



## FOOD TOURISM ACTION PLAN REVIEW – UPDATED AUGUST 2021

### BACKGROUND

[Scotland Food & Drink](#) (SF&D) and [Scottish Tourism Alliance](#) (STA) launched the country's first-ever national food tourism action plan in 2018, with the aim of doubling the value of the sector by £1bn and becoming a globally-recognised destination where high-quality, memorable food and drink experiences are delivered by proud and passionate local ambassadors.

Due to the pandemic, the original oversight board was reconfigured to a short-term food tourism recovery group in Spring 2020, tasked with aligning the plan with the food and drink and tourism sector recovery plans.

It is jointly chaired by Marc Crothall, chief executive, Scottish Tourism Alliance, and Lucy Husband, UK Market Development Director, Scotland Food & Drink and co-ordinated by Fiona Richmond, Head of Regional Food, Scotland Food & Drink.

A summary of the progress with the original food tourism plan actions is below, together with an update on new actions developed since.

**KEY ACTIONS SUMMARY**

| PILLAR   | ORIGINAL ACTION |  | STATUS   |
|--|-----------------|--|--|
| <p><b>Pillar 1</b><br/>Sustainable Local Food Supply Chain</p> | 1               | Determine how the local food supply chain will meet increased demand and work to ensure any gaps are identified and filled as part of this process   | <p><b>Activity 2018-2020</b> - Supply chain workshops and wholesaler mapping work delivered pre-pandemic</p> <p><b>Activity 2021</b> - Scotland Food &amp; Drink Partnership, with Scottish Wholesaler Association, are working on a new supply chain project which will be delivered later this year and into 2022.</p>   |
|  | 2               | Develop a business-to-business (B2B) local food and drink product code   | <p><b>Activity planned for 2022</b> - We are collaborating with the Scotland Food &amp; Drink Partnership to revisit this in 2022 as part of the Recovery Plan brand identity work.</p>  |
|  | 3               | Work with farms, estates and crofts to develop food tourism as a sustainable contributor to the agricultural sector, including the development and continuation of the monitor farm scheme | <p><b>Activity 2020-2021</b> - Led by Caroline Millar, Scottish Agritourism, we have created a membership organisation for agritourism businesses as sub-group of Scottish Tourism Alliance; an Agritourism Monitor Farm programme as well as a Growth Strategy for the sector</p>   |
|  | 4               | Develop a further programme of Showcasing Scotland regional events, bringing local buyers and suppliers together   | <p><b>Activity 2018-2020</b> - More than 5 regional showcasing events successfully held countrywide pre-pandemic</p> <p><b>Activity 2021 -2022</b> - New series of events planned, with the first one held virtually on 2<sup>nd</sup> November 2021, focusing on suppliers from the Highlands &amp; Islands and North East. There will be further editions in early 2022.</p> |

|  |    |   |  |
|--|----|---|--|
| <b>Pillar 2</b><br><b>Quality Products &amp; Experiences for All</b> | 5  | Evolve Taste Our Best into a world-leading business-to-consumer (B2C) food tourism quality assurance programme                      | <b>Activity 2020-2021</b> - Scheme review was started early in 2020 but halted due to the pandemic; we are resuming the review in Autumn 2021  |
|  | 6  | Develop a brand and logo that identifies local food and drink for consumers in retail and foodservice settings                      | <b>Activity planned for 2022</b> - Will be reviewed as part of the Scotland Food & Drink Partnership's Recovery Plan brand identity action in 2022   |
| <b>Pillar 3</b><br><b>Rich Storytelling</b>                          | 7  | Build a diverse collection of interesting and compelling food and drink stories that will both enhance and inspire tourism products | <b>Activity 2019-2021</b> - Food tourism storytelling guide will be published Autumn 2021<br><b>Activity planned for 2022</b> - Engagement planned for Year of Scotland's Stories 2022<br>Storytelling content is being generated and promoted via the Ambassador programme and regional food group communications |
|  | 8  | Develop a national food tourism website that is both industry and consumer facing   | <b>Activity planned for 2022</b> - Food tourism ambassador content, insights and other information will be housed on the regional food section of the SF&D website   |
| <b>Pillar 4</b><br><b>Skilled &amp; Vibrant Workforce</b>            | 9  | Create a food tourism apprenticeship programme  | <b>Activity 2019-2020</b> - Research & scoping work was undertaken pre-pandemic.<br><b>Activity planned for 2022</b> - Will be revisited in 2022 as part of the ongoing tourism skills agenda  |
|  | 10 | Develop a food tourism customer service excellence programme  | <b>Activity 2021-2022</b> - we are undertaking a mapping exercise of other, relevant customer service programmes early Autumn 2021 to allow the development of the food tourism customer service excellence programme in 2022.   |

