

SCALING YOUR FOOD BUSINESS

*healthy food* AS A DRIVER OF INNOVATION & OPPORTUNITY

Supported by **Aurivo**

**WEDNESDAY 14th OCTOBER 2015**  
from 10am – 5.30pm in Drumshanbo, Co. Leitrim

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Counties **Cavan, Leitrim, Longford and Roscommon** are striving to become a healthy and creative food region. Under the wing of the Upper Shannon Erne Future Economy project, food companies are coming together to tackle growth challenges. This work is enhanced by the work of the Nourish EU, a European project to stimulate the development of Healthy & Creative Food Regions.

[www.uppershannonerne.ie](http://www.uppershannonerne.ie)

**UPPER SHANNON ERNE**  
Future Economy Project

The Upper Shannon Erne Future Economy (USEFE) is a joint initiative between businesses, the Local Authorities of Cavan, Leitrim, Longford and Roscommon, Bord Na Mona and ESB. It enables businesses to proactively influence and assist with the broader economic development of the region and identify opportunities for synergies across sectors and between various scales of business. It acts as the Irish Strategic Partnership for nourish eu.

[www.nourisheu.com](http://www.nourisheu.com)

**nourish eu**  
Healthy & Creative Food Regions

nourish eu is an Erasmus+ funded project to support Healthy & Creative Food Regions in Northern Ireland/UK, Ireland, Bulgaria and Hungary. We are working to encourage food SMEs to innovate /orchestrate change in the entrepreneurship, development, production & marketing of "healthier food".

[www.aurivo.ie](http://www.aurivo.ie)

**Aurivo**

Aurivo is one of Ireland's leading Co-Operatives with particularly strong expertise in dairy. Aurivo has a growing portfolio of innovative consumer brands, including its multi award-winning Connacht Gold range, Donegal Creameries, Organic for Us and sports nutrition brand, For Goodness Shakes. From its Dairy Ingredients business in Ballaghaderreen, Aurivo exports butter and enriched milk powder to almost 50 countries globally, in markets as diverse as Afghanistan, Costa Rica, Germany, Iraq, Nigeria and Saudi Arabia.

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**NETWORKING**

Showcase Event

Food Producers/Businesses	Food Buyers & Distributors
Showcase your healthy food ranges	Meet healthy food producers from our region
Pitch to potential food buyers	Discover new high margin healthy food products
Network with like-minded entrepreneurs	Cash in on Health and Wellness trend
Sample innovative and healthy foods on offer in the region	Sample innovative and healthy foods on offer in the region

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**SOLUTIONS**  
Distribution Panel Discussion

Facilitator	Sean McGloin, The Cheese Hub and National Organic Training Skillnet
Expert Panel:	Seamus Hannon, National Sales Manager, Aurivo
	David Burns, Richmount Cordials, Longford
	Tanya O'Brien, The Irish Food Co-op
	Seamus Mulligan, CONEKT

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**SOLUTIONS**  
Distribution Panel Discussion

Seamus Hannon  
National Sales Manager  
Aurivo

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**Introductions & Company update**

- National account Manager Aurivo Consumer foods
- Areas of responsibilities include Butter & Liquid milk
- Business turnover 2014
  - Total business - 447M
  - Consumer Foods - 75M
- Customer base
  - Multiples, Discounters, Symbols, Independents, Foodservice
- Product mix
  - Branded Milk, Butter, Sports nutrition drinks
    - Brands include Connacht Gold, Donegal creameries, Organic for us, For Goodness Shakes
  - Private label brands for a wide range of customers

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### Aurivo customer base

Private label Butter & Milk

The slide displays the logos for various retailers in the Aurivo customer base. The logos are arranged in a grid-like fashion. At the top left is SuperValu, followed by CENTRA and DUNNES. Below these are ALDI, LIDL, and TESCO. The next row contains MACE and Londis. At the bottom left is SPAR, and at the bottom right is the Aurivo logo.

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### Retailer / Supplier relationships

Understanding retail buyers

- Not all buyers operate in the same way
  - Introverts require different approach to extroverts
- Adjust your sales techniques based on personality type
- Build rapport
  - Find something in common
  - Research what hobbies, interests the buyer has
- Be aware of what level of detail they expect from you
  - Some buyers want continuous engagement
  - Others prefer to operate at a distance
  - Important to react to the way they operate

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### Retailer purchasing models

- Purchasing departments vary from retailer to retailer
- Some retailers have various layers within their purchasing departments
  - Junior buyers
  - Senior buyers
  - Category managers
- Others have very streamlined models
  - eg. Discounters where you deal with just one person
- Important to know who the correct contact person is within a business
  - Have a clear understanding of the structure within each group
  - Always start with the right person

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### What do buyers want in a buyer-seller relationship

- Direct communication
  - Always communicate openly with buyers
  - No matter what the communication make sure they hear it from you
  - Never use the shield of emails instead of making contact by phone
- Honesty & Integrity
  - No one like doing business with someone who is less than honest
- Long term partnerships
  - Relationship needs to be mutually beneficial to both parties
  - Majority of retailers don't want to have to switch suppliers
  - When things go well partnerships can last a long time



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### What do buyers need ?

- Someone who can solve a problem for him / her within their business
- New opportunities which your product can offer
- Something that they are looking for
- A product or service that your competitor cannot provide
  - Examples within our own business is Organic milk or summer produced butter
- New product development
  - Always interested in new products.
- Need to be educated on new consumer trends and purchasing patterns
  - Market data
  - Competitor trends



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### Basic retailer requirements

product quality	Packaging	Deliveries
<ul style="list-style-type: none"><li>● Consistent quality at all times</li></ul>	<ul style="list-style-type: none"><li>● quality</li><li>● Presentation</li><li>● Labelling requirements</li></ul>	<ul style="list-style-type: none"><li>● On time every time</li><li>● No errors</li><li>● No shorts</li></ul>



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## Challenges

- Making contact
  - Difficult to get talking to buyers on phone
  - Response time can be very slow
- Slow to get listings for new products
  - Usually one in one out basis
- Buyer movement
  - Companies move buyers around
  - Prevents suppliers getting too close to individual buyers
- Avoid getting frustrated when things progress slowly.



