



Improving Scotland's
food and drink businesses
through collaboration



CULTIVATING COLLABORATION QUARTERLY REPORT February 2010 to May 2010

Part One: Highlights of Project from October 2008 to May 2010

Part Two: Quarterly Update – February 2010 to May 2010



Funded by Scottish Government, European Union & SAOS

PART ONE: OVERALL PROJECT UPDATE	Highlights of Project Oct 2008 to May 2010
Overview	<ul style="list-style-type: none"> • The C2 project aims to encourage and support more collaboration and collaborative ventures in Scottish food and drink supply chains for their commercial gain. It seeks to deliver hands-on help to businesses to address new opportunities and overcome barriers, and in the process build trust and long-term supply chain partnerships. This will help improve: <ul style="list-style-type: none"> ○ Profitability ○ Market Responsiveness ○ Efficiency ○ Value Add ○ Sustainability • 175 companies have engaged with the project, some participating in several of the project activity strands, from advice to detailed joint venture supply chain arrangements • 61 organisations/councils/academic institutes have been involved • 560 people have participated in events, many of them farmers • C2 is delivered as a strategic activity of Scotland Food & Drink
Case Studies	<ul style="list-style-type: none"> • Worked with 38 companies and organisations to produce 11 case studies (as printed leaflets, PDF files on website and four as video clips). Ten themed versions also completed and now available as leaflets and PDFs on the C2 website.
Understanding Your Supply Chain	<ul style="list-style-type: none"> • Nine supply chain events have been held to date, involving a total of 560 participants. • Three lamb supply chain events have been held with QMS, NFUS and Argyll & Bute Agricultural Forum • Pilot in Grantown in Spey - 14 participants; • Event on Mull, - 70 participants; and • Event in Argyll - 44 participants • Event with SRPBA - 38 participants • Event with SRPBA in March 2010 – 34 Attendees • Luing Cattle Society at Yetholm, Kelso – 250 • Far North Beef Event, Sutherland – 80 • Lewis Lamb Grading, Stornoway – 22 • Cereal workshop with HGCA, Aberdeen Grain and Openfield – 8 participants

	<ul style="list-style-type: none"> • Five workshops planned for 2010/11 including cereals, potatoes and the meat supply chain
<p>Introduction to Managing Your Supply Chain and Improving Your Supply Chain</p>	<ul style="list-style-type: none"> • One development pilot event organised • Workshops planned for autumn 2009 postponed due to recessionary pressures on sector and rethink of nature and type of intervention required • Pilot <i>Winning Ways</i> Supply Chain Innovation project underway with four companies taking part in the project. First workshop held in May 2010. • Worked with 20 supply chains, ranging from micro-scale SMEs, to large sophisticated businesses. Some examples: <ul style="list-style-type: none"> • Food Processor and Potato Packer - development of joint venture agreement for crisp manufacture • Meat Processor and Livestock Co-op – developing efficient supply chain electronic information flows • Malting Barley supply chain – examination of improved risk management and development of risk management tool • Beetroot Grower – facilitation of introductions to extend product into juice market • Bee/Honey supply chain – assistance in looking at collaborative models to implement industry bee health scheme. Co-operative now being formed in Perthshire as follow on activity in other project with CDS • Assistance to two potential local food distribution groups in the Borders and East Lothian on costs and logistics. This has led to the development of a testing template to allow local food producers to evaluate the risks/benefits associated with distribution models
<p>Facilitating Collaboration</p>	<ul style="list-style-type: none"> • Supply Chain cost-benefits analysis of lamb into schools, with Argyll Hill Farmers, Forteiths & Argyll & Bute Council completed. Commercial collaborative venture now underway with 1000 lambs. • Public Sector Supply Guide launched in April by Cabinet Secretary for Rural Affairs and the Environment. Baseline research proposal to assess understanding of Public Procurement opportunities submitted to the Scottish Government, • Collaborative opportunities investigated and/or underway with 25 groups, including: Scottish Producers Direct (now Wholesome Whole Foods Scotland) , Caledonian Organics, Food Heritage, Taste of Arran, Borders Food Group, Perthshire Farmers Gate, Atholl Glens, Country Markets, South Lanarkshire Council, Argyll and Bute Council, Tayside Council, Perth and Kinross Council, Taylors Regional Foods, Stornoway Black Pudding Producers, Orkney barley & bakery supply chains, Orkney Heritage & Supply Chain partners, and Grampian Oats • Support provided for Homecoming and Scottish Food Fortnight and participated in Forward Scotland Local Food collaborative network formation event at Scottish Parliament • Sponsored the first Highland & Islands Food and Drink Awards ‘Partnership for Success Award’ which was won by Cobbs Cakes. Nominations for the 2010 award are now open and sponsorship agreed for this year.

