



Good Food Growth Campaign

Progress Report – 3rd October 2019

Introduction:

The Good Food Growth Campaign Management team agreed a programme of ten events to support local food & drink producers in East Sussex, Essex and Kent:

- A consultation networking event, supported by a survey x 3
- Training Workshop x 3
- Meet the Buyer x 3
- Final pan-regional conference

Summary report to date:

Consultation networking events, focused on the barriers local producers face when seeking new customers in retail, wholesale and hospitality have been promoted (social online and through direct marketing) and held in all three counties. Special guests from the buying side attended each to help with discussions.

29th July – Kent at The Fruit Rooms at Hugh Lowe Farms, Maidstone

9th September – East Sussex at Rathfinny Wine Estate, Alfriston

23rd September – Essex at Calcott Hall Farm, Brentwood

All were well attended, with feedback provided by between 20-40 producers in each county either at the event or through a post-event online survey which was distributed widely in each county.

List of businesses who registered to attend the events are at the end of this document and there was a good spread of types of food and drink producer at each event.

The feedback was similar for each county, though each had a few very specific issues that were peculiar to their locality. The issues raised as most important have been prioritised and focus around: pricing; how to win retail customers; and marketing.

A training Workshop is currently being put together for each county addressing these priority issues.

The Training Workshops are positioned as follows:

'Good Food Growth - Stepping Stones to attracting new Customers'

The workshop will provide training and advice on the stepping stones to attracting new customers, covering key issues including:

- Pricing to grow your business
- Working effectively with retailers
- Targetted marketing to YOUR customer

A combination of experts in the field and retailers are booked to share their knowledge, giving the nuts and bolts focused on helping small and medium sized businesses put everything they need in place to gain more customers.

Participant trainers and experts in the field include expert trainers plus buyers working in the industry from multiple retailers and independent retailers.

Training Workshops are booked in each county as follows and promotion has begun for each of them:

28th October – Kent at The Fruit Rooms at Hugh Lowe Farms, Maidstone

4th November – Essex at Clayhill Vineyard, Chelmsford

11th November – East Sussex at Rathfinny Wine Estate, Alfriston

Meet the Buyer events are currently being planned for early next year. Suitable venues are being identified and buyer lists are being put together for these. It has also been noted that in each region, distribution is one of the most difficult elements for producers, so there will be an emphasis on trying to attract wholesalers and smaller distributors to the events.

Also included at the end of this document are monthly activities reports from Natural Partnerships CIC.

EVENT 1 GUEST LISTS:

GOOD FOOD GROWTH KENT - EVENT 1 GUEST LIST

Kevin	Andrews	Cantium Gin	Gin
Katie	Andrews	Cantium Gin	Gin
Beckie	Alves	Wye Farmers Market	All
Henry	Boorman	Redhill Farm Estate	Wine
Dee	Manford	Hinxden Farm Dairy	Milk, cream, yogurt, creme fraiche, cheeses
Katie	Ackland	Hinxden Farm Dairy	Milk, cream, yogurt, creme fraiche, cheeses
Sally	Newall	Simply Ice Cream	Ice cream and sorbets
Sandra	Woodfall	My Farmers Market Limited	preserves plus manage several farmers markets
Brian	Woodfall	My Farmers Market Limited	preserves plus manage several farmers markets
Martin	Page	Farm Cottage	Pastries, Hot Food And Preserves / Farmers Market
Claire	Page	Farm Cottage	Pastries, Hot Food And Preserves / Farmers Market
Julian	Barnes	Biddenden Vineyards Ltd	Wine, Cider & Juice
Laura	Bounds	Kent Crisps & Kentish Oils	Snacks, Condiments and Oil
Claire	Eckley	Eckley Farms - Pure Kent	Cold Pressed Rapeseed Oil and Stoneground Flours
Andrew	Wickham	Weald Smokery	Traditionally Smoked Food
Karen	Reynolds	Kingcott Dairy	Cheese
Sian	Holt	Fudge Kitchen	Fudge, Brittles & Caramels
		Mighty Fine Things, Coxys Drinks, Wasted	Fruit and honey vinegars and sauces; fruit and honey infused spirits and shrubs; salads and dips
Katy	Newton	Kitchen	
Kristi	Collins	Seasons, Wild & Free	Catering for small and large events
Grant	Stirling	Charrington's	Apples, sparking ciders, juices, apple crisps

Jill	Sargent	Produced in Kent
Steph	Durling	Produced in Kent
Finn	Dunlop	Macknade
Simon	Howlett	Shepherd Neame
Paula	Seager	Natural Partnerships CIC
Hilary	Knight	Natural Partnerships CIC

