



# Ceredigion Producer Support Service II



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## Free Marketing Opportunity For you at 'Meet the Ceredigion Food Producer'



We are currently organising a 'Meet the Ceredigion Food Producer' Day to raise awareness of the food and drink produced within the County. We are pleased to be able to offer you the chance to be part of this event, which will provide a *free* opportunity for you to broaden your current market. Invitations will be sent out to Hotels, B&B's, Self Catering, Restaurants, and Cafes located within Ceredigion,

Carmarthenshire, Powys and Pembrokeshire to attend the day, to sample the range of quality Food and Drink produced within Ceredigion. Arrangements have been made for chef from Cambrian Training Company to carry out a cooking demonstration during the course of the day, utilising your produce in his recipes.

The event will take place at the Ty Glyn Aeron Hotel, Aberaeron on Tuesday 23<sup>rd</sup> January, between 11.00am and 3.00pm. If you would like to take advantage of this fantastic *free* opportunity to raise awareness of your produce within the hospitality sector and would like to register your interest in exhibiting at this event please contact Rhiannon or Anna on 01239 710 238 or email [rthomas@anturteifi.org.uk](mailto:rthomas@anturteifi.org.uk).



Welcome to the winter edition of our newsletter. We have been busy over the Autumn working with the craft sector, to identify ways that they can develop their businesses.

In conjunction with Medrwn we arranged a series of training courses, aimed at providing producers the opportunity to 'develop their potential to sell to the trade'. This was done through an evening seminar, where guest speaker Ali Thomas, who in the past has been a very successful craft maker and business woman of the year, gave a talk on product development, which included branding, packaging and finding the right target audience. The course also looked at pricing your product correctly, orders from trade, delivery and attending the correct trade event. This was followed by two training days, in Llanerchaeron which covered 'Sales and Selling' and 'Display and Marketing'.

On behalf of the Ceredigion Producer Support team, I would like to take this opportunity to wish all our readers a very merry Christmas and a happy new year.

## Local food – an essential ingredient of the visitor experience

Building on the enormous success of the spring courses, Ceredigion Producer Support Service II, Medrwn and Ceredigion Tourism Quality Initiative once more joined together to develop a series of food and cookery orientated courses. This exciting programme aimed to increase the provision of high quality, locally produced and prepared food across Ceredigion. These five practical sessions took place over the autumn in Coleg Ceredigion, Cardigan under the expert guidance of the college's catering lecturers and were provided free of charge to tourism orientated businesses involved in food preparation and service.

The sessions included topics such as catering for special occasions and for special dietary requirements and involved elements of food hygiene awareness and customer service.

Feedback from attendees was overwhelmingly positive, 'the whole experience of hands on cooking, using local produce was extremely useful'. In response to business demand, plans are already underway to develop further courses. If you have any particular topics you wish to be included or require further information, please contact either: Helen Jones, Medrwn – 07980 267



677, Roz Wornell, CTQI – 01970 621615 or Rhiannon Thomas, CPSSII on 01239 710238.



# BEST OF WALES' FOOD AND DRINK ANNOUNCED AT 'OSCARs'



Thirty-one food and drink companies scooped the cream of all Welsh awards at the industry 'Oscars' - the True Taste Wales Food & Drink Awards 2006/07..

Over 200 companies entered this year's awards, which recognise quality, innovation and excellence in the Welsh food and drink industry, in the hope of being honoured with a coveted title. Now in their fifth year, the Welsh Assembly Government managed awards are among the most prestigious and sought after accolades in the industry, a fact reflected in this year's record number of entries.

Minister for Environment, Planning and Countryside, Carwyn Jones AM, said "The food and drink industry is a vital part of the Welsh economy and has a great deal to be proud of - the True Taste Awards recognise this. "Companies of all sizes across Wales have been recognised and my congratulations go to the winners on their significant achievements. I would also like to thank all our sponsors and supporters for their involvement."

Each year, an Ambassador is chosen as the face of the Welsh food and drink industry, and the West Wales farmer, entrepreneur and managing director of Castell Howell Foods, Erian Jones, was last night named as True Taste Ambassador 2006/07. Through his work, sourcing Welsh products for the food

service industry, Erian has seen the growing demand for Welsh produce and what can be achieved by creating partnerships within the industry. "By working together, Welsh producers can become a stronger force gaining more of a share in what is a very competitive market place," he said.

"The True Taste Awards have had a tremendous impact on the sector and the image of Welsh food and drink companies among a wider audience. They continue to give companies large and small the chance to shine and to show what a vibrant and dynamic food industry we have in Wales."



CDSSH would like to extend our congratulations to all the producers who were nominated for True Taste Awards and a special congratulations to all those Ceredigion Producers who won awards: -

- **True Taste Best Organic Product (Meat): Harmony Herd, GOLD**
- **True Taste Small Manufacturer (Other): Penlon Cottage Brewery, BRONZE**
- **True Taste Small Manufacturer (Meat): Rob Rattray Butchers, GOLD**
- **True Taste Large Manufacturer: Rachel's Organic, SILVER**

## News in Brief

The Cambrian News is offering our readers a special rate for advertising in their tourist publication, the Holidaymaker. Please see enclosed leaflet for further details or call Debbie on 01970 611611.

Trading Standards officers in Powys have told butchers they have to change the name of their "Welsh Dragon" sausages. It's misleading the consumer as to the nature of the product; they're made of pork, not dragon. (With thanks to The Farming Today Programme. For allowing us to use this story.)

### True Taste Retailer WINNER: Llwynhelyg Farm Shop



The awards are sponsored and supported by ITV Wales, SPAR (Capper & Co Ltd), Hybu Cig Cymru - Meat Promotion Wales, The Grocer, Environment Agency Wales, University of Wales Institute Cardiff (UWIC), Envirowise, The Farmers' Union of Wales, NFU Cymru, Food Technology Centre - Coleg Menai and True Marketing.

## Ceredigion Producers were amongst the winning line up for Ceredigion Business Awards 2006

The awards evening took place in Ty Glyn Aeron, on the 8<sup>th</sup> November. Amongst the winners were, Birchgrove Eggs who took first place in the Food Producer Category and Llanyllyr Water Company who won the Export Award. Also amongst the finalists were Owain's Butchers, Toloja Orchards, and The Welsh Mustard Company .

Ultracomida took the award for Business of the Year. They specialise in selling meats and cheeses from Wales, Spain and France, through their delicatessen market stall in Cardigan, shop in Aberystwyth and restaurant in Narberth, which won gold in the WDA's True Taste Awards in 2005. Ultracomida will be opening a new restaurant in Aberystwyth in February.

## Looking forward to your Christmas tittle?

Why not check out one of your local suppliers: -

- ◇ 'Celtic Wine' for a range of fruit wines and liquors, tel 01559 370105
- ◇ 'Fynon Las' who do a variety of white wines, tel 01545 570234
- ◇ 'New Quay Honey Farm' for a their speciality Honey Mead, tel 01545 560822
- ◇ 'Toloja Orchards' produce Welsh cider, tel 01570 471295
- ◇ 'Penlon' offer a range of 'bottle conditioned' beers, tel 01545 580022

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