers markets
- A series of Food Heritage talks throughout Moray

It is proposed to provide a small grant fund of no more than £2,000 for organisations who have requested assistance for associated events such as The Rotary's Food Fest at Motorfun.

The food festival will be heavily publicised with a leafleting campaign, bespoke website and media advertising and also through the Scotland Food and Drink Fortnight website. Associated Events will also be able to utilise the Publicity facilities. It is proposed that events will be given extensive radio coverage utilising local media experts.

4.2 The aim of the Festival is to promote both a better public awareness of Moray's food industry both at home and abroad and encourages an enhanced understanding of the health, environmental and economic benefits of locally sourced and seasonal produce. It is also an aim that the industry utilise the support given to establish better networking and working relationships amongst themselves.

4.3 Other specific outcomes include:

- Increased awareness of health and environmental benefits of local and seasonal produce.
- Recipe Book containing all recipes from throughout the Festival
- An increased uptake of local produce

The success of the Festival 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 Outcome14 "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: Subject to budget considerations, funding is available in the Economic Development budget, financial year 2010/11. 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

This festival provides an opportunity to promote Moray's quality Food and Drink sector on the backs of the national Awards and government Initiatives. 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.

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Background Papers: FL
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