

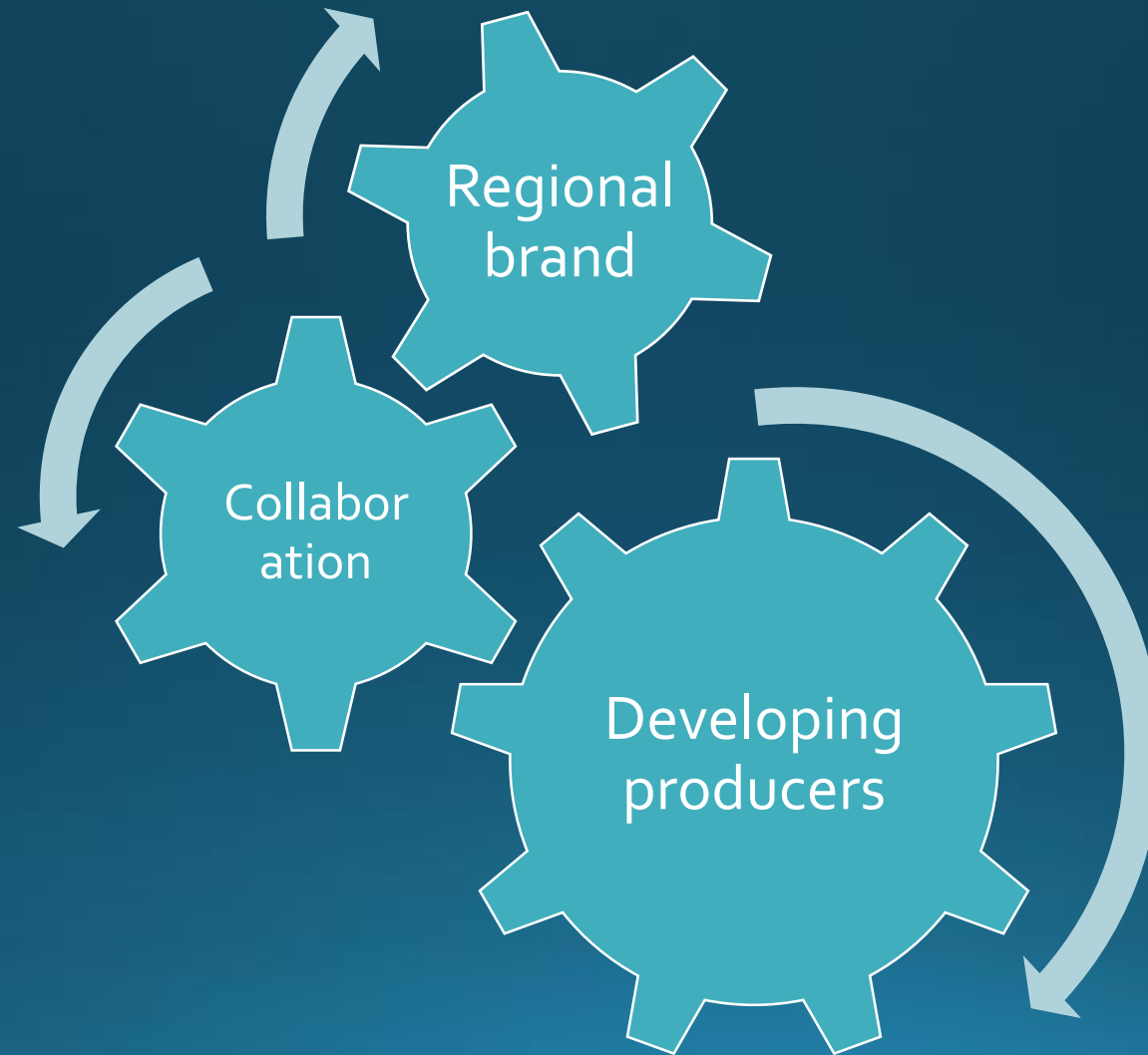
Ivan McCutcheon, West Cork Development Partnership

LAG Strategies for Food Chains

West Cork Development Partnership

- LEADER LAG since 1991
- LAG originally established by services organisation owned by local dairy co-ops – connected to farming, food & co-operation
- West Cork the birthplace of Irish food artisan movement
- Regional Brand – Fuchsia – since 1998
- Multi-sectoral – food, tourism and craft
- Competitive advantage in regional identity
- Up to 180 members

