

Directors Comment

"The flagship event for the local food and drink manufacturing industry includes two new awards this year. These are designed to reward community contribution and e-commerce. This enhances the ever more hotly contested food or drink product, student bursary and

entrepreneurial awards. On behalf of the NIFDA board I would like to thank our judges for this year's competition for their support and expertise. I would also like to thank the Co-op, IDB, Marks & Spencer, Sainsbury's, SuperValu and Tesco for their sponsorship. Good luck!"

Food and Drink Awards 2000 launched!

Competition will no doubt be fierce again this year following the launch of the Food and Drink Awards 2000 as industry leaders vie for the honours in, what is now widely recognised as the industry's 'Oscars'.

The Awards were launched in the appropriate setting of the Michelin-starred Shanks Restaurant in Bangor, and were created to recognise and encourage innovation and quality within the local food and drink industry. The judging panel will be looking for the freshest and most successful ideas in the food and drink industry and prizes range from cash and consultancy to trial listings in a number of local and national supermarkets.

The Award categories this year are:

- The Community Care Award sponsored by the Co-Op
- E-commerce Award, sponsored by IDB Northern Ireland
- Young Entrepreneur Award, sponsored by Marks & Spencer
- Small Company Product Innovation Award, sponsored by Sainsbury's.
- Student Bursary Award sponsored by SuperValu again this year
- Large Company Product Innovation Award which is sponsored by Tesco's.

All members should have received an application and information pack, if you need another or would like further information please contact the NIFDA office: Tel: 028 90452424 or email: mbell@nifda.co.uk The closing date for all entries is Friday 25th August 2000.

Features

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Arthur Anderson (centre) celebrates the launch of the Food and Drink Awards 2000 with this year's sponsors: (L to R): Cliff Kells, Tesco, Alice Quinn, M&S, John McFerran, Sainsbury's, Graham Davis, IDB, Sheila Gilroy Collins, SuperValu and David Anderson, Co-op.

Member's News

NIFDA's Annual BBQ

The Ulster Wildlife Trust was the charity to benefit from this year's NIFDA Barbecue, which was held at the scenic location of the Manor House at Cultra. Over 170 members and guests attended one of NIFDA's most popular annual events and enjoyed great food and drink kindly donated by a number of NIFDA member companies. Our special guests of honour included Minister of the Economy Sir Reg Empey & Lady Stella Empey. The barbecue was organised this year by the NIFDA Management Board and sponsored by The First Trust Bank, MSO, and Nevada Telecom, raised over £700 throughout the evening from the sale of raffle tickets. A number of companies also kindly donated



Lady Stella Empey with Archie McAvoey enjoying the NIFDA BBQ



A happy chef working with great food!



We think this photo of (L-R) Hugh Hamill (Stevenson & Co) and his wife with Graham Davis, IDB would be great for a photo caption competition. If you can think of a witty caption send it to the NIFDA office or email: mbell@nifda.co.uk and we will send the winner a bottle of bubbly!!

prizes for the raffle. NIFDA would like to thank everyone who contributed time, money or food & drink to make this annual event such a success. We would also like to thank Lady Empey for drawing the raffle prize winners.



Guests being served their dinner at the NIFDA BBQ

CASTLEWOOD AND FORUM JOIN FORCES FOR THE 'BEST PORK DISH COMPETITION'

Students at the Northern Ireland Hotel and Catering College in Portrush were given a unique opportunity to demonstrate their culinary skills courtesy of the "Best Pork Dish Competition 2000."

The initiative was launched by Belfast-based pork processing company Castlewood Farm Products and is supported by The Ulster Pork and Bacon Forum. Castlewood Sales Manager Dan Carlin explained that "Those taking place were asked to show the versatility of pork loin in the dishes they prepared."

He continued "We are pleased that Castlewood has taken the initiative to encourage the use of pork loin, one of the most versatile cuts of meat available today."



Pictured (L-R) Patrick McAuley, student, Dan Carlin, Castlewood, Emily McQuaid, student and John Retallick, Director of Culinary Arts NIHCC

The lucky winner was Michael Turpin from Portrush Hotel and Catering College. Michael received £150, and the opportunity of re-creating his winning masterpiece on the

Pork and Bacon Stand at this year's Balmoral Show. Judges included leading lights from the catering industry and members of the college staff.

CWS “Meet the Buyer Event”

NIFDA and TINI recently teamed up with CWS (otherwise known as the Co-op) to co-host their first Northern Ireland “Meet the Buyer” event.



Graham Davies, IDB and Michael Bell, NIFDA with the CWS buying team at the recent 'Meet the Buyers' event.

