

# Agricultural Forum Update, 2 June 2008

Development Manager

Fergus Younger

# Local Food/Adding Value

- Farmers Market site trials - evaluation
- Local food events - supporting EATBUTE08 -23rd, 24th May
- Food into Schools - Bute Pilot, Horticulture/
- distribution project, Local Hubs
- Marketing initiatives - Connect producers
- Processing - Islay Red Meat Seminar 20th March, 19th Campbeltown
- Food and Drink Stakeholder Meeting 30th May - Jim Mather
- Products to SE England

## Follow on from Connect: An Argyll Identity

- Building on Success
- Feasibility study - SAOS, Alison Sykora
- Marketing strategy/identity
- Now to attend other events - T in the Park, Rockness, Belladrum, Connect
- Public Sector - Council, AIE
- Promoting area as a quality food destination and producer - creating strong identity - wider arts and culture, hospitality etc
- go to schematic

# Funding attained to do this:

- £2000 July 2007– Product development training for producers (AIE)
- £500 August 2007 – Publicity Banners for event (AIE, NFUS)
- £5500 December 2007 – Feasibility study for 2008 (AIE, ABC, producers)
- £2400 Mar 2008 – Branding work(ABC)
- £22500 May 2008 – Publicity, coordination, setup (ABC,Leader,HIE)

# What it takes to do this:

- Work to date:
- Event Negotiation, site meetings, finance etc 9 days
- Producer meetings, minutes, venues, group structures etc 17 days
- Securing Funding, applications, presentations, invoices etc 12 days
- New Producer training, product development, publicity etc 7 days
- Insurance, Environmental Health, Risk Assessments etc 2 days
- Event attendance 3 days
  
- Further time commitment this year 2008 20 days

# Bute Horticulture/Distribution project

- Follow success of Islay
- Link to island branding led by estate
- Funding secured for 6 month feasibility
- Funding secured for 3yr project  
communities scotland, ABC, Leader,  
Estate, SNH £164,448
- Partners - Housing Association, Local  
Groups, Bute Estate

# A Bute Biogas -anaerobic digestion on Bute

:

- Social Enterprise Potential
- Generating profit for Community Activities
- Reducing pollution from slurry pathogens
- Producing a cheaper, improved fertiliser for farmers
- Producing an alternative income for farmers

# Funding secured through working group:

- SAC farm audit £7000 - HICEC, Communities Scotland
- Options appraisal and feasibility study - SLR consulting £15000 - HICEC, Communities Scotland
- work revolves around, establishing feedstocks, exploring options, liasing with Scottish government, Carbon cost, funding

# A-S Conference on Sustainability 24 November 2007

Polish region - renewable energy future

Fergus - renewable energy and agriculture

Marina - delivering biodiversity and community based projects

Amberg-Sulzbach - Energy Plan 2020

Discussion on partnership working  
- different issues similar approach



# Local approach to renewable energy

- Oil seed rape, biogas, biomass, solar, hydro, local level, renewable energy schools