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## Steps involved in getting new products listed

1. Start by presenting NPD concepts
  - Try and fill a particular need or gap
2. Once interested move towards packaging designs
  - Designs for branded products need to come from retailer
  - Retailer needs to lead out P.L. designs
3. Agree pricing and terms
4. Submit technical information
  - Usually submitted on a specific retailer document
5. Packaging sign off by both parties
6. Submit new line listing forms
  - Varies from supplier to supplier
7. Agree launch date
  - Supported with a marketing drive and promotional campaign



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## SOLUTIONS

### Distribution Panel Discussion

David Burns  
Richmount Cordials



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**SOLUTIONS**  
Distribution Panel Discussion

Tanya O'Brien  
The Irish Food Co-op



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**SPOTLIGHT ON DISTRIBUTION**

Tanya O'Brien  
Sales & Marketing  
tanya.irishfoodcoop@gmail.com  
<https://ie.linkedin.com/pub/tanya-o-brien/3a/424/994>

@irishfoodcoop

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**Who we are?**

We are a producer owned not for profit co-operative of artisan food producers



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### What we do?

- For the Producer
  - Nationwide reach
  - Increased exposure
  - Increased sales
- For the Retailer
  - One contact access to quality artisan products
  - A single non-disruptive delivery
  - One invoice/ payment



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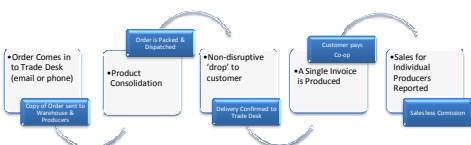
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### How we do it?



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### How did the Co-op Come to be?

- County Kilkenny Food Strategy 2011
- South East Food Initiative 2013
- Kilkenny LEADER Partnership
- Barrow Nore Suir Rural Development
- UCIT/ Community Finance Ireland



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### Co-op Structure



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### Co-op Financial Overview

- Funding & Grants
  - Grant Aid- €55,000
  - Community finance working capital €17,000
  - Producers investment €14,000
- Overheads
  - Ongoing co-ordination
  - 1 part time permanent employee
  - Ongoing marketing
  - Insurance
  - Consolidation Service
- Costs
  - 20% Commission

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### Our Target Market



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## Distribution

### Advantages

- Chilled & Ambient Product in same box
- Chill is maintained at < 5 degrees
- 24 hour distribution to anywhere on the island

### Challenges

- Shelf Life Sensitive Products
- €100 minimum order
- Costs of delivery to consolidation centre



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## Advantages of Co-op Membership

- Improved product availability- Nationwide
- Reduces Admin
- Potential for Cross Selling
- Collaboration & Information Sharing Between Producers
- Increased Brand Awareness



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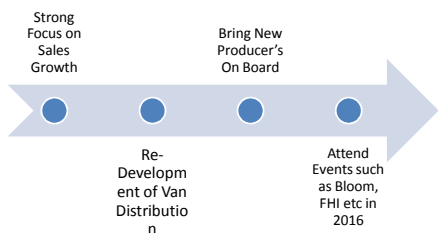
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## The Irish Food Co-op Going Forward



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**SOLUTIONS**  
Distribution Panel Discussion

Seamus Mulligan,  
CONEKT



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**SOLUTIONS**  
Distribution Panel Discussion

Seamus Mulligan,  
CONEKT



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**CONEKT**



WEDNESDAY 14th OCTOBER 2015  
from 10am - 5.30pm in Drumshanbo, Co. Leitrim

<b>NETWORKING</b> Showcase Event	<b>LEARNING FROM OTHERS</b> Presentations & Case Studies	<b>SOLUTIONS</b> Distribution Panel Discussion
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momentum  
support knowledge action



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## Agenda

- Who we are and what we do...
- Our Clients
- Delivering results for you...
- Summary
- Tips and Trends

**CON**EKT

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Who we are...

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## Who we are

- Family business
- Established in 2004
- Our passion is helping clients achieve their goals
- Our mission statement...

Driving brand distribution  
cost effectively for our clients

**CON**EKT

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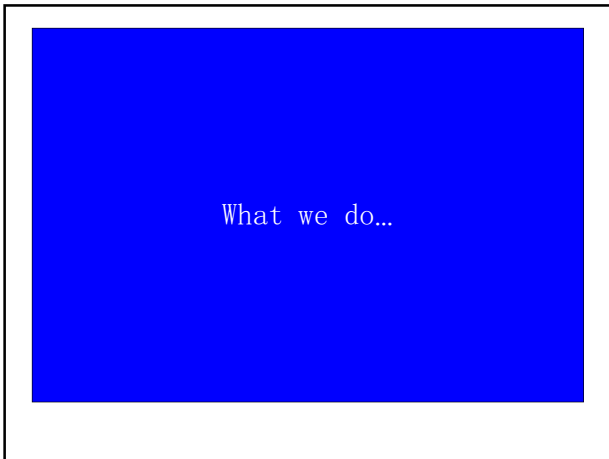
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### What we do

- **Our core services are all focussed on driving brand distribution for our clients – to be specific...**
- We track on shelf availability
- We intervene with the retailer to fill gaps
- We actively sell the product benefits to the retailer
- We fill gaps through order placement
- We will also merchandise gaps if there is stock in the store
- We make sure that agreed promotions are prominently displayed
- **We can also provide many additional services such as planogramme compliance, FSDU placement, etc.**

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**CON**EKT

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### Why we do it well

- **People** → right people, rewarded, developed and retained
- **Relationships** → are critical and we work hard at building them
- **Selling** → this is our point of difference!
- **Franchise retailing** → this is a specialist skill
- **Process** → we are very client focussed
- **Information** → at the heart of driving performance

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**CON**EKT

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## Why we are right for Small Food Companies

- CONEKT is a small family business, that gets small business → We understand and empathise with small food producers
- We are a shared sales solution → we know small producers cannot afford dedicated sales teams
- Retailer Relationships are critical → We have developed excellent relationships with retailers, built up over 11 years
- Excellent track record with, Keoghs, Insanely Good Sauce, Bru Brewery



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Clients...

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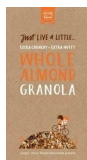
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## Who we do it for



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Delivering results for you...

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We deliver great results because...