The event, which was held in the Dunadry Hotel, Templepatrick on Wednesday 12th April proved to be a huge success and was attended by NIFDA members from all across the industry.

The event, which extended into the evening over dinner, was an opportunity for suppliers to strengthen existing partnerships and also to create new business opportunities. For further details of this event contact the NIFDA offices on: Tel: 028 9045 2424 or e-mail suzanne@nifda.co.uk



Claire Madine of Fivemiletown Creamery discusses her company's products with Michael Owen, Category Buyer for chilled foods at CWS.

Sainsbury's Supplier Achievement Awards

NIFDA members Coleraine based Farm Fed Chickens and Belfast company, Aunt Mollies Foods have won this year's prestigious Sainsbury's Outstanding Supplier Achievement Award for their exceptional business growth within the company.

Now in its second year, the Awards, which recognise both companies consistent commitment to quality were presented to the winners by Sainsbury's Retail Operations Director, Peter King at a special champagne breakfast reception held at the Sainsbury's stand which was entitled 'Quality Foods From Northern Ireland'.

Farm Fed Chickens won the Large Supplier Category Award for their exceptional business growth with Sainsbury's and commitment to quality. Peter told all those attending the champagne

breakfast reception on the first day of the Balmoral Show, that among other products, Farm Fed Chickens now supplied all cornfed chicken to Sainsbury's in the United Kingdom which is a terrific achievement for any company and one of which they are



(L-R) Karl Devlin, Aunt Mollies Foods receiving the Sainsbury's Outstanding Supplier Achievement Award in the Small Supplier Category from John McFerran, Store Manager, Sainsbury's Forestside.

justifiably proud. The winner of the Outstanding Supplier Achievement Award in the smaller category was Aunt Mollies Foods. Managing Director Karl Devlin said: "This is a great accolade for all our staff while recognising the achievement of Northern Ireland Suppliers".



Robin Henry, Managing Director of Coleraine company Farm Fed Chickens (right) receives the Sainsbury's Outstanding Supplier Achievement Award in the Large Supplier Category from (L-R) Neil Whitehouse and Peter King, Sainsbury's.

Sainsbury's Facts and Figures!

Local Sourcing

- When Sainsbury's announced its plans to open a number of stores in Northern Ireland in 1995, the company sourced £80m of Northern Ireland product annually from 17 suppliers. Today it sources over £120m.
- In January NIFDA members Doherty's Meats of L'Derry became Sainsbury's 100th Northern Ireland supplier.
- Since 1995 Sainsbury's has held a number of successful "Meet the Buyer" sourcing

opportunities for Northern Ireland suppliers: 1995 Belfast, 1996 Derry, 1998 Newry, including a cross border event held in association with the Londonderry Chamber of Commerce in 1999.

- Sainsbury's has undertaken two Supplier Development Programmes for existing NI suppliers over the last two years. The 27 companies who have taken part in the programmes have increased their business with the supermarket group by over £16million.

The Stores

- Sainsbury's now has seven supermarkets in Northern Ireland : Ballymena (opened December 1996), Forestside, South Belfast (March 1997), Coleraine (December 1997), Craigavon (March 1998), Newry (September 1998), Armagh (December 1998) Strand Road L'Derry (January 2000)

IMPROVE YOUR COMPETITIVENESS THROUGH INNOVATION

The Manufacturing Technology Partnership LTD

New NIFDA associate members Mtp, set up their company in 1997 to improve the competitiveness of small and medium sized manufacturing companies in Northern Ireland by helping them to identify and adopt affordable technologies. This objective is serviced by using the technical expertise of our partner organisations that are Loughry College -The Food Centre, The Queen's University Belfast, The University of Ulster and the Industrial Research and Technology Unit. In addition Mtp's own staff of 6 field officers includes experienced food technologists and manufacturing specialists who can assist firms to identify and resolve technical and manufacturing problems.

To encourage firms to address these issues Mtp can provide grant assistance through the innovation credit scheme to companies that have not paid for any services from the partner organisations within the last three

years. The innovation credit scheme will fully fund the first £250 of work carried out and will contribute 50% of the cost up to a maximum project value £3,750. There is also an alternative funding mechanism available for firms that have paid for partner services within the last three years.

The Food Industry in Northern Ireland is showing increasing interest in the range of services, which Mtp can provide and the main areas where assistance has been provided includes the following:

- *New Product Development*
- *Benchmarking to assess company performance against a range of world class manufacturing criteria. We can provide both Microscopic and the DTI Benchmarking Index*

- *Food safety management, including HACCP*
- *Energy saving through free energy surveys and interest free loan schemes for more energy efficient equipment*
- *Application of techniques of lean manufacturing to improve manufacturing efficiency*
- *Waste and effluent management*

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BENCHMARKING -THE BENEFITS

Graham Davis from IDB recently attended a benchmarking seminar and has provided a report for NIFDA news stating some of the issues involved in this area.