GOOD FOOD GROWTH EAST SUSSEX - EVENT 1 GUEST LIST			
Black Dog Hill vineyard	Anja	Nola	Wine
Black Dog Hill vineyard	Hatti	Roberts	
East Sussex County Council	Vera	Gajic	
East Sussex County Council	Peter	Alder	
East Sussex County Council	Dave	Evans	
Eggs to Apples	Susannah	Hewett	
Eggs to Apples	Craig	Hewett	
Folkington's	Frances	Bendit	Juices and Mixers
FURNACE BROOK	DIANE	Gould	BEER
FURNACE BROOK	Claire	Ellison	
		Kentish	
Generation Distillers	Claire	Barnes	Gin
		Kentish	
Generation Distillers	Ed	Barnes	
Gun Brewery	Toby	Smallpeice	Beer
Gun Brewery	Mark	Berry	
Hedgewitch foraged fine food	Jane	Hedgewitch	Pesto, sauces, cordials tapenade etc
Hidden Spring Vineyard	Chris	Phipps	Wine
Hidden Spring Vineyard	David	McNally	
Hollow Lane Vineyard	Chris	Wilkins	English Sparkling Wine
Hollow Lane Vineyard	Jan	Wilkins	
Latchetts Farm	Grant	Butler	Dairy, milk, cream

Locate East Sussex	Beth	King	
Mamoosh	Einat	Chalmers	Artisan Pitta Bread
Mamoosh	Gary	Chalmers	
Natural Partnerships CIC	Paula	Seager	
Natural Partnerships CIC	Hilary	Knight	
Norman Hunt and Sons	James	Hunt	Cider
Norman Hunt and Sons	Christopher	Hunt	
Nose2tail	Daniel	Martin	Butchery/deli
Nose2tail	Luke	Watson	
Off The Line Vineyard	Kristina	Studzinski	Still rosé wines
Oxney Organic Estate	Kristin	Syltevik	Wine
Oxney Organic Estate	Bella	Williams	
Rathfinny Tasting Rooms	Chris	Bailey	
Rathfinny Wine Estate	Richard	James	Sparkling wine, still wine and spirits
Ridgeview	Mardi	Roberts	Sparkling Wine
Sussex Meats Ltd T/A The Sussex Biltong Co	Craig	Black	Biltong and other Southern African cured meats
Sussex Meats Ltd T/A The Sussex Biltong Co	Paula	Black	
The Cheeseman	Tony	Cowling	
The Heritage Hog	Ben de	Havilland	Rare Brews Pork & Sausages Blueberry Gin, Dry Sussex Gin, Cloudy Mango Gin
Tom Cat Spirits	Paul	Wratten	
Tom Cat Spirits	Kate	Wratten	
Wealden District Council	Emma	Wray	
Wealden District Council	Helen	Markwick	
Woodreed Vineyard	Rob	Hunter	Wine
Woodreed Vineyard	Davina	Hunter	

GOOD FOOD GROWTH ESSEX - EVENT 1 GUEST LIST

Name **Company**

Eliza Jones	Chosan	sorbets, organic drinks
Ian Whymark	W&H Marriage & Snos Ltd	Flour
David Stump	55 Above Ltd	Spirits - Gin/Vodka
Dale Symons	Clayhill Vineyard	Wine
Dominic Parry	The Saffron Ice Cream Company	Dairy ice cream, vegan sorbet
Peter Thompson	Thompson's	Fruit & Vegetables, Fruit Juice, Spirits
James Grant	Copper in the Clouds	Gin and Liqueurs
		100% grass fed beef and rare breed pork + butchery and farm shop
Anna Blumfield	Deersbrook Farm	Christmas Puddings and Sponge Puddings
Alison Lilly	LillyPuds Ltd	Sea Buckthorn berries
David Eagle	British Sea Buckthorn	Spirits and Liqueurs
Sarah Curtis	English Spirit Distillery	Bacon/Sausages/Ham/Pork
Fergus Howie	Wicks Manor	
Victoria Symons	Clayhill Vineyard	
Harry Bond	The Saffron Ice Cream Company	
Cherry Adams	Deersbrook Farm	
Anne Pleasant	LillyPuds Ltd	
Sarah Brown	British Sea Buckthorn	
Anton Hedman	Wicks Manor	
Peter Turk	Calcott Hall Farm Shop	
Hilary Knight	Natural Partnerships CIC	
Paula Seager	Natural Partnerships CIC	
Nick Brown	Essex Chambers of Commerce	

Monthly activity reports from Natural Partnerships CIC since commencement of project:

May 2019

- Induction meeting with management team completed
Meeting to establish key milestones and outcomes agreed

Reporting schedule

Budgets and costs

Approvals required

Next meeting booked for September

- New time line created with adjustments for delayed start of project.
 - Management team approved.
- Social media plan created.
- Essex Business list/database of local food and drink producers created.
- Creation of East Sussex producer's database from existing contacts.
- Invitation design created for three networking conferences.
 - Management team approval received.
- Instagram accounts set up for each of three counties food and drink communities for the Good Growth Project.
- Invitation to Kent producers issued via instagram.
- Kent and East Sussex venues booked for networking events conferences.
- Budget Breakdown created for costs.
 - Management team approved.

