

RECOVERING FROM CORONAVIRUS AND FUELLING BREXIT PREPARATION

A joint industry and Scottish Government programme for
Scotland's farming, fishing, food and drink sector

We will be delivering this programme in an incredibly fast-changing environment. The unpredictable nature of Covid-19, Brexit and the future financial environment almost certainly means these actions will change and adapt over the course of the programme. However, these actions below provide the outline areas of focus for the Scotland Food & Drink Partnership.

ACTION	DETAIL
1	Deliver a "buy local" campaign across media and other outlets to drive increased sales and awareness of Scottish food and drink
2	Raise the profile of producer/farmer markets across Scotland and promote access to fresh local produce through butchers, fish mongers, bakers and farm shops
3	Deliver a programme in partnership with key retailers and foodservice customers to increase listings of Scottish products in Scottish outlets
4	Deliver the annual Scottish Food & Drink Fortnight campaign to showcase and highlight the strength of the local food and drink offering
5	Facilitate new regional showcase trade events to bring together more suppliers and buyers to drive local sales
6	Create new, joint posts with local authorities to support Scotland's regional food groups
7	Work with the public sector agencies to maximise public procurement opportunities for local suppliers
8	Develop the Support Local national supplier directory to incorporate more suppliers, and drive a new promotion campaign to raise awareness
9	Launch a new Regional Food Fund, supporting projects and events that promote and showcase local food and drink
10	Support the expansion of the Taste our Best scheme across the tourism sector, delivering more opportunities for local suppliers
11	Create new posts inside buying teams of the major UK retailers and food service companies to broker more sourcing of Scottish produce

12	Scope an ecommerce support programme for food and drink businesses to enable them to develop their ecommerce capabilities and digital skills
13	Undertake and disseminate new consumer research to build business cases for growth of Scottish sales and suppliers with the larger retailers and foodservice companies
14	Facilitate a series of virtual meet the buyer events
15	Develop sub-sectoral plans to respond to new market opportunities or market disruption, including in the red meat and seafood sectors
16	Deliver new supplier development programmes with the major retailers and food service operators to expand the number of Scottish suppliers and grow listings from Scotland to UK-wide
17	Partner with development chefs to help turn consumer insight into tangible new product ideas
18	Facilitate a new promotional campaign in the South East of England to target specific market opportunities, including for markets such as venison
19	Deliver a series of English regional showcasing events involving celebrity chefs, tastings and introductions with buyers and suppliers
20	Develop an influencer strategy for the UK market to help bolster our presence in market
21	Develop a programme of events to target exhibitions through 2021
22	Undertake a detailed analysis on market opportunities and priority markets across the UK to support producers, including small and artisan
23	Develop a new re-entry programme for the foodservice sector to help suppliers recapture markets
24	Deliver a series of international trade events, including virtual meet the buyers
25	Deliver a new Label Rouge salmon marketing campaign in France
26	Deliver a programme of in-market specialist webinars to understand the current market operating environment and emerging opportunities
27	Support new inwards missions of buyers to Scotland
28	Deliver promotional campaigns in partnership with major customers in the US, Canada, Japan, China, Europe, and Middle East
29	Build a farming and fishing international engagement programme, taking producers directly to meet potential customers, with supply chain development support to exploit opportunities
30	Recruit a new agricultural export specialist, to identify specific export opportunities for agricultural produce
31	Scope development of new logistics routes from Scotland to key export markets, via air and sea freight
32	Establish a fund to support exporters' costs as they travel to markets to rebuild trade with their international customers
33	Set up a new Brexit Advisory Service to provide direct support to businesses to help prepare for Brexit and the future trading environment

34	Support businesses through a new programme to secure new SALSA and BRC accreditation
35	Launch a climate change support and diagnostic toolkit to help businesses take practical steps to reduce emissions, save costs and improve resilience
36	Establish a new market intelligence & product development advisory service to arm sectors and businesses with the latest consumer and market insights
37	Deliver a new youth employment programme across the industry to encourage more young people into the industry, leveraging initiatives such as the Kickstart Scheme
38	Establish the national Food Academy to provide wraparound business and personal development support for Scotland's top and fastest emerging companies and entrepreneurs, focused on product innovation, green business practices, mentoring and business planning
39	Facilitate a programme of environmental & food waste audits across the industry to help cut costs and reduce emissions
40	Establish new producer organisations to help strengthen the hand of farmers in the supply chain, starting with the beef and dairy sectors
41	Develop a new ecommerce strategy for the industry, including scoping the options for a new national ecommerce platform to showcase our suppliers and their products nationally and internationally
42	Develop new supply chain models, in new overseas and domestic markets, with farmers at their core, supported by a new Climate Change Agriculture Transformation Programme
43	Introduce a new virtual food and drink hub for schools in partnership with the DYW to promote careers in the industry, develop resources to help educators deliver the curriculum, support delivery of apprenticeships, and reach a larger audience of educators, students and parents virtually
44	Develop a new Growth Accelerator Programme to support the skills and training needs of food and drink businesses for a green recovery and improve their productivity and resilience to crisis
45	Explore a new brand mark and label for Scottish products across all major sectors, potentially for use in both export and local markets
46	Scope options for a new food and drink investment fund to support business growth and innovation
47	Deliver Showcasing Scotland, Scotland's largest food and drink trade event attracting UK and international buyers
48	Deliver a project across the distilled drinks sector to provide an authenticity programme via blockchain technology, as a pilot for other sectors
49	Amplify and accelerate the Reformulation for Health programme to support businesses increase healthier offers
50	Develop and implement a strategy and roadmap for Scotland to become a net-zero food and drink producer, for delivery at COP2021