Graham Davis stated that "the seminar generated a lot of interest and twenty companies have signed up to undertake benchmarking using the Food and Drink NTO model. Professor Whieldon is due to start work shortly with the first group of companies."

1) Benchmarking is an excellent tool to use when a company is seeking knowledge prior to moving onto a development path. It gives the company a location point on the spectrum of performance, which in turn can provide management with a stimulus or impetus for change.

2) The food sector is a low margin sector so cost reduction has to be an ongoing activity, a focus on efficiency of all our assets is necessary - whether it be facilities, equipment or people

3) The recent Food and Drink National Organisation report - based on a group of UK, EU, USA and Japanese companies found

that most of our companies have room to improve:

4) Equipment maintenance, utilisation and people training.

5) The Food and Drink National Training Organisation focused on efficiency and looked for a comparative path on:

MACHINERY

- overall equipment effectiveness
- time required for machinery changeover
- age of equipment
- staff turnover
- absenteeism
- training spend
- skills-operator/maintenance/line manager
- vocational qualifications

Prof. Mike Whieldon a benchmarking consultant delivered the main feedback to 44 delegates from 35 NI companies at the conference, which was held at the Seagoe Hotel on the 29th February. This was well

received and IDB offered 20 companies participation in a similar benchmarking scheme under the auspices of the IDB Business Excellence section and using the Food and Drink National Training Organisation as the delivery agent was their methodology. This offer was taken up.

1) The Food & Drink National Training Organisation will carry out these benchmarking programmes over the next few months and hopefully give participating companies some key base line performance indicators. These will help companies who initiate improvement actions to measure progress accurately when their actions are completed.

2) If at this stage more companies decide to participate in this scheme, IDB Food Division will endeavour to provide assistance in this progress as we are convinced of the value of this approach for our companies.

An Introduction to the NIFDA Board of Directors



Arthur Anderson, NIFDA Chairman and General Manager of Tayto. After his education in Belfast Arthur completed his management accountancy whilst employed by Rolls Royce in Bristol. Arthur then worked for Desmonds in Derry and also spent 12 years with Germinal Holdings in Banbridge. Tayto then bagged him and he has savoured the food industry with them for 15 years.



Pearse Donnelly, Director of Aunt Mollies Foods has 15 years experience within the food manufacturing sector. He has also worked for Moy Park, The Grampian Food Group and Farm Fed Chickens. Pearse holds a business studies honours degree as well as being a graduate of the Institute of Marketing.



Terry Graham, Marketing Director of Bass Ireland Ltd, heads one of the largest sector in-house marketing teams, currently employed in Northern Ireland, supporting some of the Province's best known and most successful brands. A fellow of the Chartered Institute of Marketing, he also holds board positions with Bass Ireland, Dillon Bass Ltd and Tennents Ireland. He was previously Managing Director of Armstrong Long Advertising.



Trefor Campbell, joined Moy Park's former holding company, Moygashel Limited, in 1960 and moved through the ranks at Moy Park to become Managing Director in 1983 and has been largely responsible for the growth and consolidation of the company. He led a management buyout of Moy Park in 1984. He is Deputy Chairman of the Queen's University Enterprise Award, a Fellow of the Royal Agricultural Societies and Honorary Vice President of the Institute of Food Science and Technology. Trefor Campbell holds an OBE and CBE for his services to the food industry and in 1998, he was awarded an Honorary Doctorate from Queen's University, Belfast. Trefor was a key founder of NIFDA and is a past chairman.



Alan Gibson, Purchasing Director, has been with Moy Park since 1987 after graduating from Queen's University with a BSc honours Degree in Food Science, and has since graduated with an MBA in 1992 from UUJ. He has worked in production, IT project management, international trading to emerging markets and has worked and travelled extensively in establishing Moy Park's global raw material supply chain. Alan Gibson is also Chairman of the NIFDA Management Board.



Hugh Hamill, Managing Director, Stevensons & Co has 41 years of experience within the pig meat industry. He was production manager within RG Nelson for 15 years. Hugh was also a Director with Lovell and Christmas, before purchasing Stevenson & Co in 1977. The company built a new pig processing plant at Cullybackey in 1981 and added on slaughtering facilities 1985. Mr Hamill is the Chairman of UCA and has been for the last 5 years.