- We've identified the best calls
- We have a knowledgeable, motivated and experienced team
- We underpin everything we do with strong processes
- We use the best technology
- We are an extension of our clients (people, brand, values)
- We have excellent relationships at store level

**CONEKT**

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Technology platform

- Bespoke handheld Tablet data capture system
- Heavily customised for CONEKT
- All reports are relevant and actionable

**CONEKT**

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### Coverage

- All major Multiples, Tesco, Dunnes, SuperValu, Superquinn
- The best stores in all major symbol group facia including Eurospar, Spar, Centra, Spar, Costcutter, Mace, Gala and Independents
- A mix of weekly, 2 weekly and 4 weekly calls
- A set journey plan



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### The CONEKT service

- Continuously driving brand availability
- Excellent relationships at store level driving maximum brand distribution and exposure.
- Direct feedback from store (all supported by photos) to help you make quick & informed decisions
- Provision of national data store by store on all SKU's
- Maintaining and growing a strong sales performance number



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### Tips and trends

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### Tips

- Clarify your head office agreement
  - Number of SKU's
  - Number of stores
  - Size of stores
  - Are you plannogrammed, if so for what size of stores?
  - Where are you located in store
- Have a brand champion at store level
  - The first 3 – 6 months are crucial, so leave no stone unturned
  - Make sure you get what you are entitled too
  - Sell the brand story with an Impactful sales aid sheet
  - Product codes
  - Planogram details
  - POS material
  - Retailer hook (franchise operations)



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### Trends

- All major retailers want to fly the Irish flag
- The climate is right for small Irish family owned business's with a great product and a great story
- Well being, Gluten free, Low fat, low Sugar, Good for you
- Central distribution



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### SOLUTIONS

Distribution Panel Discussion

Panel Discussion and Open Forum



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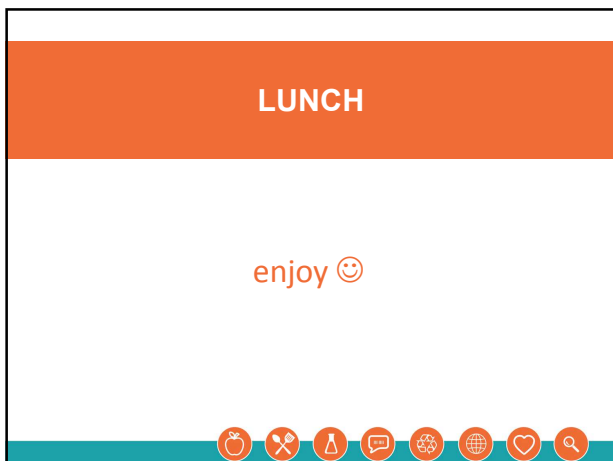
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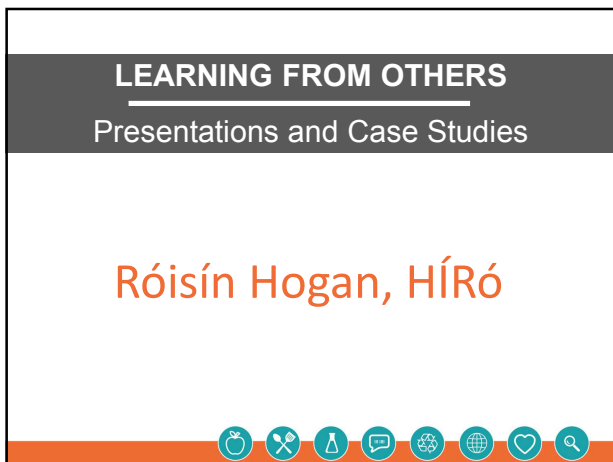
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03 **MEET ROISIN**

Roisin is an entrepreneur & serious food freak! Driven by a goal to eat well, look well & feel fabulous, without the fear of the scales, the HIRO by Roisin range was born.



[www.hirobyroisin.com](http://www.hirobyroisin.com)  

*As seen on*  
**BBC1 - THE APPRENTICE**

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**STOP**



**The Big Idea**

- Busy lifestyle – work, social life, fitness
- Wanted to have it all without sacrificing
- Challenging market inspired innovation
- Recognised a trend
- Growing with the market rather than after the market



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**THE APPRENTICE**

- 8.5million people
- A fantastic platform to launch a food business...

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01 **ABOUT**

"HIRO by Roisin" is an exciting new range of delicious, fresh, unprocessed, & convenient chilled meals. Always super healthy, super filling & super low in calories too.

A real healthy HIRO.



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04 **the ranges so far**

**noodles**  
BUT NOT AS YOU KNOW THEM...

HIRO noodles are made from the flour of the super Asian Konjac vegetable! Its natural super powers are the reason our noodles are soooooo deliciously low in sugar, fat free, practically carb free and surprisingly filling too!

A real healthy HIRO.



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**LEARNING FROM OTHERS**  
Presentations and Case Studies

**John Byrne, Commercial Manager**  
**Dairy Ingredients & Exports**  
**Group Innovation Manager, Aurivo**

**Growing Food Brands**



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**Aurivo** 

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## Growing Food Brands

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Aurivo Experience  
John Byrne  
14<sup>th</sup> October 2015



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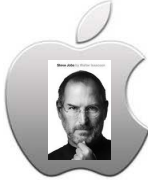

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## What are Brands?

- “A name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” *American Marketing Association*



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## Know Your Brand

- **Define the category you are in**
  - E.g. Newspapers are in the Communication Industry
- **Know your competitors**
  - Who are they?
  - What do they have to offer?
- **What is special about your products / service?**
  - Do a list.
  - Be Specific
- **How does your product / service compare to your competitors?**
- **Who is your target market**
  - Define it. Be Clear. Know them by name!

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The  
Connacht  
Gold  
Brand  
Journey

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What defines Connacht Gold butter?

1. Quality – Real butter products
2. Taste – Richness of flavour; Multi award winning
3. Range- Basket of products to suit broad range of lifestyles

