

CREATIVE WAYS TO MARKET AND DISTRIBUTE HEALTHY FOOD COURSE

Tutors Workbook

With the support of the  programme of the European Union



INTRODUCTION

TEACHING WITH THIS WORKBOOK

ABOUT NOURISH EU

ABOUT THE CREATIVE WAYS TO MARKET AND DISTRIBUTE HEALTHY FOOD COURSE

COURSE DELIVERY

Module 1. Innovating New Healthy Foods for the Obesity Crisis

Module 2. Affordability and Healthy Foods

Module 3. Creativity in Food – New Food Development – ethical sourcing and eco nutrition

Module 4. How to ‘Lean and Green’ Food Services

Module 5. Marketing – Getting the Healthy Message Out

Module 6. Distribution Channels for Healthy Food

Module 7. Paradox of Food Poverty, Strategies for Policy Makers)

Module 8 – Hungry for change – toolkit for regional response

TEACHING WITH THIS WORKBOOK

The nourish eu Project has designed additional workbooks for tutors as well as for learners to support a fast and productive learning environment. These workbooks follow the structure of the learning CREATIVE WAYS TO MARKET AND DISTRIBUTE HEALTHY FOOD COURSE and give additional information and content.

This workbook should be seen as a helping hand for tutors.

HOW TO USE THIS WORKBOOK AND THE COURSE

Depending on the tutors individual teaching style and the learning styles of their students, tutors may choose to add or skip content to suit their needs. The nourish eu course has been developed to work in different countries across Europe, however regional adoption needs to be prepared by the individual tutors. We have added notes pages to the end of each module section on this for tutors to add individual notes and content such as local case studies, examples, additional links, videos etc. We also recommend to use and include the additional literature and online resources provided at the end of each section of this workbook.

LEARNING TOOLS USED IN THIS COURSE:

POWERPOINT PRESENTATION

LEARNERS EXERCISES

LEARNERS WORKBOOK

FACILITATED DISCUSSIONS

CASE STUDIES

ABOUT NOURISH EU

WHAT MOTIVATES THIS PROJECT?

The Nourish EU project to stimulate Healthy & Creative Food Regions is motivated by two closely-related challenges.

- 1) Chronic EU obesity figures (OECD) show that more than half (52%) of the adult population in the EU is overweight or obese.*

- 2) Food poverty is on the rise in Europe. 2013 statistics revealed that 116 million Europeans were at risk of poverty or social exclusion and 40 million were suffering from severe material deprivation. It is acknowledged that the cheapest food is the unhealthiest food.*

These two clear challenges represent enterprise opportunities for SME food enterprises across the EU to innovate to develop healthier, affordable food and new food distribution channels. However, these SMEs have been slow to respond as they report they do not have the professional capacity or skills base to innovate/orchestrate change in the entrepreneurship, development, production & marketing of “healthier food”.

ABOUT THE CREATIVE WAYS TO MARKET AND DISTRIBUTE HEALTHY FOOD COURSE

This **Creative Ways to Produce, Market & Distribute Healthy Foods Course** looks at the challenges of obesity and food poverty in the EU and the opportunities that they represent for a new commercial response.

In taking this course, learners will expand their knowledge and gain new tactical skills to understand the market opportunity arising and develop an innovation plan for their business to guide their development, marketing and distribution of new products with a healthy focus. Practical activities and inspiring case studies provide an extra layer of learning.

This course delivers a new, innovative and transferable training programme for industry learners, policy makers and influencers in underdeveloped and marginalized food regions in UK, Ireland, Hungary and Bulgaria.

COURSE COMPONENTS

The syllabus of the **Creative Ways To Market And Distribute Healthy Food Course** course is divided into six different units called modules. Each of them focussing on different topics with regard to the creation, marketing and distribution of healthy food.

