SCOTLAND FOOD & DRINK PARTNERSHIP

UNLOCK THE FULL POTENTIAL OF YOUR BUSINESS

Are you ready to take your business to the next level? We're here to help you every step of the way. Below, you will find a comprehensive summary of key initiatives, events, and resources designed to accelerate your business growth. From expanding your market reach and developing new skills and capabilities to supporting net zero ambitions and tapping into actionable insights that deliver results.

SCOTLAND FOOD & DRINK PARTNERSHIP

Our team of experts from across the Scotland Food & Drink Partnership design and deliver activities specifically for Scottish food and drink businesses. Our focus is on addressing the unique challenges and opportunities in order to drive long-term success for all.

This activity is part of our ***Sustaining Scotland. Supplying the World*** strategy, supported by the Scottish Government. Together, we're working towards growing a more profitable, more sustainable, and more resilient food and drink industry in Scotland.

So, explore the opportunities, tap into our support, and let's power your business towards even greater success.

FURTHER SUPPORT FROM ACROSS THE SCOTLAND FOOD & DRINK PARTNERSHIP

The Scotland Food & Drink Partnership is a collaboration between Scotland's sector trade bodies, economic development catalysts, enterprise and research agencies, and the Scottish Government.
To find out more about the wider business support available across the Partnership, you can visit their websites by clicking on their logos.

FIND BUSINESS SUPPORT IN SCOTLAND

Find Business Support gives businesses an overview of all services offered by public sector organisations across Scotland, conveniently in one place. There are currently support options from more than 100 public sector partners across Scotland and you can browse all the support options available, or search for services and events by refining the results according to your needs.

HELPING YOU TO UNLOCK NEW MARKETS AND ACCELERATE YOUR GROWTH

Our events schedule is designed to offer you exclusive opportunities to connect with potential customers and discover new markets to increase your sales. Along with our expert support, tailored to provide you with the necessary tools and guidance to enhance your business capabilities, you will be in the best position to take full advantage of these opportunities. This will enable you to expand your presence in local, regional, and national markets, capitalise on the dynamic opportunities available in London, and explore international growth.

A DEDICATED TEAM OF BUSINESS DEVELOPMENT SPECIALISTS

If you are a member of Scotland Food & Drink, our team of regional Business Development Managers are on hand to give you tailored advice and signposting to the live support and opportunities available to you.

Not a member of Scotland Food & Drink yet? Find out more about membership or sign up to our newsletter to be first to hear about upcoming events and activity.

Seize the home advantage.
Here's how we support you in the Scottish market:

Regional Food Groups give you access to valuable sales opportunities and events to showcase your products within your community. This support is essential for growing your presence and increasing sales in your local market.

Boosting Food Tourism aims to make Scotland's food and drink sector a major attraction for visitors. Practical support includes toolkits to deliver unique learning journeys and a guide to creating food and drink trails, inspiring visitors to increase participation in local food and drink experiences.

Bidfood Digital Shop and Meet the Buyer opportunity can expand your market reach through the dedicated Scottish section on their online customer platform.

Delivering Growth Through Wholesale can enhance your wholesale strategy through our specialised workshops and resources, including a wholesale directory, helping you learn effective techniques to grow your business in this crucial channel.

Our Meet the Buyer events, in partnership with customers across convenience and multiple retail, wholesale, and foodservice, give you exclusive access to curated events that connect you with potential customers and new business opportunities.

Sourcing Scotland events connect you with buyers and decision-makers to expand your market presence with both regional and national events taking place across the year.

Our graduates placed within buying teams across retail and wholesale sectors support supplier development, helping you to strengthen relationship and create new sales opportunities for your business.

SALSA & BRCGS Support can be accessed via Scotland Food & Drink to ensure that you have the correct technical compliance in place to deal with your customers.

Looking to make your mark beyond Scotland?
Here's how we support you in London and the rest of the UK.

Our London Market Development Manager, Jamie Durkin, is focused on uncovering growth opportunities and exploring strategies for success in the influential London market. Leveraging our position within Scotland House, we deliver a range of events and activities to connect you with new and influential contacts.

Scotland's Trade Fair in Spring 2025 is the perfect opportunity to make new connections and showcase your offerings to a national audience on our Scottish Pavilion.

Commercial Excellence in Retail, delivered by The Academy and The Knowledge Bank, highlights learnings and takeouts of the top eight UK retailer strategies, uncovers insights on how to develop your selling approach, and supports you in building compelling product and category propositions through data and insight to help defend, develop and grow your business with the multiple retailers.

Strong customer relationships enable us to work closely with decision makers and key contacts in convenience and multiple retailers, wholesalers, and foodservice providers. It enables us to have new sales channels for businesses and support supplier development. It also enables us to have open discussions on key areas such as their sustainability strategies and customer demands.