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Know Your  
Category

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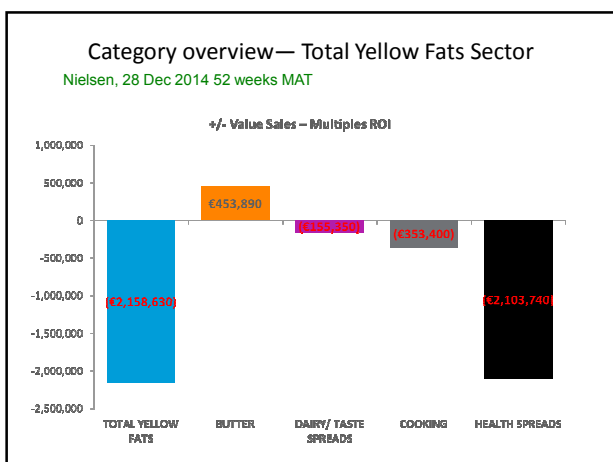
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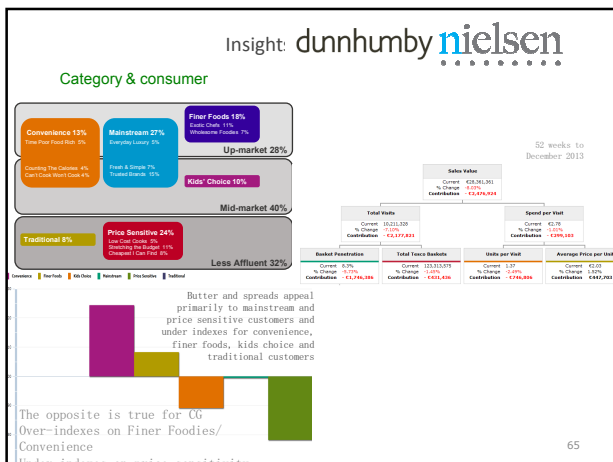
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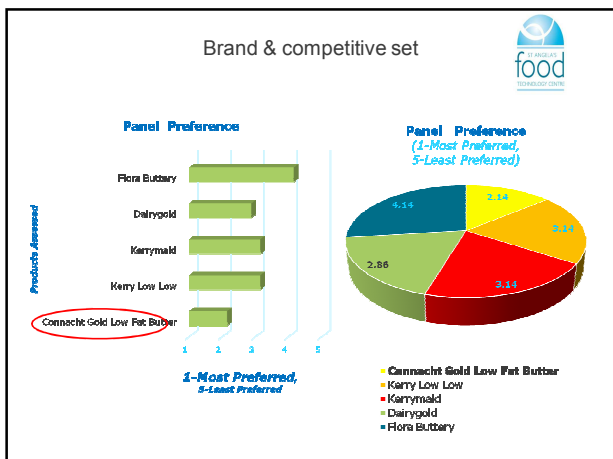
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### Our Customers

ABC1, Families, time poor/food rich, health conscious, home baking, cook from scratch

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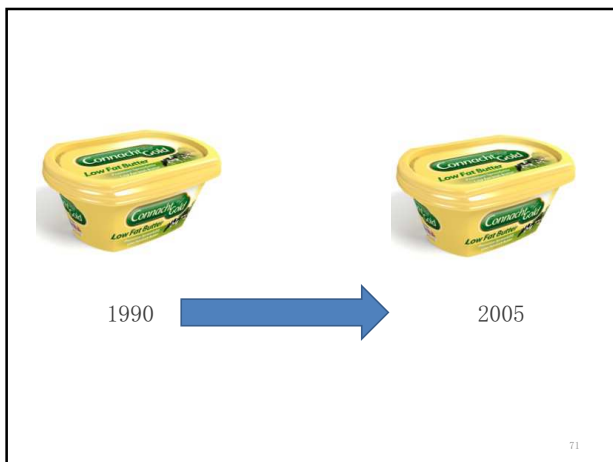
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**Real Butter campaign**  
Connacht Gold Low Fat butter

- TV
- Radio
  - National & regional
- Print
  - Press
  - Trade & consumer magazine
- Online & Social Media
- Tastings
  - SuperValu Tesco Dunnes

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**Bake your best**

Sept-Dec 2014

Campaign objectives

- Broaden the appeal of the Connacht Gold brand
  - further than health conscious/ convenience consumer with Low Fat butter
- Grow sales of other skus in the Connacht Gold butter range for baking and cooking, particularly
  - Softer
  - Unsalted
- Media: TV – Print – Online – POS – Social Media – PR

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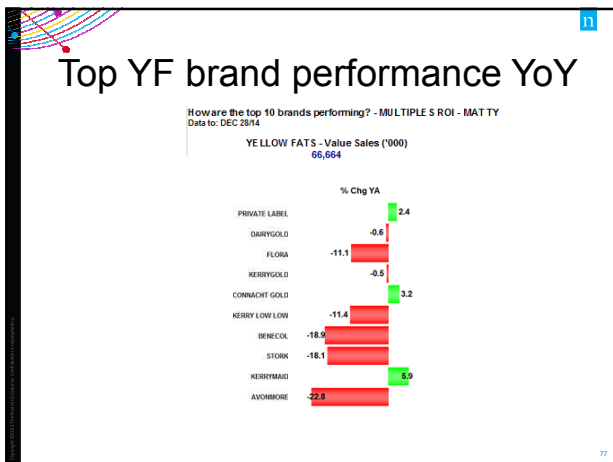
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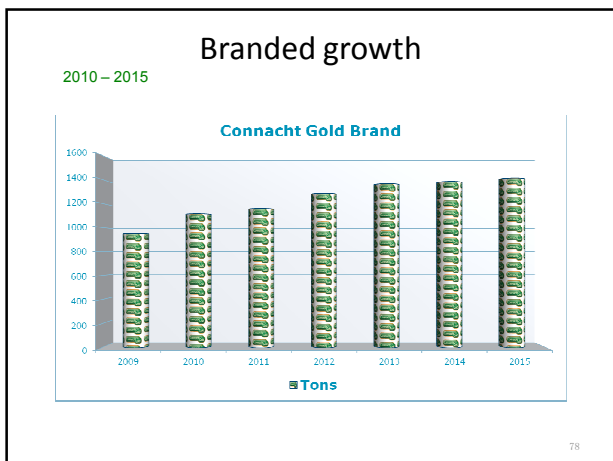
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FOR GOODNESS SHAKES

THE UK'S LEADING  
PROTEIN DRINKS BRAND

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2005

V

Excess milk  
Low tech, low value  
Kids  
Breaktime 38p.  
Cheaper than water  
2005

Sports & energy  
Adult  
High profits  
Branded beverage  
2005

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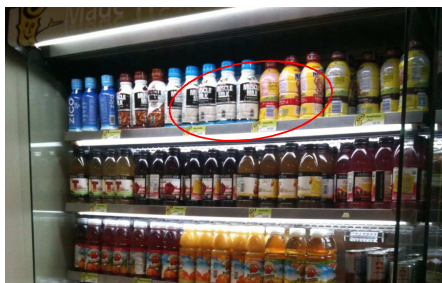
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US. Protein shakes market worth € 4,760,000,000



Newark airport

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Sweden, Iceland, Denmark and Norway.



