



FOOD & DRINK NORTH EAST

WAKING A SLEEPING GIANT

THE SECTOR

7,500

regional food and drink
manufacturing companies.

1,600

independent food and
drink retailers.

826,000

people direct and indirectly
employed within
the sector.

- Steeped in an entrepreneurial history from the launch of Lucozade in 1927 through to iconic heritage brands such as Newcastle Brown Ale, Ringtons Tea and Primula Cheese
- Recognised for its artisan producers such as Craster Kippers, Lindisfarne Oysters, acclaimed food growers as well as some of the best cheese and organic dairy in England
- Seeing an upsurge in craft producers and the growth of premium, entrepreneurial food and drink brands as well as niche growth areas such as organic, 'free from' and Fairtrade
- Becoming a manufacturing hub and a leader in food and drink innovation
- Home to a vibrant food and drink community that requires a sense of purpose and strategic direction

THE PROBLEM

1.2%

**The North East's food and drink sector generates
only 1.2% GVA (Gross Value Added) to the region's overall economy**

11.2%

**In comparison to 11.2% in Yorkshire & Humber and 10.7%
in the North West, the North East seriously trails behind**

A lack of identity and several attempts to redefine the North East as one homogeneous place failed to take into account a region that is fiercely proud of celebrating its tribal differences from Teesside, Tyne and Wear, County Durham and Northumberland.

As a consequence, a victim of reinvention, the 'food identity' of the North East has struggled to make sense of itself



WE CAN CHANGE THIS

INSPIRATION - NORTH OF THE BORDER

Established in 2007, Scotland Food and Drink is a not-for-profit organisation created to guide food and drink companies of all sizes towards increased profitability.

With a clear strategy, SFD have increased the value of the sector from £421 million to £1.5 billion in 2017 with an ambition to grow the sector £30 billion by 2030 whilst building Scotland's international reputation as a Land of Food and Drink.

THE FOUR PILLARS

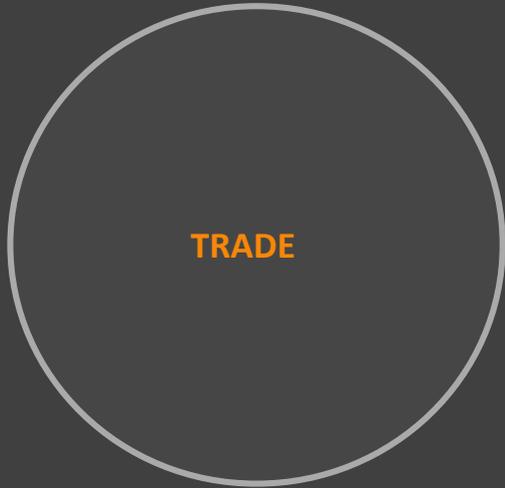


COMMUNITY



- End to End Connectivity from farm to fork
- Share best practice among producers in region
- Build and nurture an engaged online community in the sector
- Become a powerful and influential regional voice
- Foster a sense of belonging.

TRADE



- Value Added activities and opportunities for producers
- Collective representation – category development
- Opening up channels to trade
- Shortening and sharpening the supply chain
- Procurement

SUSTAINABILITY



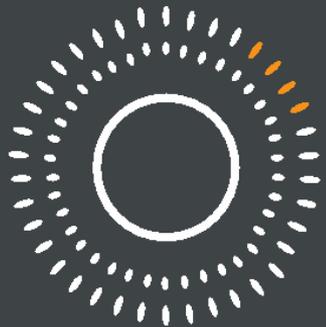
SUSTAINABILITY

- Work with cross sector partners to deliver innovative solutions to region's biggest food and drink challenges
- Develop a positive and inclusive food culture in N/East.
- Align innovation resources to food policy and challenges – creative solution.
- Building skills and capacity to enable the industry to thrive.
- Work with SFC and other organisations on sustainability solutions.

ADVOCACY



- Build a strong industry voice to influence on a local, regional and national level
- Empower and embolden categories through collaborative development
- Articulate a clear regional food and drink identity – heritage, history and diversity from Tees to Tweed.
- Create a world class sector that is fit for future and aligned to global sustainable development goals.
- Lead on regional food policy and promotion of healthy and sustainable food culture



food
& drink
north
east

#northeast #foodanddrink #capitalofcraft