

# MORAY FIRTH

## PRODUCE TO BE PROUD OF

25TH NOVEMBER 2005  
THE NEWTON HOTEL . NAIRN



CONFERENCE PROGRAMME



The natural seafood produce of the Moray Firth is among the finest in the world. It makes sense to nurture, promote and enjoy it, and to gain maximum benefits for Moray Firth Communities from it.

The **'Produce to be Proud of'** conference will bring together all those with an interest in the development and distribution of this quality produce to identify new and innovative ways of adding value locally.

If you are involved in Moray Firth fisheries, marketing and distribution, catering, retailing, tourism, health promotion and associated public, private and voluntary organisations, your presence is important.

Throughout the day inspirational examples of best practice and key industry players with inspiring real life case studies from throughout the UK will stimulate debate on how we may progress this most worthwhile subject. Be prepared for thought-provoking ideas and lively debate, whilst sampling some of the best of our Moray Firth Produce.

This is a rare opportunity to get together with key players from all parts of the supply chain, and to develop forward looking agendas for making the most of our Produce to be Proud of. Don't miss it!

- 9.00** Registration, refreshments & exhibitions
- 10.00** WELCOME
- 10.10** PRODUCE TO BE PROUD OF  
Dr Ian Tuck, FRS Marine Laboratory, appraises the range, quality and supply of Moray Firth Produce
- 10.30** MARKET TRENDS AND OPPORTUNITIES FOR ADDED VALUE.  
Julie Graham of the Seafish Industry Authority and Greta Desforges of Seafood Scotland reveal the latest market trends and explore opportunities for adding value
- 10.50** MAKING MORE OF MORAY FIRTH PRODUCE  
Speaker TBC  
How and why we should be adding more value to Moray Firth Produce
- 11.10** COFFEE
- 11.30** QUALITY PRODUCE AT YOUR FINGERTIPS  
Local Producer - Terry Curran, of Gourmet's Choice
- 11.50** ESTABLISHING LOCAL FOOD NETWORKS  
Local food for local people is precisely what the established and successful local food network, Somerset Food Links is all about
- 12.10** Discussion forum
- 12.30** PRODUCERS' LUNCH & DISPLAYS  
Enjoy a lunch of local produce from producers around the Firth, then peruse the colourful marketplace staged by a selection of quality Moray Firth producers and organisations involved in marketing and using this produce
- 13.45** WORKSHOPS
- PUT THE 'QUALITY' INTO THE PRODUCE  
Seafood Scotland will explain the services that are available to help industry improve quality.  
Case study of local experience tbc.
- CREATING A BRAND  
The power of regional and produce branding with Nathan de Rozarieux of Seafood Cornwall.  
Discover the benefits of collaborative marketing with the West Coast Seafood Trail - Carole Fitzgerald.
- EFFECTIVE NETWORKS  
Jo Hunt of the newly formed Highlands and Islands Local Food Network shows how local niche markets can be painlessly and profitably reached.  
Jim Mullen of Larder Bytes, Fife, presents an effective distribution network.
- PUTTING SEAFOOD ON THE MENU  
Norma Murray of The Highland Council reveals the scope of the markets in school meals catering.  
Norman Macdonald, chef-proprietor of Café 1 in Inverness, shows how the menu is made more attractive by using local produce.
- 15.00** AFTERNOON TEA  
Selection of delicious homemade cakes served with tea and coffee (sponsored by Cobbs Bakery, Drumadrochit)
- 15.30** Conference conclusions & forging ahead
- 16.15** Depart

# AGENDA

## SPEAKER INFORMATION

### **FRS Marine Laboratory, Dr Ian Tuck**

Dr Ian Tuck is head of the Inshore Fisheries Group at the Marine Laboratory based in Aberdeen. The Group provides advice on shellfish stocks and other inshore fishery matters around Scotland.

Current work of the group includes regular sampling at markets and on commercial vessels, annual surveys for nephrops, scallops and cockles, and research into nursery grounds in inshore areas and the factors affecting fishing vessel catching power.

### **Sea Fish Industry Authority, Julie Graham**

The Sea Fish Industry Authority (Seafish) works across all sectors of the UK seafood industry to promote good quality, sustainable seafood. Seafish Research and projects are aimed at raising standards, improving efficiency and ensuring that our industry develops in a viable way.