June 2019

- Potential venues identified for Essex events. Enquiries made.
- Continuation of Essex database work. 75 producer businesses identified and contact information recorded.
- Development of content for Networking conference events.
 - Management team approved.
- Kent venue contract issued received – menu agreed.
- Facilitators identified for Kent working closely with Produced in Kent.
- Facilitators approached in Kent awaiting confirmation.
- Facilitators briefing notes prepared.
- Venue visit arranged – East Sussex Rathfinny Estate; Kent, The Fruit Rooms.
- Newsletter inclusion for Produced in Kent members planned.

July 2019

- Essex Business list/database of local food and drink producer's updated.
- East Sussex producer's database additions.
- Poster design created for three networking conferences.
 - Management team approval received.
- Building Instagram audiences.
- Invitation to Kent producers re issued via instagram.
- Invitation to Kent Producers sent via email.
- Invite reminder was issued plus phone ring round.
- Email confirmation instructions to delegates.
- The Fruit Rooms, Kent visit to plan networking conference.
- Facilitators for Kent networking conference contacted and briefed.
- Kent Networking Conference delivered.
- Feedback captured and assimilated.
- Kent and East Sussex posters printed.
- Online Questionnaire Survey prepared for follow up –
 - Approved by Produced in Kent.
- Questionnaire/Survey issued to Kent Database.
- Desk research for East Sussex and Essex Meet the Buyer venues.
- Potential venues identified.
- Venue scoping visit to Essex for Networking Conferences and Training Workshop (Dedham Vale Vineyard, Calcott Hall Farm and Clayhill Vineyard)
- Venue scoping in East Sussex for Networking Conferences and Training Workshop (to be held at Rathfinny Wine Estate)
- Essex and East Sussex Poster and invitation designed and approved.
- 1st media release drafted for issue to Kent media to encourage engagement in consultation on Training Workshop and Meet the Buyer event.

- Created Instagram site for East Sussex

August 2019.

- Essex and East Sussex Business list/database of local food and drink producer's updated.
- Building Instagram audiences continued.
- Invitation to East Sussex and Essex producers re issued via instagram.
- Invitation to East Sussex and Essex Producers sent via email.
- Visit to Rathfinny Estate, Alfriston visit to plan networking conference.
- Facilitators for East Sussex briefed.
- Facillators for Essex sought
- Desk research for East Sussex and Essex Meet the Buyer venues.
- Potential venues identified.
- Essex and East Sussex Poster and invitation designed and approved.
- Media releases drafted for issue to East Sussex media to encourage engagement in consultation on Training Workshop and Meet the Buyer event.
- Attended meeting with EDOs at East Sussex County Council to present the project
- Created Instagram site for Essex
- Reminders issued to East Sussex attendees

September 2019.

- Building Instagram audiences continued.
- Invitation to East Sussex and Essex producers re issued via instagram.
- Invitation to East Sussex and Essex Producers reminder sent
- Reminders issued to East Sussex and Essex attendees
- Networking Conference delivered East Sussex at Rathfinny Estate, Alfriston on 9th September -
- Facilitators for Essex briefed.
- Follow up urvey to all East Sussex producers circulated by email.
- Follow up survey to all Essex producers circulated by email.

- Media releases drafted for issue to East Sussex and Essex media to encourage engagement in consultation on Training Workshop and Meet the Buyer events.
- Workshop Venues – confirmed for
 - 28th October – Kent – The Fruit Rooms
 - 4th November – Essex – Clayhill Vineyard
 - 11th November East Sussex – Rathfinny Wine Estate
- Evaluation of Networking conferences input from networking conferences and online survey and identification of key training areas
- Training Workshop content planning
 - Pricing for growth
 - Retail sector – independent and multiple – how to approach, what to expect
 - Benefits and drawbacks of Wholesaling (both hospitality and retail sectors)
 - Cost effective marketing – how to maximise impact.

- Trainers identified and initial contacts made contacted.
- Briefing notes created for trainers