Convenience store  
Reykjavik



Fuel station  
Stockholm



Ambient soft dr  
Taby, Sweden

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### 2010 – The rise of protein



Source: Euromonitor, 2010 & Sport Engla

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### 2010 – The rise of protein

Muscle & mass rebuild

Endurance & Cardio

Gym Fitness

Dietary Protein

Active Children

Older Adults

What's next?

GOODNESS SHAKES

Source: EuroMonitor, 2010 & Sport Encl

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### In Store Ireland – Launch 2015

Centra Dublin Rd. Tuam

Tesco Coonagh

Dunes Childers Rd.

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### On Line Ireland

SPORTS DIRECT

HOME FOOTBALL GAA RUGBY MMA US SPORTS VIRAL VIDEOS GALLERIES MORE

THE ULTIMATE FOOD FOR SPORT

GOODNESS SHAKES

NEW

TOP TOP ADVICE

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IRISH RUGBY STAR MEGAN WILLIAMS ON HOW TO BURN 1000 EXTRA CALORIES ALL FROM YOUR GYM BAG

LATEST STORIES MOST READ

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Megan Williams

- Fitness blogs on [sportsjoe.ie](http://sportsjoe.ie)



- Irish international rugby player
- Completes fitness blogs on [sportjoe.ie](http://sportjoe.ie) in association with For Goodness Shakes
- Potential Brand Ambassador

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Summer Brand to Hand Campaign

#shakeupyoursummer



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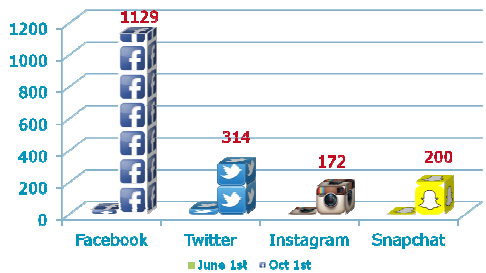
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Use Social Media

Friends on Social Media following FGS Brand Ireland



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### Knowing your Target Market

Taking nutrition to a wide audience

Muscle mass rebuild  
Energy and endurance  
Health and fitness trends  
Young athletes  
Women  
Elderly population  
What next?

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### FOR GOODNESS SHAKES

THE UK'S LEADING  
PROTEIN DRINKS BRAND

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### LEARNING FROM OTHERS

Presentations and Case Studies

## Declan Molloy Honest Bakery

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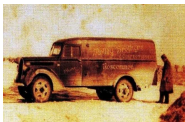
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### The Molloy's Story

- Baking since 1922
- Fourth Generation Molloy Family
- Purpose built bakery
- Over 40 staff
- Avid Rossie



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### Why Honest?

- Dedicated Gluten, Dairy and Wheat Free
- 4,000 sq. ft. capacity
- Ambient product with good shelf life
- Trained Bakers & Staff
- Distribution All Ireland
- NPD ongoing
- Tastes Delicious
- HACCP approved
- BRC Grade A accreditation.



*Bridging the gap between quality and gluten-free.*

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**For the Health part....**



- **Introducing Niamh Arthurs**
- **Public Health & Clinical Nutritionist**

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**Why Free From?**

- **Ireland** has 1 of the **highest** rates **Coeliac Disease** in Europe
- **46,000** people in **Ireland** have **Coeliac Disease**
- **1 in 5** people in Ireland suffer from allergies such as **Dairy**
- **Why deprive these of their treats?**



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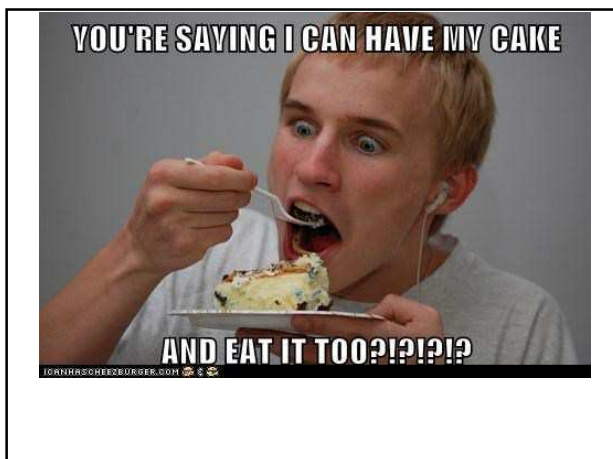
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**YOU'RE SAYING I CAN HAVE MY CAKE**

**AND EAT IT TOO?!?!?!?**

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### Company's Vision

- In looking to grow the company and build its brand as the quality brand of choice, the company wishes to focus on the needs of the “Free From” and “Gluten Free” target markets to deliver customer satisfaction better than its competitors **in confidence and style** and to be a success without being a specialist product within a gluten free aisle.



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### Award Winning Products



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## Honest Products



- Mini Cakes 5 Flavours:**
  - Blueberry, Apricot & Cherry,
  - Date & Pecan, Lemon & Poppy Seed and Chocolate.
- Biscuits 3 Flavours:**
  - Chocolate Chip, Ginger & Orange and Toasted Coconut.
- Cantucci, (biscotti)**
  - Almond, Chocolate chip, White chocolate and Cranberry.

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## Obstacles

- Staff
  - Strong Team
  - Good attitude
  - Knowledgeable
- Distribution
  - Expense
  - Finding the right partner
  - Pallet size
- Presentation and packaging
  - Maximising pack size
- Population in rural Ireland
- Shelf Life



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## Advice going forward

- If I knew then what I know now (branding)
- There is help out there – local LEO offices, Bord Bia & Failte Ireland.
- Fellow business people – networking



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- Any Questions?
- Thank you for your attention!