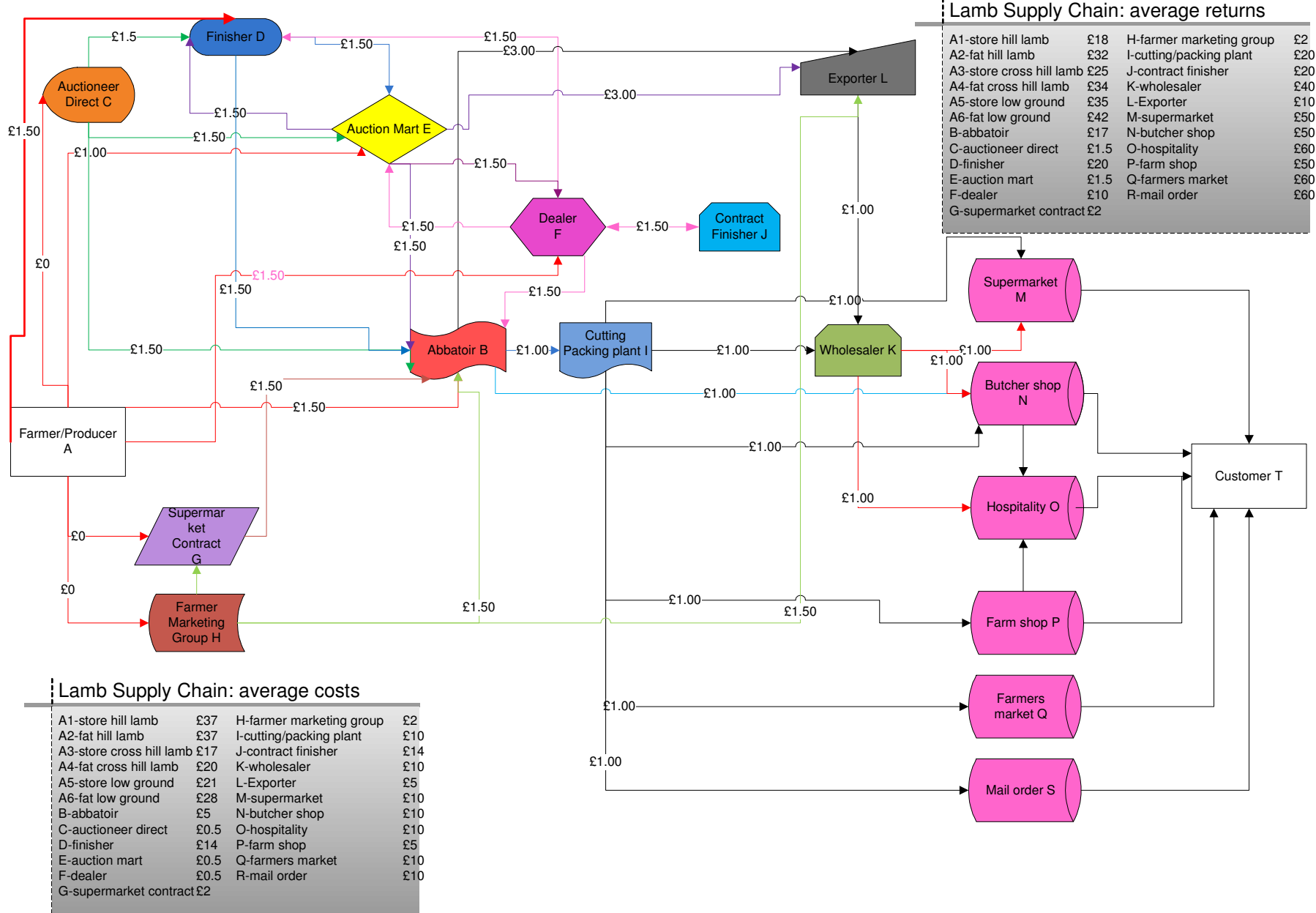


# Where next, apply approach to Argyll

- Renewable options are the easier options in Amberg- Sulzbach
- Enthusiasm for closer working with Argyll
- Benefits from closer working on specific areas, SMOG presentation:
- Local Authority sustainable development: Energy Plan for Argyll - recognition of Small scale local solutions - Landowners working with

# Working Farm Woodlands

- Project Proposal - Upper Lochfyne and part of LLTNP
- FCS, LEADER, LLTNP - funding £5k secured
- Demonstrating practically on the ground in defined geographic area
- Supply Chain - economically viable
- Facilitators FWAG, SNW



# Next generation

- Food and Health Group
- Rural skills training - forestry link, existing partners, Rural skills module - cross sector
- Bringing employers together
- Potential LEADER bid - rural skills coordinator
- Outdoor learning festival Sat 31 May
- Identifying routes into Rural employment

# Rural Womens Network

- Improve communication links
- Raise awareness of opportunities
- link to Lantra project - liz paul
- Succession Planning, whole farm reviews
- September

# Communication - Press

- 5 Press releases since last forum meeting
- varying degrees of success
- attended press training course
- Difference press release - local article - what papers want?
- meeting with oban times - build relationships

# PR Schedule 2008

Month	Food	Renewable	Next Gen	Lamb	Pollution	RSE	Woods
Januray							
February							
March						Forum Meeting	
April	Islay Red Meat						
May	EatBute 08, Food from Argyll						
June	Food from Argyll, Enterprising Britain Award, Stakeholder Meeting						
July	Food from Argyll Bute horti project launch	Case study launch			Case study Launch		
August	Food from Argyll, Stakeholder Actions	Renewable training					
September	Food from Argyll		Stake h meeting	Supply chain exposure			Project Launch
October			Follow up actions				
November							
December							