Our Scottish Pavilion at various UK-wide exhibitions and trade events allows you to benefit from our strong Scottish brand credentials and our team's support to leverage new connections.

A Showcasing in the UK event is currently in development for 2025, where we'll adapt our successful Showcasing Scotland format with a specific UK focus.

Our support of the **Dairy Growth Board** enhances and creates opportunities for the dairy sector in key markets by providing sales expertise.

THE ACADEMY
Delivered by Scotland Food & Drink Partnership

Already working on your growth plans for the grocery and foodservice markets? Or just starting out in your food and drink career? There's something for you in The Academy.

You'll find the practical tools and information you need to build the long-term success of your business. All based on real-world commercial insights, we focus on knowledge-sharing, upskilling and innovative practices.

Ready to take the world by storm? Here's how we support your international growth:

In Market Specialists drive global opportunities with our 16 specialists promoting your exceptional products in key markets worldwide. They identify emerging trends, build relationships with decision-makers, and provide valuable market insights to help you enter new and expanding markets.

Attending renowned global exhibitions puts Scotland on the world stage and connects you with global decision-makers. Join us at major events like SIAL (led by QMS), Gulfood and Prowein (led by SDI), and Seafood Expo Global (led by Seafood Scotland) to showcase your products and expand your network.

Showcasing Scotland is our flagship bi-annual trade event which offers unmatched commercial opportunities and fosters valuable business connections in global markets.

Inward missions bring global buyers to you, bringing direct engagement with potential international customers and new routes for growth right to your doorstep.

Export-specific support from Scottish Development International and Scottish Enterprise can help you explore and unlock new international opportunities, providing the resources and expertise needed to succeed overseas.

The Knowledge Bank brings a wealth of sector, market, and supply chain knowledge into one place to support your business. It transforms insights into commercial opportunities and provides you with fully and partly-funded access to:

- Insights on consumer trends and shopper behaviour

- Intelligence on markets, sectors, and categories

- Webinars, reports, and presentations

Visit the website to learn more about The Knowledge Bank and sign up for the newsletter to be the first to hear about the upcoming events and latest insights.

SUPPORTING YOUR JOURNEY TO NET ZERO

Achieving net zero is a significant opportunity for growth and leadership. Every step towards net zero can bring tangible benefits, from enhancing your brand's reputation and meeting evolving consumer expectations to accessing new markets and potential cost savings. Our **Net Zero Commitment** is designed to empower your business to navigate this journey with confidence, transforming challenges into strategic advantages.

The tailored support we are delivering for your business:

Carbon Literacy Training to equip your team with the knowledge, awareness, and expertise to reduce carbon emissions and improve sustainability practices in your business.

Retailer Net Zero Insights to share the valuable insights we have uncovered on how major retailers are achieving their Net Zero targets and how you can align with their demands.

Navigating Net Zero Handbook can help you make sense of the technical language and jargon around sustainability. This free downloadable toolkit demystifies all the key Net Zero terms and offers practical advice on what you need to meet climate change targets.

Scotland-Specific Pilot in partnership with the Science Based Targets initiative (SBTi). Taking place in early 2025 this support will be specifically for Scottish businesses, offering practical guidance on your Net Zero commitments.

Business support for your business grounded in our deep understanding of the food and drink industry and our direct engagement with business. It means we offer customised solutions based on the specific challenges your business faces. We work with you to provide actionable advice and support that fits our industry's unique needs and opportunities.

Developing a Net Zero Roadmap for the industry with SEFARI's Scientific Advisory Group. Understanding our current position and building our industry-specific Net Zero roadmap is crucial to understanding the actionable steps needed to reduce your environmental impact and strengthen your business.

We have a dedicated team of specialists developing our activity in this area and helping you stay informed and supported as we work towards our Net Zero Commitment. Contact them today and follow their LinkedIn page for the latest news and updates.

INNOVATION SUPPORT FOR YOUR BUSINESS

Scotland's rich history of innovation has led to a comprehensive support system. Whether working on new products, improving processes, or focusing on sustainability, you can access a wide range of expertise and resources to help drive your business forward. From the initial concept to bringing your product to market, you will find tailored support at every stage of the innovation journey.