**End**

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**LEARNING FROM OTHERS**  
Presentations and Case Studies

Tom Collins  
Bord Bia Consumer Insights  
Health and Wellness



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**Health & Wellness**  
Areas of opportunity

Tom Collins, Bord Bia

**Consumer Insight**  
Growth through consumer understanding



Growing the success of Irish food & horticulture



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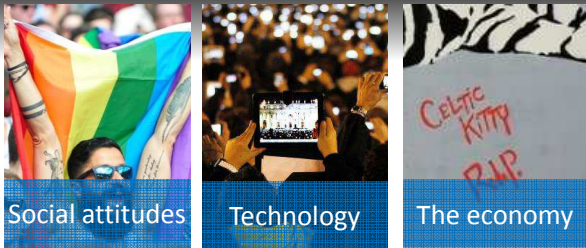
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Ireland has seen huge change over the last decade



Social attitudes      Technology      The economy

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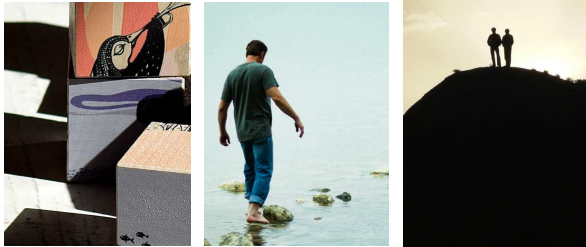
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The New Consumer Agenda



Self-reliance      Balance      Post-materiality

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The New Consumer Agenda



Self-reliance

Crippling levels of trust towards businesses is creating both a *need* and *desire* for self-reliance

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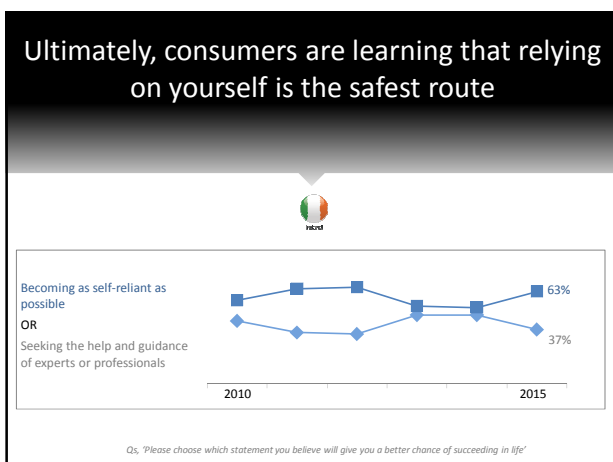
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### The New Consumer Agenda

Balance

Growing desire for balance which is driven by a desire to manage life, and not let life manage you

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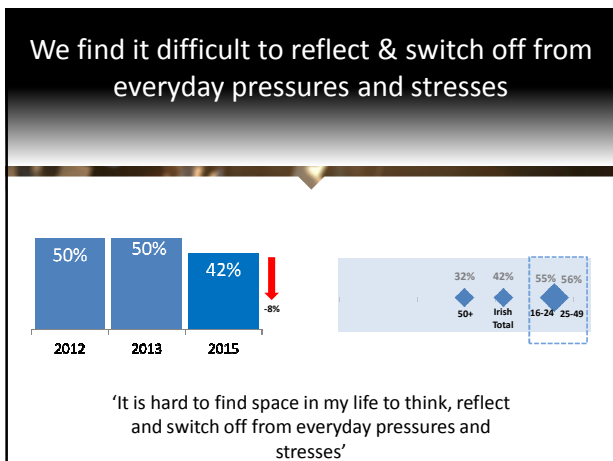
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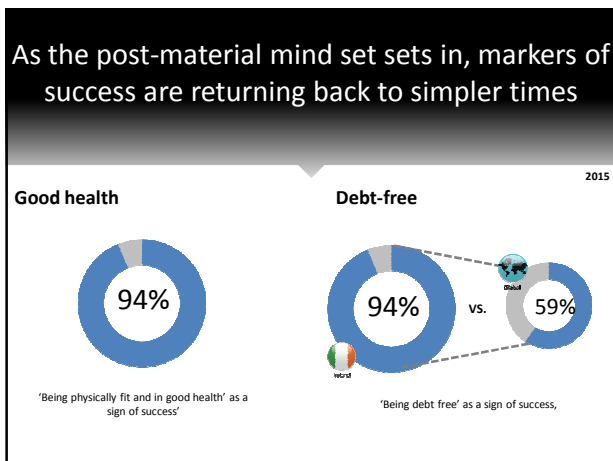
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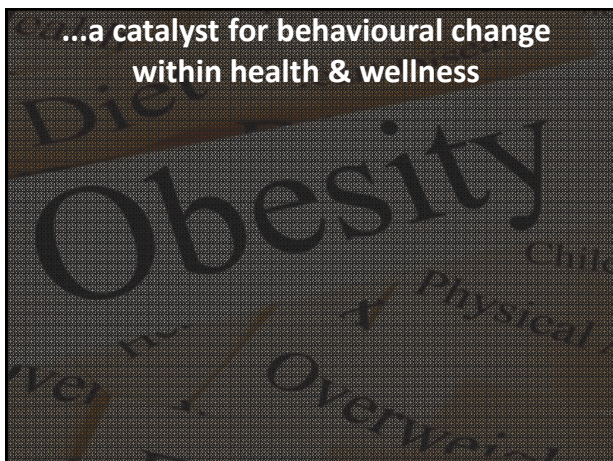
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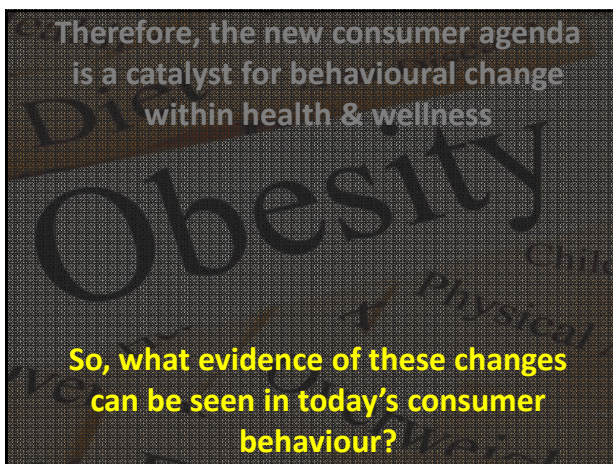
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How do we do it?

**21 markets** and surveying **28,000 respondents** around the world.



Online and face-to-face surveying is combined in a mixed-methodology approach

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How do we do it?

**40 countries** and **60 cities** covering every continent of the



Photo of diverse people: [A row of small portraits of people from various ethnicities and ages.]