MODULE 1. Innovating New Healthy Foods for the Obesity Crisis

MODULE 2. Affordability and Healthy Foods

MODULE 3. Creativity in Food – New Food Development

MODULE 4. How to ‘Lean and Green’ Food Services

MODULE 5. Marketing – Getting the Healthy Message Out

MODULE 6. Distribution Channels for Healthy Food

Although the **Creative Ways To Market And Distribute Healthy Food Course** is designed as a curriculum, each module can be used as a stand-alone session. You do not need to use the materials in any particular order. If you want to concentrate on a specific topic you can jump in at your point

of interest - although using the whole course is suggested. This **Creative Ways To Market And Distribute Healthy Food** Students Course is accompanied by two extra modules which has been devised for policy makers who are keen to bring about real change in their regions.

COURSE OBJECTIVES

On completion of this course, participants will be able to:

- ✓ Understand the market opportunity of new products with a healthy focus
- ✓ Innovate their food products to be more healthy and more affordable
- ✓ Expand their knowledge of the motivations behind purchases and food trends
- ✓ Stand out by embracing emerging themes like ethical sourcing and eco nutrition
- ✓ Implement lean and green business practices to reduce overheads and increase resource efficiency
- ✓ Respond to the challenge of marketing their healthy food product, find their ideal audience... and sell them food!
- ✓ Create exciting marketing content to get out their healthy messages and unique selling points out
- ✓ Determine the best distribution system to suit their products/business and understand the benefits of same

COURSE AUDIENCE

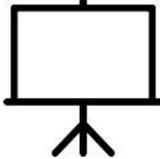
The **Creative Ways To Market And Distribute Healthy Food Course** has been developed for adult learners, including Food entrepreneurs, Food workers, those interested in working with food and also to a lesser degree Policy makers and influencers, two separate modules have been developed for this group. The course has also been designed for VET teachers and tutors, who can freely use the open source materials provided. Teachers and tutors can also use the course on their own for professional development.

COURSE DELIVERY

The course can be used in a classroom environment as well as a self-contained distance learning course. Distributed free of charge on the nourish eu project website www.nourisheu.com

COURSE PREPARATION

Equipment Needed

Laptop	
Overhead projector	
Projector Screen	

DISCLAIMER

Please note – this course is based on innovation themes (in the main driven through consumer demands and global best practice). We strongly advise learners to check with your local Food Authority to ensure that any new products that you develop or claim you make are in full compliance with national and EU laws and regulations.

Module 1: INNOVATING NEW HEALTHY FOODS FOR THE OBESITY CRISIS

This module will look at the challenge of obesity in the EU and the opportunities that they represent for a new commercial response.

Learners will expand their knowledge and gain new tactical skills to understand the market opportunity arising and develop an innovation plan for their business to guide their development of new products with a healthy focus.

Module 1 Delivery Schedule:

Topic	About	Timing
Introduction	Overview of the module and what learners will gain	5mins
Slides 1-13	Introduce the challenge of obesity, legislation and european responses	30mins
Slide 14	Discussion - How can you interpret the themes of health and wellbeing to innovate your food business?	15mins
Slide 14-35	Introduce the "free from" approach and concept of functional foods	30mins
Slide 35	Case Study - The Food Doctor Coucous and Lentil Pot	15mins
Slide 36	Case Study - Fullgrass Wheatgrass Juice	15mins
Slide 37	Written Exercise - 1) Consider what functional foods innovations are prevalent in your sector which meet consumer wants and needs 2) Understand EU regulations relating to functional foods, and understand what can and can not be said on the food label	25mins
Slide 38-40	Marketing Health Claims - why being mindful of legislation is important	10mins
Slide 41-45	Case Study - Gym Chef focus on Clean Food and All Natural Ingredients	10mins
Slide 46-49	Introduction to Clean Labels	20mins

Slide 50-53	Case Study - BFree Foods	20mins
Slide 53	About Natural Health Claims	5mins
Slide 54	Case Study - Mentes	10mins
Slide 55-63	Introduction to Nutraceuticals	30mins
Slide 64	Case Study - All Beauty Water	10mins
Slide 65	Introduction of 3 ways to innovate your food business, signposting of funding supports for innovation	30mins
Total		280mins

Module 1 Extra Resources:

