



Ceredigion Producer Support Service II

Antur Teifi
Antur Teifi Business Park
Aberarad
Newcastle Emlyn
West Wales
Tel: 01239 710238
SA38 9DB
E-mail
asadler@anturteifi.org.uk

'Meet the Ceredigion Food Producer Event'

A veritable array of Ceredigion's finest produce was on display at the 'Meet the Ceredigion Food Producer Event', held in the Tŷ Glyn Aeron Hotel on the 23rd January. It was easy to see from the produce exhibited, why Ceredigion came out top of UK destinations, for good quality food in the UKTV Food's, Local Food Heroes 2006 report.

The event which was organised by Ceredigion Producer Support Service II, provided producers with an opportunity to market their produce to over 50 B&B's, Cafes and Hotels from across the three counties, many of whom received positive enquiries from potentially new customers. It also allowed members of the hospitality sector to source and network with local food producers. Antur Teifi's Agri Development Manager

Rhiannon Thomas said "The event illustrated the variety and quality of produce available within the county. The prime objective of the day was to raise awareness of the benefits of utilising



local quality food and drink within local businesses to enhance visitors' experience".

Sheena Thomas of Golwg Y Môr, who opened their farm shop at Aberporth, in December said "The event was a great idea and has given us an excellent opportunity to promote our

produce, generating interest and stimulating lots of new business enquiries."

Chef Nick Davies of Cambrian Training Company, utilised a range of Ceredigion's finest traditional ingredients, many of which were provided by the producers, to create a number of innovative, flavour-rich recipes, including a Cannon of Welsh Lamb and a pan-fried fillet of Cardigan Bay grey mullet in his cookery demonstration.

An evaluation of attendees from the hospitality sector indicated that 88% would be placing orders with the producers they had met, with the majority being new orders generated from the event. The event provided the hospitality sector with a chance to deal directly with the producers and to



build good personal relationships, whilst being able to sample and see the products, which made you want to buy even more".

Dewi Williams, Managing Director of Antur Teifi said Antur Teifi is pleased to have been directly involved in what has been a very successful event and which has hopefully benefited those who participated. Antur Teifi through the Ceredigion Producer Support Scheme, hopes to build on this success and provide further showcases to demonstrate the wealth of food producers based in Ceredigion.

Get Listed

www.bwydceredigionfood.co.uk

In order to raise the profile of the website, within Wales and the UK we have placed a two page banner advert in the 'Welsh Country' magazine, in six issues throughout 2007. Founded in 2004 it is the only full colour countryside magazine for Wales. Its circulation has nearly doubled in the last twelve months and they now have a readership base well over 60,000; 50% of its subscriptions are outside Wales. Welsh Country readers are particularly passionate about Welsh food. As a result, Welsh Country magazine is enhancing its food section and has subsequently produced a food directory called 'Best of Welsh'.

If you are a food producer and are not listed on the website or would like to add more detailed information to your listing, then contact Rhiannon now on 01239 710238 or email rthomas@anturteifi.org.uk.

For further information on the Welsh Country Magazine, tel Jennifer Rose on 01559 372010 or e-mail jennifer@welshcountry.co.uk



For suppliers of fresh, natural, quality produce visit

www.bwydceredigionfood.co.uk

Tel: 01239 710238

Distribution Sorted!!!

As part of the project we have set up a food distribution network supplying Ceredigion produce to the hospitality sector within the County. Red Kite Couriers will provide the courier service and Wendy Jenkins from Antur Teifi will administer the orders. Orders will be taken from the hospitality sector every Monday and Thursday and deliveries will be on Tuesdays and Fridays. If you are a producer who is large enough to supply the hospitality sector or if you know of anyone who would like to order local produce, then please contact Wendy on 01239 710 238 or e-mail

wjenkins@anturteifi.org.uk

The Tesco Roadshow

There were 130 producers signed up to presenting their produce to Tesco buyers at the National Botanical Garden Wales on March 8th 2007. Tesco already sell over 250 lines of Welsh produce, but are looking to increase the range of produce.

It was nice to see many producers from Ceredigion who took on the opportunity in supplying Tesco. Those present were The Knobbly Carrot Food Company, The Welsh Mustard Company, Pont Gar Cheese, Celtic Country Wines, Rachel's Dairy and Birchgrove Eggs.

Each producer were given a small table to present their goods, and were allocated a Tesco buyer where they had 15 minutes to present their produce and answer any questions that Tesco may have had.

Julian Evans from The Knobbly Carrot Food Company said "This is an exceptionally exciting business opportunity for our company".

We will now need to wait and see how many of our Ceredigion produce will appear on the Tesco shelves. We will update you in the next issue of the newsletter.

For more information, please go to www.tesco.com/regionalsourcing/whatsnew.asp

* News in Brief *
* We are currently working with Ceredigion craft producers to identify a marketing *
* tool which can be used to support them in selling the products direct to trade *
* outlets, throughout Wales. *

Ceredigion Craft Makers Events 2007

The Bandstand,
Aberystwyth, 5th - 10th
April

Llanerchaeron 25th—28th
and 30th & 31st May

Llanerchaeron, 4th—8th
July

Aberaeron Marquee, Albion
Square Field 20th—22nd
July

Llanerchaeron, 22nd—30th
August.

The Bandstand,
Aberystwyth, 5th—9th
September

For further information
please contact—

Mike Gaskell on
01545 581036

Telem@: IT solutions for your business

Telem@ IT solutions is celebrating ten years of providing I.C.T. (Information Communication Technology) services throughout Wales.

The Newcastle Emlyn based company offers ICT network and business solutions as well as on and off site support, training, along with a range of web and internet services.

Richard Grenfell, Sales and Marketing Manager, said "Companies often invest

in new technology without fully considering the security side of things. Every desktop is a potential entry point for Viruses" he added that 'Our commitment to providing smaller local businesses with a support service normally reserved for larger users of IT has led us to implement a remote support package.

As an introductory offer to Ceredigion Food and Craft producers we are pleased to offer this service at a special price of £6.00 per month including VAT. Effectively this gives users access to 3

highly trained technicians as and when they need them.' For more information call 01239 712345, email: enquiries@telemat.co.uk, or visit www.telemat.co.uk. If you would like to take up the special offer please contact Telem@ quoting Ref CFP 001.

Terms and conditions apply. Contact Telem@ directly for more information.



Brand Essentials: an introduction to branding

Design Wales is funded by the Welsh Assembly Government to provide a free and independent design advice to Welsh industry. The service is delivered through workshops, one-to-one support, publications and industry focussed events.

In order to reach their full potential, all companies need to present themselves appropriately to potential customers, staff, suppliers and investors. Design Wales has developed branding workshops called Brand Essentials. The workshops are aimed at pre start-up & start-up companies who have yet to develop a brand identity and also first-time users of external design expertise.

The free workshops last for two hours and aim to provide delegates with a basic understanding of the process of branding a product or service, through practical advice and case studies. Brand Essentials includes a session where delegates can start to draft their own design brief with the assistance of a design advisor. For further information about Brand Essentials please call Victoria Jones on 0845 3031400 or email vjones@designwales.org.uk.

While every effort is made to ensure the accuracy of information contained within this newsletter and other project related publications, the Ceredigion Producer Support Service II project and its partners cannot accept responsibility for errors, omissions and any consequential actions taken on the basis of the information contained within. We neither promote nor show favouritism to any food or craft company published in the newsletter, we simply aim to provide articles of interest to its readers. Please feel free to forward the newsletter to anyone who may be interested or if you would like to join our mailing list please contact Anna Sadler on 01239 710238.