



NEWS AND INFORMATION FROM C2 – Summer 2010

C2 has launched its first Supply Chain Innovation Programme in partnership with Matrix. The project aims to get real results for companies, helping them to develop new products, customers and markets through rapid innovation. Four companies – Summer Harvest Oils, Border Biscuits, Connage Dairy and Thomas Thomson – are taking part in the pilot. The programme is aimed at small and medium companies involved in the food or food-related industries. Those taking part are guided through a process for creating, evaluating and commercialising new ideas.

Companies Join C2 Innovation Project

Jill Clark of Connage Dairy commenting on her experience so far, says: “The process you go through – brainstorming with the other companies to come up with ideas, evaluating them and then implementing the most promising – gives you the confidence to distinguish between worthwhile opportunities and those you should ditch. “

Mark Bush of Summer Harvest Oils, adds: “This has more than lived up to my expectations – in some ways I wasn’t quite sure what to expect when we moved on to the brainstorming part of the process. I don’t think I fully appreciated how intense that would be but it was very exciting and positive working with new people from other businesses. “

C2 will be running more of these innovation projects beginning in September 2010 – if you would like to get involved, call George Noble on 07894 414 512 or Rona Sutherland on 07855 790 749. You can also find out more on the C2 website at www.ctwo.org.uk

C2 Enjoys Event Success

Richard Lochhead, Cabinet Secretary for Rural Affairs and the Environment was among the speakers at the first C2 conference in Edinburgh in March. The 85 delegates attended the event also heard from Duncan Sinclair of Waitrose, John Forteith of Forteith Foodservice and David Sands of David Sands Ltd. The theme of the conference was how collaboration can help build businesses and each speaker drew on his own experiences to demonstrate this. As well as the formal sessions, each of the speakers held informal 'Audience with..' meetings with delegates.



L-R: Alan Stevenson (C2); Richard Lochhead; John Forteith; Duncan Sinclair; David Sands at the C2 Conference

Two New Case Studies Launched

John Forteith and Duncan Sinclair also feature in two new case studies and videos which have been launched on the C2 website.

Waitrose's supplier strategy is based on creating long-term sustainable supplier relationships, based on quality, consistency and taste. Its suppliers must operate to very high standards, have strong investment plans, demonstrate dedication and a willingness to take part in research and development to underpin product development and quality.

Cackleberry Limited was formed four years ago by a group of three farmers in the Borders of Scotland and now produces 42,000 free range organic eggs for Waitrose stores each week. The story of Cackleberry and Waitrose is an exemplar of the company's approach to developing high quality produce and creating a long term supplier relationship, one where everyone involved is clear about their role in what is a success story for Scottish Farming.

Forteith Foodservice is a distribution business based in Oban, Argyll. The firm was established in 1955 and now employs 50 people serving 1500 trade customers. The company operates in some of the most difficult territory in Scotland, within a 100 mile radius of Oban, from Invergarry in the North, the Inner Hebrides to the West and Arran to the South.

In the last three years John has begun working with local producers to develop premium branded local food for the local market, sold exclusively by the company under the **Argyll** brand. He now sells premium lamb, pork and venison among other products, all of it sourced locally. He works closely with his suppliers to help them grow at a sustainable rate and to help them with marketing and quality control.

To learn more about the Cackleberry and Waitrose and Forteith Foodservice and the Argyll brand, go to www.ctwo.org.uk. If you have a story about collaboration which you think will make a good case study, please contact Fiona Hamill at info@ctwo.org.uk or call her on 07799 450792