|  |    |  |   |
|--|----|--|---|
|  | 11 | Establish a national food tourism workforce development committee that includes representation from the public, private and non-profit sectors | <b>Activity planned for 2022</b> - We will be collaborating with the tourism industry skills partners to review this in 2022  |
|  | 12 | Implement a people-focused public relations campaign that promotes the food tourism professions  | <b>Activity planned for 2022</b> - As above   |
| <b>Pillar 5</b><br><b>Innovative</b><br><b>Collaboration</b> | 13 | Host an annual forum for the food tourism industry to learn from new research and experts, celebrate success and foster collaboration          | <b>Activity 2020</b> - Food tourism focus, with national and international speakers, held at Scottish Tourism Alliance industry conference in March 2020<br><b>Activity 2021</b> - Food tourism focus scheduled for the next industry conference, November 2021   |
|  | 14 | Create a Scottish food tourism ambassador programme  | <b>Activity 2021 – 2023</b> - Group of 25 ambassadors recruited in Summer 2021, following an open recruitment process<br>Programme will be officially launched during September 2021, during Scottish Food & Drink Fortnight<br>Ambassadors will be in place on a voluntary basis for a 2-year term   |
|  | 15 | Develop innovative multi-regional and cross-industry food tourism experiences  | <b>Activity 2018 – 2020</b> - Scotland’s network of regional food groups, managed and supported by Scotland Food & Drink, continue to deliver food tourism experiences, such as trails and markets<br><b>Activity 2021</b> - We are planning to extend the support of regional food groups until at least Spring 2023 to ensure maximum impact on local food and drink growth<br><b>Activity 2021</b> - Scotland Food & Drink Partnership’s Regional Food Fund has awarded £200k to 42 projects countrywide, with a strong food tourism focus |

|                     |    |  |  |
|---------------------|----|--|--|
| <b>Cross-pillar</b> | 16 | Develop and launch a national food tourism marketing framework               | <p><b>Activity 2019 – 2021</b> - We developed a marketing framework, led by VisitScotland, pre-Covid, reshaped to focus on recovery. Food and drink continues to be featured in tourism campaigns</p> <p><b>Activity 2021-2022</b> - Content marketing sub-group, led by VisitScotland, will be reformed after the pandemic hiatus</p>   |
|                     | 17 | Grow food tourism market intelligence through new and supplementary research | <p><b>Activity 2020 – 2021</b> - Food tourism insights group was formed early 2020 but halted due to the pandemic. This will be reinstated in Autumn 2021</p> <p><b>Activity 2021</b> - Scotland Food &amp; Drink Partnership’s Knowledge Bank will deliver specific food tourism insights from Autumn 2021</p> <p><b>Activity 2022</b> - We are engaging with the Scottish Tourism Observatory on food tourism insights</p> |

| PILLAR                                | NEW ACTION                            | STATUS  |
|---------------------------------------|---------------------------------------|---|
| <b>Connects with all of the above</b> | Regional food group network extension | <p><b>Activity 2020 – 2021</b> - SF&amp;D launched a 12-month support scheme for Scotland’s regional food groups in Autumn 2020, with coordinator funding in place, matched by local authorities or other partners. Working together on joint plans, the groups are delivering a number of objectives that will foster local food and drink growth; drive sales; support businesses and develop food tourism products and experiences.</p> <p><b>Activity 2021-2023</b> - The groups are a key to the success of the food tourism agenda, connecting with all the pillars outlined above, from the ambassador programme to supply chain to regional showcasing events.</p> <p>For the best chance of success and impact, further support is required to adequately resource the groups until March 2023</p> |

|                                   |   |   |
|-----------------------------------|---|---|
| <b>Connects with 1, 2 &amp; 4</b> | <a href="#">Hotelier's Charter</a> engagement, to help advocate hotels as great career choice, demonstrate principles of fair work and other key principles | <b>Activity 2021</b> - STA and SF&D will become supporting partners<br>A local food and drink sourcing commitment will be included in the Charter |
|-----------------------------------|---|---|