



Ballintaggart Farm, Grandtully, Perthshire
31st January 2019

AGENDA

Welcome & Introductions: David Smythe, Chair

Update: Alan Graham, Perth & Kinross Council

Scotland's Food Tourism Action Plan: Fiona Richmond,
Head of Regional Food, Scotland Food & Drink

Perthshire Food Tourism Case Studies

Cloutie McToot Dumplings: Michelle Maddox

Ballintaggart Farm: Rachel Rowley

Discussion: All

Any Other Business





Food Tourism Scotland

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

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**

A STRATEGY FOR LEADERSHIP AND GROWTH
**THE FUTURE
OF OUR INDUSTRY
IN OUR HANDS**



Ambition 2030



A growth strategy
for farming,
fishing, food
and drink

Scotland
A LAND OF
food and drink

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



According to the **World Food Travel Association, 2016**, the food tourism activities fall into the following main categories:

- Going to a restaurant for a memorable experience
- Eating/drinking at a famous landmark restaurant or bar
- Eating at a food truck, food cart or food stall
- Eating at a fine dining restaurant
- Taking cooking classes
- Participating in a food/beverage tour
- Attending a food/beer/wine festival
- Visiting a brewery or distillery
- Visiting a farm or orchard
- Visiting farmers' markets or agricultural fairs



**SCOT
BEER
TOURS** 

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
- In 2017, trips by **GB residents up**; day visits to Scotland up; record year for international tourism (16.9% increase in trips and 23% increase in spend)
- Record number of whisky distilleries – 128 – and visits 2017 (1.9m, up 11.4% on previous year)
- Food and drink is an important part of the visitor experience with visitors **keen to try local produce**
- **Positive gap** exists between the **expectations and experience** of the quality of food in Scotland, particularly for international visitors, with experience being more positive than expectation
- **Availability of local produce and value for money** when eating out are two areas of the visitor experience which attract lower satisfaction scores
- Food tourism is a **massive global trend** and we need to be part of it

*“If you do a poll of what motivates people to travel to a particular place, **food is now the number one reason...** I’m sure that that’s a significant change. I think people are less interested in scouting online to go up the Eiffel Tower, look around, and then come down again. I think they’re looking to have a more, for lack of a better word, **a real experience.**”*

Anthony Bourdain





SCOTLAND FOOD & DRINK

“Scotland may share some tourism ‘products’ with other tourist destinations – landscape, friendly people and a range of urban, rural and coastal activities – but it is the **emotional benefits** that the country provides which differentiate Scotland from other destinations. People imagine that a visit to Scotland will provide a **powerfully enriching personal experience** and they expect an **intense and authentic personal** journey that will affect them at a deep level”

VisitScotland insights paper: Promoting the benefits of holidaying in Scotland, Feb 2016



“Scotland’s food and drink products and activities can **align with the perceived benefits** of a holiday or short break in Scotland by connecting visitors to Scotland’s natural environment, local people, local customs and helping to create a sense of place”

VisitScotland, Opening up Scotland’s Larder to Visitors, 2017

“There has also been a rise in the number of tourists who want to come to Scotland to explore food and drink in its natural setting. Agritourism is one to watch in 2019, echoing similar movements in Spain and Italy, and at the same time opening up job opportunities and expansion plans for smallholdings”

Gabriella Bennett, The Times, Taking pride in Scotland’s produce, 25th October 2018

TAKING PRIDE IN SCOTLAND'S PRODUCE

How food will fuel the economy

Food and drink are among Scotland's most precious products. The industry's turnover has increased by 20 per cent in a decade, adding 16 billion to the global export economy. This meteoric trajectory shows no sign of slowing, and consumer habits are changing just as quickly.

Compared with the wider UK, the Scots are showing an allegiance to independent brands, when looking for dinner at a restaurant or buying ingredients for supper to eat at home. A report by Food Standards Scotland revealed that 49 per cent ate out at standalone eateries rather than chain brands in 2015, compared with the UK average of 45 per cent. While support for indie ventures has emerged as a key trend, so has an increase in spending at Instagram-friendly brunch spots. Foodies on the hunt for feiner — that's breakfast at lunchtime — are paving the way for further growth within the industry. There has also been a rise in the number of tourists who want to come

to Scotland to explore food and drink in its natural setting. Agritourism is one to watch in 2019, echoing similar movements in Spain and Italy, and at the same time opening up job opportunities and expansion plans for smallholdings. Here, we round up the food and drink sectors predicted to swell the economy next year.