Name	Type of Resource	Timing
Nielsen Global New Product Innovation Report June 2015	Written Report	30mins
WHO-FAO: International Conference on Nutrition: What is the double burden?	Video	15mins
Scaling your Food Business – Healthy Food as a Driver of Innovation and Opportunity Event, Ireland, October 2015	Presentation Slide with Case Studies	90mins
Case Study: Gym Chef	Expanded Written Document	45mins
All Beauty Water Case Study	Expanded Written Document	45mins
Curbing Global Sugar Consumption - World Cancer Research Report	Written Report	30mins
Reformulating Food Products for Health	Written Report	30mins
Total		285mins

Module 1: **NOTES**

Module 2: Affordability and Healthy Foods

This module gives an insight into how to innovate your food products to be more healthy and more affordable. Learners will expand their knowledge of the motivations behind purchases and ways to make food products more affordable (while maintaining profitability!).

WHY ? - Over 116 million Europeans are at risk of poverty, yet it is acknowledged that the cheapest food is the unhealthiest food. Food producers can play a leadership role in producing better and more affordable foods.

Module 2 Delivery Schedule:

Topic	About	Timing
Introduction	Overview of the module and what learners will gain	5mins
Slides 1-14	Introduce the theme of affordability as a key consumer trend and	30mins
Slide 15	Case Study - The Little Milk Company	15mins
Slide 16-17	Review of Useful Resources	30mins
Slide 18-27	Introduction of ways to make your products more affordable - reduce waste, cut back on packaging, improve shelf life, improve supply chain management,	45mins
Slide 28-29	Case Study - The South East Food Hub	15mins
Slide 30-35	More strategies for affordability - Inhouse preparation, portion control, stock rotation, seasonal produce, reduce direct costs	35mins
Total		175mins

Module 2 Extra Resources:

Name	Type of Resource	Timing
Nielsen Global New Product Innovation Report	Written Report	30mins

June 2015		
Spotlight on Innovating BREADS AND BAKERY	Presentation	15mins
Innovation Finalists Healthy Options are top choice for new entrepreneurs	Written Document	30mins
Affordability of Healthy Eating	Written Document	25mins
Total		100mins

Module 2: **NOTES**

Module 3: Creativity in New Food Development – Ethical Sourcing and Eco Nutrition

This module gives an insight into the opportunity to stand out through the emerging themes of ethical sourcing and eco nutrition.

Learners will expand their knowledge and gain new tactical skills to understand the market opportunity arising and develop an innovation plan for their business to guide their development of new products with a healthy focus.

Module 3 Delivery Schedule:

Topic	About	Timing
Introduction	Overview of the module and what learners will gain	5mins
Slides 1-16	Introduce the theme of ethical sourcing and its place in consumer mindsets, the principles behind ethical food choices and purchases, some of the worlds best known ethical food companies,	50mins
Slide 17-35	Deeper look at ethics, emotions and consumer trends. Introduction to ethcial quality marks and cerifications including Fairtrade, Organic Soil Association, Rainforest Alliance, Marine Stewardship Council, Forest Stewardship Council,	45mins
Slide 36	Case Study - Blakes Organic Chocolate	30mins
Slide 37-39	Introduction of ethics and corporate responsibilty - spotlight on Tesco.	15mins
Slide 40-42	Introduction of Eco Nutrition	10mins
Slide 43	Case Study - Numi Organic Tea	10mins
Slide 44	Case Study - Ella's Kitchen	10mins
Slide 45	Case Study - Biona Organic	10mins
Slide 46	Case Study - Chia Bia	10mins

Slide 47	Case Study - 9Bar	10mins
Slide 48	Case Study - Beyond Meat	10mins
Slide 49-51	Ethical purchasing - information and apps for consumers	15mins
Total		230mins

Module 3 Extra Resources:

Name	Type of Resource	Timing
Organic Consumer Research 2008 - Ethics, Emotions and Organic Food	Written Report	30mins
Animal welfare and Food Brand Ethics	Online Article	15mins
Total		45mins

Module 3: **NOTES**

Module 4: How to 'Lean and Green' Food Services

While this module has a main focus on the food service sector, many of the principles will apply to all food businesses. This module looks at the main overheads in a food business and highlights how to implement resource efficiencies. Practical examples demonstrate simple measures on how to green your business and reduce overheads.