WCDP Food Sector Strategy



Developing Producers

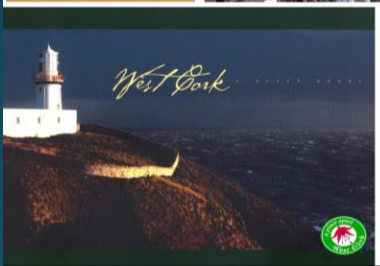
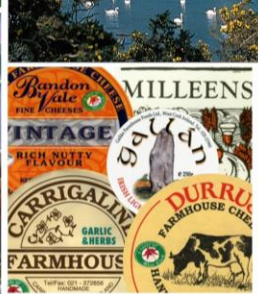
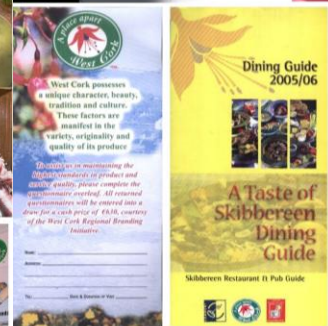
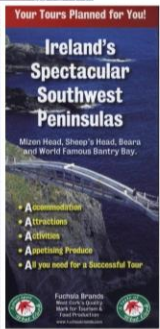
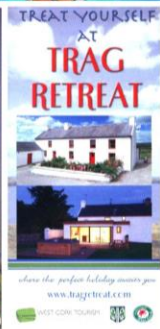
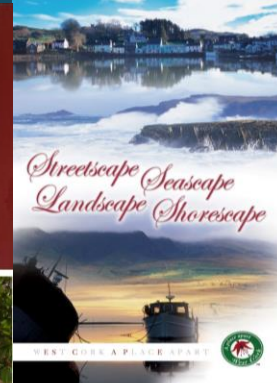
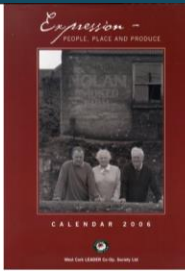
- Capital investment in capacity
- Training in marketing, new product development
- Success stories – culture, local community
- Long term relationship and understanding of needs
- Learning from each other – peer support

Developing Collaboration

- Training creates interaction
- Building relationships and trust
- Support for marketing on a collaborative basis
- Regular meetings
- Focus on common needs and opportunities
 - Upstream in supply chain – suppliers, growers
 - Downstream – retailers, distributors, food service, consumers
 - Short chain opportunities - Local

Developing the Brand

- Training in food safety
- Collaboration of external partners
- Auditing – trust and learning
- Branding – identity - visual, message, consistent application
- Marketing – consumer recognition



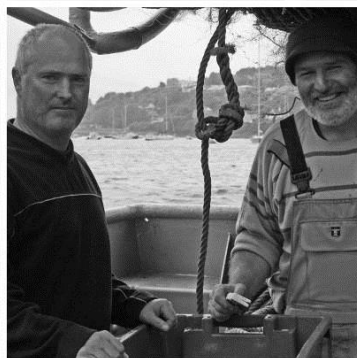
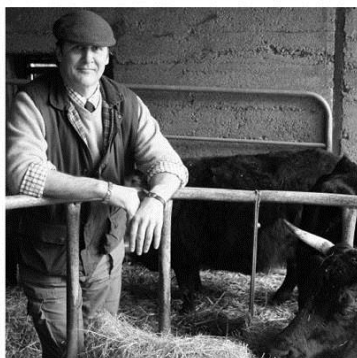
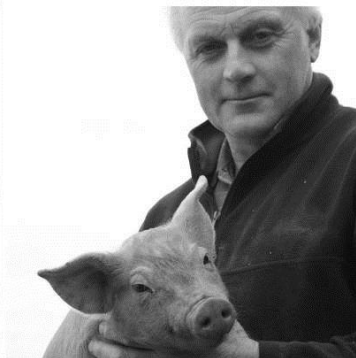
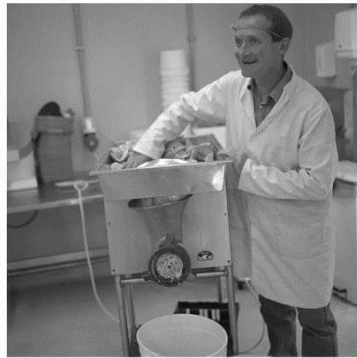
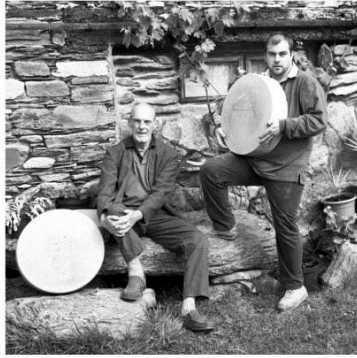
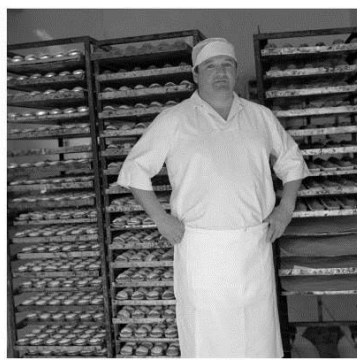
WEST CORK - A PLACE APART

FOOD CULTURE WEST CORK

Personal stories, news and photos from food people in West Cork,
Ireland by Ivan McCutcheon



<http://foodculturewestcork.wordpress.com>





Worth
fighting for

Size isn't
everything





Real luxury is not
about brands

Not serving
the machine





Our name
is on the
bag



Enthusiast



Local
knowledge

Thank you.

www.wcdp.ie