Bobby Lawes, Deputy Chairman, Research and Development Director at Pritchitt Foods, Newtownards, has been working for the family business for over 30 years. Graduating in Natural Science from Cambridge, Bobby has been actively involved in the development of the Newtownards site. Bobby is also chairman of the Northern Ireland Dairy Association and the Food and Drink Federation London Milk Working Party.



Cecil Mathers began his career with the Department of Agriculture in 1962 in the Entomology Division and in 1966 moved to Fatstock Division. As Senior Fatstock officer he left the Department of Agriculture in 1991 to take up the position of Chief Executive of NI Meat Exporter's Association. He is currently Chairman of the Food and Drink Training Council on which he represents the Red Meat Industry and is also a member of the Consultative Board of the UK Meat Training Council. Mr Mathers also represents the NI Red Meat Industry on the Brussels bases UECBV.



Billy O'Kane, is Managing Director of the well known local family owned business O'Kane Poultry. Mr O'Kane has been a member of NIFDA since its inception, and is also Chairman of the Poultry Federation, a Director of Ulster Bank and board member of An Bord Bia.

The remaining Directors of the NIFDA board will be profiled in the next edition of NIFDA News.

FEOGA UPDATE

The Department of Agriculture and Rural Development has asked us to point out that some of the information contained in the previous NIFDA news on the Processing and

Marketing Grant Scheme was incorrect and should be disregarded. The previous Processing and Marketing Grant Scheme ceased with effect from 31st December 1999. It is anticipated that a further PMGS will open for application later in the year subject to EU approval of the proposed

Northern Ireland Structural funds Programme. However issues of detail such as grant rates, maximum grant payable etc, have not yet been determined DARD expect to be able to make an announcement on all this later in the summer.

Dates For Your Diary

- NIFDA Management Board Meeting, 7th September, (venue to be confirmed)
- * Supply Chain Breakfast, September (Management Board) (date to be confirmed)
- * Food and Drink Awards Ceremony, 5th October, The Balmoral conference Centre, Belfast
- * CIM Marketing Awards, Culloden Hotel, Cultra, 7th December 2000

Please find further dates for your diary on the following two pages contributed by Trade International Northern Ireland.

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The Food & Drink Training Council

The Food and Drink Training Council (FDTC) is one of the 16 Industry Councils in Northern Ireland. The Directors of FDTC are the Trade Association nominees from the different sectors within the NI Food Industry as well as Trade Union, Educational and nominated representatives. The council has a small number of permanent core staff and a number of contracted part-time staff and has a continuing training input into the NI Food Manufacturing sector. The Council is a non-profit making body and delivers its programmes on a cost-recovery basis, and has its own training facilities at Weavers Court, Linfield Road, Belfast.

From time to time the Council administers specialist people-development programmes aimed at various levels of company management from MD and CEO level down to junior management level, as well as NVQ and other recognised qualifications at every level in the food industry. A recent Industry Training Needs Analysis was undertaken by the Council in conjunction with Dept. of Agriculture and Rural Development when the Food Industry clearly identified a number of topics for which specific training programmes will be developed in the near future.

There are currently 5 National Training Organisations (NTOs) within the UK Food Manufacturing Industry and FDTC in

Northern Ireland unlike the rest of the UK, offers a totally integrated service to the industry here. These links are being further consolidated and developed to ensure that the views of the NI Food Industry are adequately represented within the NTOs.

A recent venture of the FDTC has been to form a "partnership alliance" with the other various NI Industry Training Councils so that where possible a single training ethos can be developed and other economies of scale achieved in many areas of people development and training within the NI industry. It is envisaged that this effort will deliver increased efficiency in the administration of funded packages which could be operated on a cross-industry basis. The FDTC in its own right is an approved training centre for the Meat Training Council, The Food and Drink Qualifications Council, NEBS Management and City and Guilds. Current commercial training available through the FDTC include: All levels of Food Hygiene, HACCP, Health & Safety, Modern Apprenticeship, Animal Welfare & Animal Welfare Assessment in conjunction with Bristol Vet School, Assessor/Verifier D Units, Training for Trainers, NVQs and Auditing to ISO 9000, EFSIS and BRC standards. Our Staff at Weavers Court will only be too glad to talk to you about your individual company training requirements. Tel: 028 90329269.

TRADE INTERNATIONAL NORTHERN IRELAND



'IRELAND - THE FOOD ISLAND'

In July, Trade International and An Bord Bia - the Irish Food Board - continue working together by providing companies from all over the island of Ireland with the unique opportunity to show their products on a joint stand at the Summer Fancy Food Show in New York.

It is the premier exhibition for the speciality food business in the US attracting tens of thousands of buyers from gift stores, supermarkets, delicatessens and catering establishments.