Learners will be able to develop an environmental policy and implement sustainable practices in their business.

Module 4 Delivery Schedule:

Topic	About	Timing
Introduction	Overview of the module and what learners will gain	5mins
Slides 1-7	Introduce the concept of lean and green business and reducing costs with regard to waste, water and energy.	20mins
Slide 8-9	Case Study - The Cosy Cottage	15mins
Slide 9-12	Understanding energy consumption and equipment usage	20mins
Slide 13-14	Case Study - Café Restaurant	15mins
Slide 15-16	Understanding lighting and efficient usage	10mins
Slide 16-17	Case Study - Ballyliffen Lodge and Spa (Efficient Lighting)	15mins
Slide 18-19	Understanding waste cost disposal and how to reduce water costs	10mins
Slide 20-21	Case Study - Ballyliffen Lodge and Spa (Water Cost Control)	15mins
Slide 22	Guide to developing an Environment Policy Statement	10mins
Slide 23-25	Case Study - The No Salt Chef	15mins
Slide 26-28	Case Study - Oliver Carty - Origin Green	15mins

Slide 29-30	Case Study - Glenilen Farm - Origin Green	15mins
Slide 31-34	Top tips for a leaner greener food service	20mins
Slide 35-37	Summary of useful lean and green resources	10mins
Total		210mins

Module 4 Extra Resources:

Name	Type of Resource	Timing
Oliver Carty Case Study	Extended Version	20mins
The Little Milk Co Case Study	Extended Version	20mins
Record Energy Use of Equipment	Excel calculation tool	15mins
How much is lighting costing your business	Excel calculation tool	15mins
Compare Water Costs	Excel calculation tool	15mins
Waste Cost Monthly Calculator	Excel calculation tool	15mins
Total		100mins

Module 4: **NOTES**

Module 5: Marketing - Getting the Healthy Message Out

This module will look at the challenge of marketing your healthy food product in a saturated market, providing fresh ways to find your ideal audience... and sell them your food!

Learners will get on track with innovative techniques and exciting marketing tactics to stand out with your healthy message and unique selling points, planned and packaged in just the right campaign strategy.

Module 5 Delivery Schedule:

Topic	About	Timing
Introduction	Overview of the module and what learners will gain	5mins
Slides 1-12	Definition of marketing and role it has to play in your business. Spotlight on Features vs Benefits	20mins
Slide 13	Exercise and Discussion - Please list 5 product features and 5 product benefits of your product with emphasis on health, nutrition, environment etc.	35mins
Slide 13-17	Building a great food brand	20mins
Slide 18-20	Case Study - Hiro By Roisin Hogan	15mins
Slide 21-24	Embracing your brand story	15mins
Slide 25	Exercise - Tell your story! Complete the accompanying work book	25mins
Slide 26-30	Spotlight on some interesting food brand names and stand out tips	15mins
Slide 31-33	Developing your brand message	15mins
Slide 34-35	Case Study - Dr. Coys Health Foods	15mins
Slide 36-39	Packaging to bring your brand to life	10mins

Slide 40-43	Case Study - Good4u, Ireland	15mins
Slide 44-53	Different types of marketing - spotlight on Content Marketing.	20mins
Slide 54-56	Case Study - The Happy Pear	15mins
Slide 57-59	Introduction to Digital Marketing - Video	10mins
Slide 60-85	Introduction to Digital Marketing - Social Media with focus on food producers who are doing it well	30mins
Slide 86-91	Introduction to Email Marketing	20mins
Slide 92-93	Introduction to Ebooks and Reports	5mins
Slide 94-95	Bringing it altogether - your content marketing calendar	20mins
Total		325mins

Module 5 Extra Resources:

