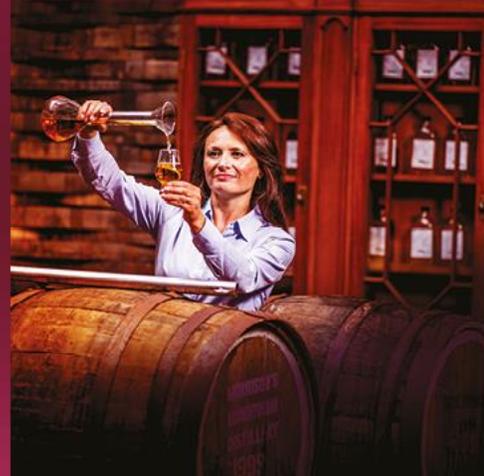


Scotland

A LAND OF
food and drink



Ambition 2030



A growth strategy
for farming,
fishing, food
and drink

Scotland
A LAND OF
food and drink

“It’s 2030 and farming, fishing, food & drink is Scotland’s most valuable industry, recognised at home and abroad as a model of collaboration and a world leader in responsible, profitable growth”

£30 billion by 2030



The Scottish Government



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean



SCOTLAND
FOOD & DRINK



Dairy
UK



Scotland's world-class whisky and seafood is famous, but what's not so well known is the quality and variety of its produce. From the finest Scottish salmon to the finest Scotch whisky, Scotland's food and drink is a true reflection of its natural beauty.

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Scotch

beef and lamb

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Food Tourism Scotland

Creating a global food tourism destination and unlocking a £1bn growth opportunity

Food tourism includes any tourism experience in which a person learns about and/or consumes food and drink that reflects the local cuisine, heritage, or culture of a place, including the active pursuit of unique and memorable eating, drinking, and agritourism experiences





Stranraer
OYSTER
festival





Scotland. Where fresh is measured in minutes, not days.

[LEARN MORE ▶](#)



YEAR OF FOOD & DRINK SCOTLAND 2015

Visit Scotland™



Why are we doing this?

- Visitors spend around **£995m** on eating & drinking when on holiday in Scotland (UK £656m & overseas £339m)
- In 2017 there were 166 million trips (overnight stays & days out) in Scotland & visitors contributed **£11.2bn** to our economy
- Food and drink sector worth **£14bn** and on track to reach £30m by 2030
- Plan represents a merging of two of Scotland's most successful & ambitious sectors
- Food tourism is a growing & flourishing industry across the world & Scotland must be part of that



Our shared vision

It's 2030 and Scotland is globally recognised food tourism destination where high-quality, memorable food and drink experiences are delivered by proud & passionate local ambassadors







**SCOTLAND
FOOD & DRINK**



How are we going to get there?

Pillar 1: Sustainable local food supply chain

Pillar 2: Quality products and experiences for all

Pillar 3: Rich storytelling

Pillar 4: Skilled & vibrant workforce

Pillar 5: Innovative collaboration



Pillar 1: Sustainable local food supply chain

- Determine how local food supply chain will meet demand for local food & identify gaps
- Develop a business to business product code
- Develop the agritourism sector
- Continue to bring buyers & suppliers together

Pillar 2: Quality products & experiences for all

- Evolve Taste our Best into a world-leading business to consumer food tourism quality assurance scheme
- Develop a brand & logo that identifies local food and drink for consumers in retail & foodservice



Pillar 3: Rich storytelling

- Build a diverse collection of compelling food stories
- Develop a national food tourism website

Pillar 4: Skilled & vibrant workforce

- Create food tourism apprenticeship programme
- Develop a food tourism customer excellence programme
- Form a national food tourism workforce development board
- Implement a PR campaign to promote food tourism professions



Pillar 5: Innovative collaboration

- Host annual food tourism industry forum
- Create a national food tourism ambassador programme
- Develop innovative food tourism experiences within and across regions and industries

Cross-pillar

- Develop a national food tourism marketing framework
- Grow food tourism market intelligence



What happens next

- Implementation planning phase now underway
- Scoping who does what – relies on a collective & collaborative approach
- Formation of National Food Tourism board
- Detailed action plan ready by early 2019
- Your role is key – everyone has a part to play to make it a success





a Passion for our Produce



What do they do

SCOTLAND
FOOD & DRINK

- Business development
- Grow local food locally & external markets
- Marketing & communications
- Co-operation & collaboration
- Participation in & promotion of national initiatives
- Food tourism
- Event creation, participation & support
- Education/careers
- Industry voice/advocacy
- Ambassadorial function



Their challenges

- **People resources** – part-time posts; sometimes voluntary
- **Financial resources** – living hand-to-mouth; over-reliance on LEADER funding; local authority budget cuts
- **Delivering ambitions** – e.g. accessing new markets for their food and drink producers; connecting with larger players; distribution
- **Collaboration** -disconnect at local authority level (departments often not joined up)
- **Confusion about the landscape** – who does what
- **Member apathy** – lack of engagement in some cases



Looking ahead – building a joint vision of success

- How can we support **their needs** - funding; communications; strategic development; routes to market
- How can these groups help to **deliver Ambition 2030**
- How can we make them more **sustainable**
- How can they help implement the **food tourism** actions
- How can we foster **greater collaboration** between groups and within regions



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