TRADE INTERNATIONAL NORTHERN IRELAND/ BORD BIA WILL BE MARKETING IRELAND-THE FOOD ISLAND AT THE SHOW FROM 9 - 11 JULY.

Food and beverage exports to the US from Northern Ireland and the Irish Republic last year amounted to over US\$ 250 million, with Irish drinks products accounting for more than US\$ 140 million.

The speciality food market is growing in significance and a number of leading Irish companies have targeted the US market as an important outlet.

The food and drink industry in Northern Ireland exported around 57 per cent of its £4.5 billion annual production in 1998/99.

The Fancy Food Fair is the key trade event in the US. The joint display will emphasise that Irish companies operate to the highest international hygiene and safety standards and are dedicated to achieving excellence in terms of product quality and customer service.

The following companies are participating: From Northern Ireland, Classic Mineral Water Co. Ltd, Lurgan, Finnebrogue Venison, Downpatrick, Fivemiletown Creamery, Fivemiletown and WD Irwin & Sons Ltd, Portadown. From the Republic are Bewleys of Ireland, Dublin, Largo Food Export, Ashbourne, Lilly O'Brien's, Naas, The Irish Chocolate Co. Ltd, Dublin and Dairygold.

Developing knowledge in the US



Sixteen senior executives from companies in Northern Ireland and the Republic of Ireland took part recently in a special tailored programme giving them practical guidance about US market trends and business procedures.

The programme included a three-day workshop at St Joseph's University, Philadelphia and a visit to the Food Marketing Institute Show in Chicago focusing on issues of efficiency, marketing and innovation.

Graham Davis, Executive Director of IDB Food and Health Technologies Division, who attended, said: "The programme highlighted the speed at which the food industry is changing and provided useful insights for the participants on refocussing their marketing strategies to meet the challenge of change." Company representatives were unanimous in their enthusiasm about the value of information obtained both from the university and in networking with each other.

Building business from Barcelona to Birmingham

During the last three months Trade International has organised a number of successful events aimed at helping food and drink companies identify business opportunities in markets outside Northern Ireland.

In early March Paul Rutherford led a group of seven companies on a Trade Development Visit to Alimentaria 2000 in Barcelona. The show, which is the biggest food and drink exhibition in Spain, has proved particularly popular with our fish processing companies in recent years. The visit included briefing and trading requirements in Spain and a guided tour of the major supermarket chains to discuss product requirements and consumer preferences.

Later in the month the Trade International group stand at Food and Drink Expo 2000 in the NEC, Birmingham provided nine local companies with an excellent platform to exhibit their products ranging from bread to mineral water and from cooked meats to cheese and seafood. The exhibition was the largest food show in the UK this year and attracted over 23,000 visitors.



Graham Davis, Executive Director, IDB Health & Food Technologies Division, Joyce Quinn, Minister at Agriculture, Food and Fisheries and David McNair, Chief Executive, Food from Britain with Nora Brown, Taste of Ulster Chef at the Northern Ireland group stand at Food and Drink Expo.

FUTURE EVENTS



20-29 September 2000 - Trade Mission to Latvia, Sweden & Denmark

Recruitment is now underway for this popular trade mission to the Nordic/Baltic Region which has become a regular activity in Trade International's Calendar of Events. The mission is open to Northern Ireland companies from all sectors of industry and many local companies already have significant export business in the region.

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22-26 October 2000 - SIAL 2000, Paris

Trade International will be organising group stands in two product halls at SIAL. The International (or multi-product) and the Meat & Poultry Hall. SIAL is the biggest and best food exhibition in the world this year and local food processors have exhibited very successfully at previous shows. Limited stand space is still available.

Marketing intelligence

Recent publications acquired by Trade International's Export Information Centre for the food and drinks sector include:

BRITISH TRADE INTERNATIONAL'S HINTS TO EXPORTERS VISITING:

Tunisia, Israel, North America, Canada and Eastern Caribbean.

These booklets provide practical help, advice and support for exporters. They also give access to the worldwide network of overseas commercial staff and locally engaged market experts.

BAKERY 2000 - PLIMSOLL PUBLISHING LTD

This report aims to incorporate an analysis of a relatively similar set of companies so that they can be usefully compared with one another. All data is obtained from the companies own auditors via the Registrar of Companies and is up to date as far as is practical within one month prior to publication.



Pictured at a recent Export Canada seminar, left to right, Damian McAuley, Trade International Head of Sectoral Promotions, John Chambers, Kilhorne Bay Seafoods, Annalong and Ivan Johnson, Thermpak Systems, Bangor