### **Seafood Scotland, Greta Desforges**

Seafood Scotland is a trade organisation that was set up in 1999 by the main representatives of the Scottish seafood industry to promote, market and develop Scottish seafood with the aim of improving the value return to industry.

Seafood Scotland is involved with all sectors of the Scottish seafood industry throughout the supply chain from catching and processing through to retail, food service and consumption.

### **Gourmet's Choice, Terry Curran**

Gourmet's Choice was founded around 100 years ago, based in the fishing village of Portsoy, which is situated on the Moray Coast in the North East of Scotland.

As a friendly, family-run Scottish firm, Gourmet's Choice takes pride in producing the freshest, tastiest smoked salmon products.

### **Somerset Food Links**

Somerset Food Links was set up in 1999 to help develop a thriving local trade in locally produced food, and is one of the top 3 local food networks in the UK. Somerset Food Links also co-ordinate the national network.

Somerset Food Links has provided business advice, training and grants to farmers and other producers to help them develop their food business. Somerset Food Links was the prime mover in setting up farmers' markets in Somerset. More recently, they have supported a direct delivery service for local food and drink - Somerset Farmers' Market Direct.

## WORKSHOPS

### ● **Larder Bytes**

Larder Bytes Ltd sources the best local produce and delivers it to the best local restaurants.

Co-ordinated via the Internet, premium local suppliers list the quantity and availability of their produce, the Chefs browse through the products building their menus and shopping lists around produce at its peak.

### ● **Accessing and Using Local Produce**

*Norma Murray, The Highland Council*

Norma has been in the Catering industry for the last 30 years. She is currently responsible for the school meals and catering service for the whole of the Highland region, and has established a radical new approach which welcomes quality, healthy and local produce.

*Norman Macdonald, Café 1*

Cafe 1 is a stylish City Centre Restaurant based in the Highland Capital. It is a restaurant that moves with the times, but remains consistent in its use of local produce which it turns into appealing modern dishes.

### ● **Food Networks & Distribution**

*Jo Hunt, Highlands and Islands Local Food Network*

Jo is Programme Director for the newly formed network. This is a group of food consumers, farmers, crofters, community groups, retailers and projects from across the Highlands and Islands of Scotland who are working together to make fresh, locally grown food more available in our communities.

### ● **Marketing Local Produce**

*Nathan de Rozarieux, Seafood Cornwall*

Nathan de Rozarieux has worked in the fishing industry for more than ten years. Most recently, Nathan has been working as project manager for Invest in Fish South West, part of a wider initiative which aims to provide a long term strategy for managing fishing fleets and the wider marine environment on a regional basis.

Seafood Cornwall are working to develop and enhance the competitive performance, quality practices, and global position of the Cornish seafood industry.

*Carole Fitzgerald, West Coast Seafood Trail*

Owner of The Anchor Hotel in Tarbert, Carole Fitzgerald came up with the West Coast Seafood Trail concept. Carole saw The Seafood Trail as an ideal way to get different businesses working together to give visitors a taste of Scotland they would never forget. There are 11 different points of interest on The Seafood Trail, from hotels and restaurants to snack bars and mail-order specialists.

### ● **Producing Quality Produce**

*Greta Desforges - Seafood Scotland*

See information above



# BOOKING FORM

Name(s) of attendee: .....

Company Name: .....

Address: .....

.....

.....Post Code: .....

Telephone: .....

Fax: .....

Email: .....

## PAYMENT

**Small Businesses - £10 Large Businesses / Organisations - £35**  
INVOICES WILL BE ISSUED UPON RECEIPT OF YOUR COMPLETED BOOKING FORM(S).

PLEASE DO NOT ENCLOSE CHEQUES OR CASH

Please see [www.morayfirth-partnership.org](http://www.morayfirth-partnership.org) for definition of Small Businesses and Large Businesses/Organisations.

Please return this booking form to:

**Moray Firth Partnership - Produce to be proud of**  
c/o View Marketing, Farraline Park, Margaret Street, Inverness IV1 1LT

If you wish to book by email, there is a copy of the booking form and programme information on the Moray Firth Partnership website [www.morayfirth-partnership.org](http://www.morayfirth-partnership.org).  
Please email completed forms to [info@viewmarketing.co.uk](mailto:info@viewmarketing.co.uk)

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HIGHLAND MARINE RESOURCES & COMMUNITIES SCHEME



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