Name	Type of Resource	Timing
Tell your Story Exercise (Slide 25)	Exercise Workbook	25mins
Bord Bia Pocket Sized Packaging Guide	Written Report	20mins
Bord Bia - Where Consumers Source Healthy Information	Graphic	5mins
Total		50mins

Module 6: Distribution Channels for Healthy Food

This module looks at the challenge of distributing your healthy food product. Learners will gain a better understanding of different distribution systems and the benefits that each offers

Module 6 Delivery Schedule:

Topic	About	Timing
Introduction	Overview of the module and what learners will gain	5mins
Slides 1-8	Introduction to Distribution, Supply Chain Management and characteristics of long vs short supply chains	20mins
Slide 9-10	Locally Sourced Food - a healthy and sustainable distribution model	15mins
Slide 11-19	Deeper look at local and regional food systems including example - Farmes Markets, CSA's,	20mins
Slide 20	Case Study - Derrybeg Farm	15mins
Slide 21-22	Case Study - Chagfood	15mins
Slide 23-24	Case Study - Cork and Kerry Food Forum Regional Food Events	15mins
Slide 25	Introduction to Regional Food Cooperatives	15mins
Slide 26-27	Case Study - The Irish Food Coop	15mins
Slide 28-29	Selling to food service	15mins
Slide 30-31	Case Study - Colorado Crop to Cuisine	10mins
Slide 32-44	Ecommerce - A new way of direct to consumer distribution	35mins
Slide 45	Case Study - Paleo Meal Deliveries	10mins

Slide 46	Case Study - Bia Box	10mins
Slide 47	Case Study - Bewleys Coffee	10mins
Slide 48	Case Study - Goodness Direct	10mins
Slide 49	Selling to Retailers with a focus on Healthy and Local Food	5mins
Slide 50-53	Selling to Supervalu (Ireland)	25mins
Slide 54-56	Selling to Aldi	20mins
Slide 57-60	Selling to hiSbe	20mins
Slide 60	Learning from others	5mins
Slide 61-63	Case Study - Dublin Food Cooperative	15mins
Slide 64-66	Case Study - Edible Organics	15mins
Slide 67-69	Case Study - Castlemine Farm	15mins
Total		355mins

Module 6 Extra Resources:

Name	Type of Resource	Timing
Guide to Food Markets in Ireland	Written Report	25mins
UK Food Industry Sustainability Strategy	Written Report	35mins
Selling At Farmers Markets	Fact sheet	10mins
Creating Jobs through Local and Regional Food Systems	Written Report	25mins
Bord Bia-Distribution Guide	Written Report	25mins
Total		120mins

Module 6: **NOTES**

Module 7: Paradox of Food Poverty, Strategies for Policy Makers

This Food waste is an issue that affects all aspects of society– producers, growers, retail, hospitality, consumers and those who experience food poverty. This module seeks to up skill policy makers in different strategies that can be adopted on a local, regional and national basis to tackle food waste and food poverty.

The module spans the challenge of food waste, the key sources and collects best practice as the basis to informed policy and change measures

Module 7 Delivery Schedule:

Topic	About	Timing
Introduction	Overview of the module and what learners will gain	5mins
Slides 1-6	Introduction to Food Waste and Food Poverty - some key stats. A look at food waste in the UK and Ireland.	20mins
Slide 7-13	Food Waste - strategies and solutions	15mins
Slide 14-23	Spotlight on food waste and food poverty in Ireland	20mins
Slide 24-33	Spotlight on food waste and food poverty in UK	15mins
Slide 34-37	Case Study - Craigavon Food Bank	15mins
Slide 38	Case Study - Foodcycle	15mins
Slide 39-54	Learning from European Food Waste Initiatives	15mins
Slide 55-57	Learning from other Food Waste Initiatives across the world	15mins

Slide 58-65	Steps towards a reduction in food waste and poverty	15mins
Total		150mins

Module 7 Extra Resources:

Name	Type of Resource	Timing
FAO Food Waste Footprint Toolkit	Written Report	25mins
Total		25mins

Module 7: **NOTES**