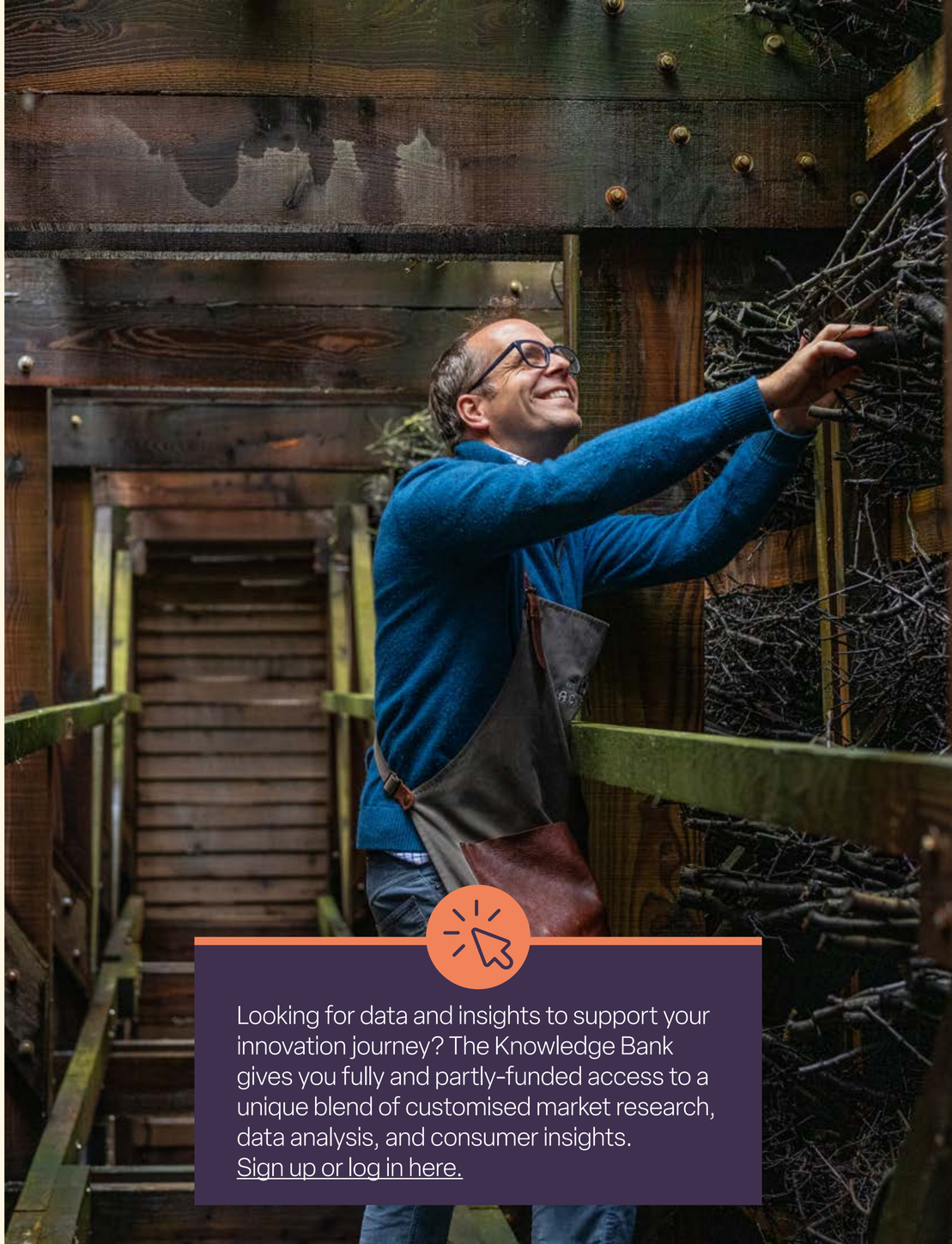
Resources available for your business

Scottish Enterprise offers support for businesses to get the most out of innovation, digital tools, and data, whether you're looking to adopt new tools and processes, transform the workplace, or access finance, networks, and digital solutions.

Interface can connect your business with the best academic minds in Scotland. Their free service helps businesses access academic expertise, research, and funding to foster innovation and growth through collaboration.

SEFARI collaborates with businesses across the food chain, from farmers and growers to processors, food companies, and supermarkets to help drive the innovation agenda through science.

The **Reformulation for Health** programme, delivered by Food and Drink Federation Scotland, supports SME food and drink businesses to make products healthier. Free to access guides, toolkits, webinars and resources are available to support those looking to meet health targets, explore alternative ingredients or meet the growing trends for health.



Looking for data and insights to support your innovation journey? The Knowledge Bank gives you fully and partly-funded access to a unique blend of customised market research, data analysis, and consumer insights.
Sign up or log in here.

INVESTMENT IN YOUR PEOPLE

By attracting top talent, nurturing people developing skills, and building your reputation as an employer of choice, you can unlock the full potential of your business. Investing in your workforce can boost productivity, fuel innovation, and empower your team to drive success, giving your business a powerful competitive edge.