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**Health & wellbeing**

“I want to live more responsibly and make better choices that make a difference without having to compromise”

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### Overview of sub-trends



- **Proactive prevention**
  - Proactively defending the body against future disease and illness
- **Essential purity**
  - Desire for raw, natural and clean
- **Creating headspace**
  - Desire to take control over mental & emotional wellbeing
- **Tribal wellbeing**
  - Increasingly choosing collective physical & wellbeing activities
- **Managing tempo**
  - Seeking solutions to suit varying energy needs & optimise wellbeing throughout the day
- **Personal solutions**
  - Search for personalised health solutions & measurement tools tech-enabled or otherwise
- **Good start**
  - Ensuring children get the best start in life

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### Sub-trend overview

#### • Proactive prevention

- Proactively defending the body against future disease & illness



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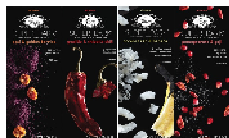
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### How is this sub-trend evolving?



More sophisticated and personalised health measures that are woven into exciting products & services

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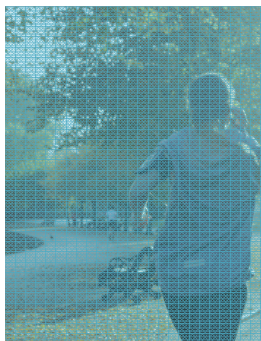
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Health and wellbeing sub-trend

- Essential purity
- Desire for raw, natural and clean



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How is this sub-trend evolving?



A more holistic understanding of the benefits of simple food preparation processes and components



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Health and wellbeing sub-trend

- Good start
- Ensuring children get the best start in life



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### How is this sub-trend evolving?



Simple ways to get kids involved in sourcing healthy food and cooking




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### Key takeaways



- Healthy living is as much about stripping away the artificial and unnecessary as it is about adding more 'good stuff'. Pure and natural products are the order of the day.



- Consumers are making use of technologies that manage and measure many aspects of their lifestyle, from water intake, to sleeping, to sugar levels. Knowledge is power when it comes to ensuring you are living in the healthiest way you can be.



- Achieving balance is increasingly top of consumers' agendas; boundaries between emotional and physical wellbeing blur as people aspire to a holistic ideal of healthy mind and body.

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### Thought-starters: How could you..?



- Leverage technology to help consumers make the most of your product, and understand its health and energy benefits for adults and children alike?



- Pare back ingredients, processes or packaging to emphasise the naturalness of your product?



- Make your product customisable, and suitable for a variety of diets and lifestyles? How can it contribute to a holistically balanced lifestyle?

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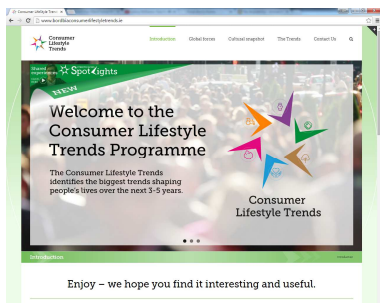
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### More information...

- [www.Bordbiaconsumerlifestyletrends.com](http://www.Bordbiaconsumerlifestyletrends.com)



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Thank You



Growing the success of Irish food & horticulture



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### LEARNING FROM OTHERS

Presentations and Case Studies

Margaret Farrelly  
O'Egg



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**RECHARGE  
BREAK**



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**SOLUTIONS**  
Financing Innovation

**HEALTHY FOOD REGION  
FINANCING INNOVATION**  
- Mike Feeney



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**Personal Perspectives**

**Great Progress**  
How to build on this?

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## Market Led Innovation

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Customer Insights  
Bord Bia  
Intelligence

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## R&D Funding

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Small Firms 45%  
Medium companies 35%  
Large companies 25%

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## People Support

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Key Manager Grant  
Mentor Support

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## **Employment & Investment Relief EII**

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Investor 30 %relief  
Plus 10 % subject to reaching  
employment targets by year  
3

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## **Collaboration with Universities & Colleges**

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Innovation Vouchers €5k

Innovation Partnerships up to 80 per cent funding(max grant 200k)

Fusion Programme Intertrade Ireland 18 months package

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## **Think collaboration with Universities / Colleges**

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Teagasc

Local colleges

DIT School of Culinary Arts and Food Technology

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## Consider Partnership with Companies

Sometimes a larger entity may be the key to scaling

Linkage between local companies.

Build on USEFE Food group

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# Thank you

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### SOLUTIONS

Financing Innovation

Orla Casey, Momentum  
Funding Opportunities for  
Innovation



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**momentum**  
support | knowledge | action

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**Funding opportunities for innovation – did you know ?**

**Orla Casey**

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**Positive funding environment**

The Supporting SMEs Online Tool is a new cross-governmental guide to help small businesses know which of the over 80 Government supports could possibly fit your business.

Check out [www.supportingsmes.ie](http://www.supportingsmes.ie)

**momentum**  
support | knowledge | action

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**At a glance ...**

Oifig Fiontair Áitiúil  
Local Enterprise Office

Rural Development Programme (2015-2020)

ENTERPRISE IRELAND

- Priming Grant
- Expansion Grant
- Other supports

- Measures to support the sustainable development of rural Ireland

- Competitive Start
- HPSU
- Innovation Vouchers

**momentum**  
support | knowledge | action

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**LOCAL ENTERPRISE OFFICE Priming Grant**

Business start-up grant, available to micro enterprises within the first 18 months of start-up, of up to 50% of the investment

**Criteria:**

- A business which on growth will fit the Enterprise Ireland portfolio
- A manufacturing or internationally traded services business
- A domestically traded service business with the potential to trade internationally
- Deadweight and displacement

All grants of a value greater than or equal to €40,000 need EI approval




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**LOCAL ENTERPRISE OFFICE Business Expansion**

**Business Expansion grant** is designed to assist the business in its growth phase after the initial 18 month start-up period.

Business that had availed of a Priming Grant are ineligible to apply for a Business Expansion grant until 12 months after approval/drawdown date of Priming Grant whichever is the later

**PLEASE NOTE** – part of the grants are repayable




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**FUNDING OPPORTUNITIES**



**Microenterprise Loan Fund**

Targeted at start-up or growing microenterprises across all industry sectors.

Provide unsecured business loans of €2,000 to €25,000 for commercially viable proposals that have been declined bank credit.

