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Developing Food Provenance in the 'Boyne Valley'

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Developing Food Provenance In The Boyne Valley
My Culinary Journey

• Chef – Europe, Africa and London - Food DNA

• Industry training consultant - FoodEducators.ie & FoodTours.ie

• Culinary Lecturer & Product Development

• 80’s & 90’s Irish Food Identity

Tayto Crisps
Red Lemonade
Kerry Gold Butter/B&W Pudding
Factors Defining ‘Food Provenance’?

A Sense of Place

It’s The Stamp of Regional Quality

The Knowledge and Creativity of Local Chefs

The influence our pastures have on our food

The relationship between producer and consumer

Geography - to trace the origin of a product
Irish Food Tourism

- Visitors want to experience a sense of place and its uniqueness;

- ‘Food Tourism’ – The largest niche travel sector in the world.

- 30% of visitors are ‘deliberate culinary travellers’

- No. 1 importance - ‘Authenticity’ - not the same menu in every county.

Duff. O (2013)
Food Provenance – The Benefits

Putting your region firmly on the map as a culinary destination

Creating an awareness of local food producers via your menu instils pride in your local community

Locally sourced seasonal food on a menu influences visitors’ meal choices

Cutting the mustard! Producers have your product rated. Taste Panels, Taste Awards

Promoting ‘Local Food Produce’ develops a ‘Sense of Place’
A Case Study in County Louth

From handouts to PR

Promoting our award winning producers

Recipes using their product

Networking details
The outcome within 12 months!

Public fascination!

Fierce Patriotism

A will to network

Nationwide TV documentary

A drive to further promote the region on a political level

A thirst for knowledge and a demand for up-skilling
The Reaction
Demand for New Start-ups

Producers seeking to extend their product range

Demand for Culinary Craft Development
Striving for Quality

- Crop seeds
- Organic cereals
- Dairy Produce
- GM free vegetables
- In Season Preserved
- Smoke-house goods
- Honey
- Fish & Shellfish
- Meat
- Coastline

- Rich Oils and Mustard
- Dunany Wheat
- Cheese & Ice Cream
- In Season Farm
- Farm to Fork
- Salmon & Blossom
- Bell Heather
- Scampi, Lobster, Crab
- Venison, Bison, Goat
- Oriel Sea Salt
One Step Further
Showcasing The Region

FoodTourS.ie
Is local food enough to secure the visitor experience?

Include other unique experiences of your region, the landscapes, the coastline, the culture and heritage.
Linking Food with Local Tourism
Meet The Producers
In Season Farm
Finding Industry Support & Local Funding

Enterprise Ireland
Leader Partnerships
Institutes of Technology
Failte Ireland Workshops
Bord Bia – Farm Visits
Microsoft Marketing Apps
Commitment to Using Local Produce

Bringing the student to the source and the source to the student

Product Development Success

Artisan Craft Development Modules
Confectionary
Artisan Breads
Culinary Entrepreneurship & Food Product Development
A More Regional Approach

Food Provenance in The Boyne Valley
Continue to Develop and Market

Ireland
A Culinary Journey
in The North-East

Featuring our Local Produce
Food Provenance

- Develop a USP for your community
- Find your local heroes/peers
- Develop local networks
- Promote the phrase ‘Our’
- Keep in touch with what is in season
- Source local funding
- Write your own APP
- Up-skill, further education and professional development
Thank you for listening
any questions?
Farm to Fork Experience