Resources available for your business

Our Recruitment & Retention toolkit offers tools, guidance, and best practices for hiring and retaining the talent needed for growth.

Feeding Workforce Skills directs you to resources and programmes that enhance leadership and improve employee skills, building a stronger team for your business.

Food Education Scotland provides signposting to helpful organisations supporting food education, along with a resources section offering useful packs, resources, and courses.

Becoming an **industry ambassador** can establish a future talent pipeline by engaging with local schools and colleges, allowing you to share real-world experience and promote apprentice roles directly to young people.

A new initiative, the ***Find Your Future In Food & Drink*** toolkit, has been launched to attract talent to Scotland's growing food and drink industry. It offers employers, educators, and jobseekers a comprehensive resource highlighting diverse career opportunities, supported by an inspiring video showcasing the industry's passion and dedication.

INVESTMENT TO ACCELERATE GROWTH

We're expanding our investment support to better assist businesses seeking funding. As we develop this offering with our partners, you'll benefit from tailored events, guidance and resources to help you confidently prepare for investment and explore potential funding opportunities to fuel accelerated growth.

To tailor the support in this area, we want to hear from businesses actively seeking new investment or looking for support to become investment-ready. Contact us today.

Tools to search for different types of funding

Find Business Support directs you to Scotland's public sector support including funding, grants, and the investment business support offered by Scottish Enterprise.

Grant funding from the Scotland Food & Drink Partnership

There have been several grant programmes delivered by the Partnership with examples of previous funding given below.

Regional Food Fund with grants of up to £5,000 for collaborative local food and drink products.

Reformul8 Challenge Fund with grants of up to £5,000 to assist with the associated costs of reformulation. Delivered by FDF Scotland's Reformulation for Health programme.

The Scottish Food and Drink Net Zero Challenge fund supported companies with funding of up to £10,000 to partner with and fund Scottish academia on projects contributing to sustainability and Net Zero goals.

Healthier Products Innovation Fund for Scotland with £75,000 awarded to eight businesses to support with collaborative projects to make food healthier.

HOW WE ARE STRENGTHENING AND SUPPORTING THE INDUSTRY

The work we do goes beyond direct business support. We work together across the Partnership to deliver a wide range of programmes and initiatives that support and develop the wider industry. Our work in this area ensures we are building the foundations for a resilient, sustainable, and profitable food and drink industry in Scotland.

Creating resilient, profitable, and sustainable supply chains

Strong supply chains are crucial for businesses to succeed in a constantly evolving market. The expert team at SAOS works across all sectors to tackle emerging issues, discover opportunities, and provide practical solutions to complex supply chain challenges. Our approach focuses on understanding market opportunities and overcoming growth barriers to develop sustainable solutions that enhance resilience, drive improvement, and add value throughout the chain.

We are supporting your business by:

- Proactively monitoring supply chains with up-to-date surveillance and mapping of over 20 supply chains to ensure potential risks are identified and managed through a continuous monitoring process.
- Building resilience by designing a tailored audit programme to assess and strengthen supply chain stability. We are also exploring a troubleshooting network to help solve resilience issues quickly and efficiently.
- Creating new opportunities with local sourcing by launching initiatives to replace imports with locally sourced products. The Sourcing for Growth service connects food manufacturers with local producers of high-quality Scottish produce to strengthen supply security and open up fresh business growth potential.
- Protecting and promoting your unique products by supporting the adoption of Geographical Indication schemes, helping you safeguard region-specific goods and boost their market appeal.

Find out more about the work SAOS delivers to support supply chain development here.

Ensuring a policy and regulatory environment that supports responsible growth across our industry

We work alongside the Scottish and UK Governments to support our goal that policy development is grounded in the reality of running a food and drink business. Our role is to understand and communicate the needs and concerns of industry businesses to the government, and to work with government officials to support those needs in a way that aligns with our shared objectives of sustainability, growth, and resilience.

We are supporting your business by:

- Establishing a dedicated Policy & Regulation programme, championed by the Scotch Whisky Association and led by Scotland Food & Drink. This ensures a focus on identifying and addressing the key issues impacting businesses.
- Championing your voice at the highest levels through the Scotland Food & Drink Partnership, as well as through our collaborative cross-partner policy working group. We meet regularly to stay on top of key issues, share sectorial insight, and, where appropriate, collaborate on solutions.
- Highlighting the value of the food and drink industry to ensure our economic and societal contribution is acknowledged, helping your business gain the recognition it deserves.

We regularly ask businesses for their insights, concerns, and evidence to support this area of work. If you are happy to be contacted, please get in touch with Joe Hind, Policy Manager at Scotland Food & Drink.

To find out more and to stay up to date on the latest industry issues, sign up for our Key Issues newsletter here.