Based on business plan

Term from 3 to 5 years

Reduced Interest Rate 7.5% (7.8% APR) for LEO clients

Flexibility on repayment terms




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**LEO Roscommon funding programmes**

**In-House Training**  
50% of the training costs, subject to a maximum of **€3,000**

**Website Design and Upgrade**  
Create a new, or upgrade an existing website. **50% to a maximum of €750 for a new site** and to a **maximum of €600 for an existing site.**

**IN SOME CASES .... Exhibitions**  
A grant may be available for participation at an Exhibition or Trade Fair. Applications are assessed on a one-to-one basis. The grant is at a rate of **50% of the Stand Space**, subject to a **maximum of €3,000**

**Branding/Rebranding/Marketing**  
Grant aid is available at a rate of 50% of the net cost of eligible expenditure, up to a maximum of €1,000




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**RURAL DEVELOPMENT PROGRAMME**  
END 2015 – EARLY 2016 upon completion of Local Development Strategy

County allocations from a total of €235 million + €15 million for two Department of Agriculture, Food and the Marine artisan food schemes.

LEADER Theme	Economic Development, Enterprise Development and Job Creation	Social Inclusion	Rural Environment
LEADER Sub Theme	Rural Tourism	Basic Services targeted at hard to reach communities	Protection and Sustainable use of Water Resources
LEADER Sub Theme	Enterprise Development	Rural Youth	Protection and Improvement of Local Biodiversity
LEADER Sub Theme	Rural Towns		Development of Renewable Energy
LEADER Sub Theme	Access to Broadband		

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**RURAL DEVELOPMENT PROGRAMME**

**What grant rates will be available?**  
Yet to be finalised but it is expected that it will be up to 50% for private promoters and up to 75% for community organisations. Training activities may be funded up to 100%.

**Artisan Food Cooperation Scheme**  
Improved marketing of local food is a priority . It also aims to provide impact in terms of food trails and centres of excellence.




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**ENTERPRISE IRELAND**

High Potential Start-Up (HPSU) Funding for innovative and export focused businesses with potential to create 10 jobs and €1m in sales within 3 to 4 years of starting up.

**Competitive Start Fund (CSF)**

A €50k equity investment designed to accelerate the development of high potential start-up companies

**Innovative HPSU Fund (Equity)**

Equity investment to HPSU clients, on a co-funded basis to support the implementation of a company's business plan.



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**Enterprise Ireland's €200,000  
Competitive Feasibility Fund  
for the West Region**

HELPING ENTREPRENEURS TRANSFORM THEIR IDEAS  
INTO AMBITIOUS NEW COMPANIES  
IN GALWAY, MAYO AND ROSCOMMON

[www.enterprise-ireland.com/cffwest](http://www.enterprise-ireland.com/cffwest)  
Fund opens 28 September and closes Tuesday 20 October at 3pm

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**ENTERPRISE IRELAND**

Post Investment Supports for companies in a growth phase. These supports are focused on exploring new international opportunities and continued development of the management team.



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### SPOTLIGHT ON EUROPE

#### HORIZON 2020

Offers Irish companies valuable opportunities to participate in high quality collaborative research projects with other companies and research institutions across Europe.

For more information, go to [www.horizon2020.ie](http://www.horizon2020.ie)



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### SPOTLIGHT ON EUROPE

#### Eurostars

SMEs looking to partner on close-to-market R&D projects with another company or companies in Europe can apply to Eurostars Programme for research funding for the collaborative project. Projects approved by Eurostars are eligible for up to 50% funding towards their costs.

For more information, go to [Eurostars Programme](#).



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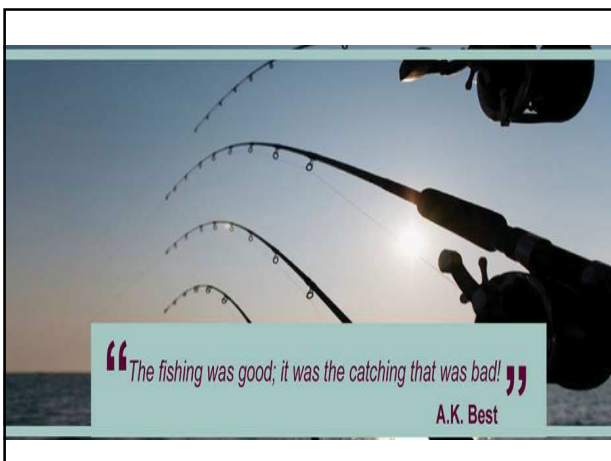
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**SOLUTIONS**  
Financing Innovation

Fergal McPartland, The Food Hub  
nourish eu how to get involved

With the support of the  Erasmus+ programme of the European Union



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thefoodhub  
Drumshanbo, Co. Leitrim

Ireland's Leading  
Food Production  
Enterprise Centre

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**ABOUT THE FOOD HUB**

Established in 2004, Community initiative

2014 Ulster Bank Social Enterprise of the Year

100% occupied. Home to 8 artisan companies, employing 50 people growing to 69 in 2016

Priority for 2016 – secure investment to transform the building into a welcoming Food Tourism Hub

Involved in a number of European project - Nourish eu, Street Food Opportunities for Regions

Find out more on [www.thefoodhub.com](http://www.thefoodhub.com)

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helping to make our region a healthy & creative food region

Committed to "safe, healthy, affordable and sustainable food" accessible to all. We are working to create Healthy Food Regions by encouraging food SMEs to innovate/ orchestrate change in the entrepreneurship, development, production & marketing of "healthier food". We have set three big aims.



**Partnership**  
Contribute to the establishment and participate in a Healthy Food Partnership which will aim to create a healthy food region.

**Education**  
Work with higher and vocational education providers to train owners and employees how to implement greater innovation and creativity for production and distribution of healthy food.

**Employability**  
Increase the chance of unemployed people to start their own food business or gain employment as a result of the industry based training they receive within a food SME.

Help to make our Region a Healthy & Creative Food Region.  
[www.nourisheu.com](http://www.nourisheu.com)

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**PARTNERSHIP**

Establishment of Healthy Food Regions and Partnerships in the UK/Northern Ireland, Bulgaria, Hungary & Ireland



[www.nourisheu.com](http://www.nourisheu.com)

Upper Shannon Erne Future Economy Partnership

With the support of the  Erasmus+ programme of the European Union

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**STREET FOOD**  
EU.COM

Street food is one of the most vibrant and fast growing sectors in European economies, building on consumer interest in high quality, artisan food and the rising number of farmers' markets, outdoor festivals and public events.

We are proud to be the Irish Partner of this soon to launch EU Project.

With the support of the  Erasmus+ programme of the European Union

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**END OF PROGRAMME**  
Reception and Launch

Launch of the **nourish eu** Healthy Food Partnership Toolkit  
by Frank Curran, Chief Executive, Leitrim County Council

With the support of the  Erasmus+ programme of the European Union



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