INNOVATION

Technological advancements in the food sector were highlighted as a key target for growth by the Scottish government in 2017. Its Make Innovation Happen initiative is delivered in collaboration with a number of regional bodies including Scottish Enterprise as well as Highlands and Islands Enterprise. A £650,000 fund is available to groups of businesses, especially SMEs, within the Scottish food and drink industry, to foster collaborative innovation. Through biannual competitions, money is awarded to brands that tackle challenges in the sector by using technology. It is hoped that partnerships with Scottish universities will sustain the economic momentum. One project included turning soft-fruit waste into a strawberry liqueur thanks to research from Heriot-Watt University.

AGROTOURISM

Almost half of visitors to Scotland want to sample local food, according to the tourist board. VisitScotland published an electronic guidebook to the country's edible output in 2015, and agritourism is expected to make a serious contribution to the economy in the years to come. Last month Soil Association Scotland's organic trade event highlighted the potential for agritourism businesses with a programme of talks from established firms. These included the foodie paradise of the Lint Mill,

an organic B&B in South Lanarkshire, where guests can come for a solo creative retreat to paint, practise yoga, meditate, or to rent a room and dine on dishes grown on site. Other recent success stories focus on offerings for adventure lovers. Laggan Outdoor, an activity centre overlooking the Solway Firth, features a barbecue hut in the hills for stargazing parties.

RUM

It's still early days, but some economists believe that Scottish rum could be a future goldmine for distillers. Brands such as Dark Matter, SeaWolf and Alnwick Dark Rum (blended in Holland and bottled in Scotland) are giving the traditional Caribbean firms a run for their money, and the process of distilling rum is bound by fewer restrictions than making whisky. Zander Macgregor, who co-founded Wester Spirit Co in 2017, believes that the molasses-based spirit could follow in the footsteps of another phenomenally successful spirit. "Everyone's expecting rum to go the same way as gin," he says. Next month he will be opening Glasgow's first rum distillery in more than 300 years.

BRUNCH

The Future of Breakfast report 2017, by the potato company Lamb Weston, tips the rise of millennial brunch as a driver of sales for catering operators. About a third of 25 to 34-year-olds go out for brunch at least once a weekend and OpenTable, a bookings website, reported that from 2016 to 2017, brunch reservations increased by 65 per cent — good news for owners of the hipster brunch spots in every corner of the country.

SEAWOLF RUM

SeaWolf rum, one of the Scottish distilleries giving Caribbean firms a run for their money and, below, the Lint Mill in South Lanarkshire

VERDANT DRY GIN

SCOTTISH GIN OF THE YEAR 2017

ed Scottish Gin of the Year 2017, Verdant Dry Gin is a strikingly classic London Dry Gin. Distilled and bottled in 11 batches in our Dundee distillery, the first in the city for almost 100 years, it combines a carefully curated blend of botanicals from all over the globe. Top notes of juniper and bright citrus blend with undertones of spice to produce a strikingly smooth and balanced gin.

Full of flavour to shine through many of more full-flavoured tonics and mixers, it has plenty of character to hold its own in the hands of the mixologist. Refreshing and full of life, it's perfect for all cocktail creations.

VERDANTSPIRITS.CO.UK



Stranraer OYSTER festival





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
- National board formed
- Detailed action plan ready by early 2019
- Local, national & global forums to spread the Scottish food tourism message
- Comms plan



Conclusion & discussion – the potential for Perthshire

- Food tourism is a **massive global trend** that will only grow - travellers are seeking real, immersive experiences
- You have a **part to play** in the action plan's success – join the conversation #scotfoodtourism
- **Capitalise on your strengths/assets**
- **Storytelling** essential
- **Collaboration** with others essential – don't do it on your own; partner with other organisations & businesses – **bring food & drink and tourism together**
- Know your market/do your research - explore **best practice**
- **Connect Local Regional Food Fund** - grants of up to £5k available now and next year
- Attend **Showcasing Scotland Regional** events – Edinburgh 19th March; Aberdeen 11th June
- **UNTWO & BCC** – first global gastronomy tourism start-up competition
- Apply to the CIS Awards - **Food Tourism** category
- **Don't wait** – just do it!

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Cloutie McToot Traditional Dumplings

**Do you know what a
clootie dumpling is?**



Our Story



Our Product Range



Our Shop





The Future







ANY OTHER BUSINESS