	<ul style="list-style-type: none"> • Research and support to help a number of SMEs establish a distribution and marketing group to help overcome supply chain issues, establishing a practical 'model' for others to adapt. • Meeting with three multiple retailers re supply chain development opportunities • Work underway with Stornoway Black Pudding Producers to facilitate application process for PGI status • Support participants in Orkney Barley Project trialling of hardier varieties of malting barley for enhanced provenance for whisky supply chain • Meet the Supply Chain Event with Taylors Regional Foods for Borders and Dumfries and Galloway held in March with 14 companies participating. 8 now being followed up as potential suppliers • Contributed to QMS Marketing Conference Workshop and Fresh Produce Journal Event in Perth as speakers with presentations made to around 140 delegates • Presented C2 sponsored award for second year – Success Through Working in Partnership - at SF&D Awards to QMS for 5-partner animal health and welfare innovation project • Followed up with three companies following the Profiting Through Partnership event – Forteith Foodservice and four companies are also in discussions following initial meetings at PTP event • Potential dairy sector added value Whey processing project under discussion
<p>Comparative Research, Monitoring and Evaluation</p>	<ul style="list-style-type: none"> • Monitoring and evaluation framework developed and first stage of interim C2 project evaluation underway with results due in summer 2010 • Discussions held separately with University of Strathclyde, SAC and University of West of Scotland on potential areas of joint research & application • 'Finding the Right Partner - Hints and Tips' published as PDF on website • 'How to Improve your Supply Chain' best practice document published as PDF on website • Development of collaboration diagnostic tool underway – this will be used to assess where companies are re collaboration before intervention and following intervention
<p>Dissemination</p>	<ul style="list-style-type: none"> • C2 annual event – Profiting Through Partnership – held on 23 March 2010 at Norton House Hotel, Edinburgh. Speakers from Waitrose, David Sands Ltd and Forteith Foodservice took part. The event was also addressed by the Cabinet Secretary for Rural Affairs and the Environment. 82 delegates attended, exceeding the target of 75. Press coverage of the event featured in the Scotsman and the Press & Journal • Speakers presentations and two case study videos featuring Forteith and Waitrose now on C2 website at http://www.ctwo.org.uk/about-c2/conference-2010.aspx • Wide promotion of, and support for, C2 events through partners' websites and newsletters • PR coverage achieved for C2 events in a wide range of regional and trade press, including the Fresh Produce Journal as sponsors of their February event in Perth • The C2 website has been revamped and is now attracting around 250 visits per month. The Case Studies

page is the most frequently visited.

- The first quarterly C2 newsletter published and available online at www.ctwo.org.uk
- Cultivating Collaboration Facebook page launched

PART TWO: QUARTERLY UPDATE	Annual Target Actions/Deliverables April 2010 to March 2011	Highlights of Project Quarter Feb 2010 – May 2010
Case Studies	15 case studies completed	<ul style="list-style-type: none"> • Two new case studies (Waitrose/Cackleberry Eggs and Forteith/Argyll Lamb and Pork) completed
Understanding Your Supply Chain	4 workshops/events delivered	<ul style="list-style-type: none"> • Work on-going to identify and engage with potential partners. • Joint event with SRPBA in March in Aberdeenshire attended by 34 delegates • Grain supply chain event in partnership with HGCA, Openfield and Aberdeen Grain in May attended by 8 delegates. • 5 Workshops agreed in principle for 2010/11 for grain, potatoes and the meat supply chain
Introduction to Managing Your Supply Chain and improving Your Supply Chain	4 workshops/events delivered Commence work with 10 supply chains	<ul style="list-style-type: none"> • Project developed to deliver market-oriented supply chain innovation workshops, <i>Winning Ways</i> commenced with four companies. Initial workshop delivered. • Developing tool to assist farmers to measure and manage risk which emerged from discussion with Malting Barley Supply Chain • Perthshire bee/honey supply chain now in process of forming a co-operative to implement Scottish bee health scheme • Diagnostic tool to establish collaborative nature of companies in development
Facilitating Collaboration	Assist 6 potential collaborative groups	<ul style="list-style-type: none"> • Public Procurement Guidelines completed and launched in April by Cabinet Secretary. • Proposal for baseline research on understanding of Public Procurement Opportunities with Scottish Government • Meet the Supply Chain Distributor with Taylor Regional Foods & South of Scotland companies held in March, with 14 companies attending. • Wholesome Wholefoods constituted as a co-operative

		<ul style="list-style-type: none"> • SF&D C2 sponsored 'Success Through Working in Partnership' award presented to QMS for 5-partner animal health and welfare innovation project • Assisted three companies directly following the Profiting Through Partnership event • Potential dairy sector added value Whey processing project under discussion
Comparative Research, Monitoring and Evaluation	Develop benchmarking, monitoring and evaluation tools; monitor, evaluate & refine activity	<ul style="list-style-type: none"> • Monitoring and Evaluation Framework to measure ongoing project impact agreed. First stage of formal evaluation of the project underway • Discussions with academic supply chain experts on potential research and development areas
Dissemination	<p>Develop communication tools; raise awareness and profile of C2 project</p> <p>Stimulate interest in participating and ensure broad dissemination of best practice</p>	<ul style="list-style-type: none"> • C2 dissemination event – 'Profiting Through Partnership' held on 23 March, 2010 at Norton House Hotel, Edinburgh. 82 delegates attended. The event was addressed by the Cabinet Secretary for Rural Affairs & The Environment. Three speakers – from Waitrose, David Sands Ltd and Forteiths Foodservice – gave presentations and held seminars with delegates. Press Coverage in Scotsman and Press & Journal • Speakers presentations and videos featuring Waitrose/ Cackleberry Eggs and Forteith/Argyll Lamb and Pork on C2 website • C2 Facebook page established