

Making the most of your membership

- Do participate as much as possible. This will ensure that you and your organisation will gain maximum benefit. Remember, you and colleagues in your organisation are able to access all Scotland Food & Drink events across Scotland.
- Do participate in the Working Groups. Your input will help us shape and deliver initiatives and activities that will benefit the whole of the industry in Scotland.
- Do remember that you can pay for attendance at our chargeable events (including Meet the Buyer and Conferences) with member credits.
- Do book early for events and respond to invitations. This will ensure you a place and reduce disappointment.
- Do inform us of any significant changes to your organisation and/or contacts details, and pass on the details of other colleagues who might be interested. The Scotland Food & Drink team endeavours to maintain an up to date database. By keeping us informed we are able to respond promptly to your needs and ensure your organisation's active participation.
- Do let us know of any payment delays or changes to your financial administration. Scotland Food & Drink is a not for profit organisation which is dependent upon its membership fees. Without your regular contribution, we could not deliver for you nor ensure the high quality we aim to deliver across all our activities.
- Do give feedback on our successes and areas for improvement. As a team, we work on your behalf and aim to ensure you are satisfied.
- Do feel free to recommend our organisation to others. Scotland Food & Drink welcomes new members. Supporting the development of our network increases your opportunity to develop new and prosperous business/organisation links.
- Do get in touch with our team for advice or support on networking and how to maximise the benefits of membership.

As outlined earlier, at Scotland Food & Drink we offer a package of member benefits to assist you in many areas of your business.

You can get full details by contacting our Business Development Manager but here is an outline of the benefits you receive as a member of Scotland Food & Drink:

Making the most of your membership

Being a member of Scotland Food & Drink gives you access to a wealth of benefits that you just can't get anywhere else. All of our services are developed with the aim of giving you a competitive edge and helping you grow your business. Here is just a selection of some of the benefits available to Scotland Food & Drink members. The list is growing all the time to keep pace with the needs and wants of our membership.



[IGD Market Information – Save at Least your Scotland Food & Drink Membership Fee](#)

The Institute of Grocery Distribution has a wealth of both national and international retail market data. Its data can be accessed online and includes a guide to retailers, markets and channels, 120 in depth reports, 200+ PowerPoint presentations on retailers, countries and formats, 50k in store images, a retailer database and daily and weekly news updates.

Companies with a turnover of less than £15m can access this information free and for those companies with a higher turnover we have agreed special discounted rates representing savings versus those fees which the IGD would normally charge – typical savings range from £3k–£10k.

[Supplier Development Programme – Preferential Member Rates](#)

The Supplier Development Programme is a series of workshops and one to one support aimed at giving companies all the skills and knowledge required to make the most out of supplying the multiple retailers. It provides a unique opportunity to work intensively with a retailer, to understand their business better, build relationships with key staff and develop the confidence to be proactive in taking your business forward.

The Programme is suitable for companies who are not yet supplying multiples but would like to, as well as for those who have an established trading relationship but would like some help to develop this further.

[Access to Markets – Preferential Member Rates](#)

The Access to Market Programme offers you the opportunity to develop skills and knowledge about your customers in retail and foodservice, through a series of workshops, training events, shows, Buyer's Briefings and Meet the Buyer activities. Scotland Food & Drink runs a number of events throughout the year and our members benefit from preferential rates and access. Where time and demand allow we will try to offer the event in more than one location to make it easier to attend. Details of forthcoming events will always be published first in our newsletter and weekly members updates.

[Free Website Compliance Audit worth £1300](#)

Scotland Food & Drink has formed a new partnership with law firm Harper Macleod. They are keen to help with the food and drink industry's collective strategic aim of growth and improvement of brand awareness across all markets.

As part of their work towards such goals, it is crucial that companies and organisations ensure their websites are legally compliant. Many companies, especially those who trade online, could potentially be breaching key legal requirements and as such would benefit enormously from an audit of their websites.

Harper Macleod therefore offers a Website Compliance Audit. The service involves reviewing websites against the laws relating to your operation and identifying any non-compliant issues that may require remedial work. This represents a free service of £1,300 per member company – an enormous financial saving.

In addition Harper Macleod also offers a discount of 20% off their standard hourly rates etc. to Scotland Food & Drink members.

[Discount at International Exhibitions](#)

Scottish Development International (SDI) is now offering preferential rates for Scotland Food & Drink members on exhibition costs at all international exhibitions where SDI is organising a Scotland Food & Drink pavilion. The level of discount will be specific to each exhibition and will be communicated on all recruitment flyers which will be advertised at least 9 months in advance of each event.

To help provide access to an enhanced network of international expertise, SDI has also agreed discounted rates with the Green Seed Group, a consultancy providing market development support to food and drink companies in over 15 international markets. Scotland Food & Drink members will be able to access this service via SDI.

Making the most of your membership



Member to Member Mentoring

One of the main benefits to joining Scotland Food & Drink is that you are joining a network of businesses who are committed to growing the industry in Scotland. Your fellow member companies have a wealth of expertise in the food and drink industry and many are keen to share this expertise to help others grow. Member mentoring can make a very positive impact on you, your business and your team. It can help you develop key business skills, see your business with fresh eyes and establish lasting relationships which will help to support and grow your business.

It is also an excellent personal development opportunity for people within your team to use their skills in a different environment, and to learn from a different business environment, sector or market.

If you or your colleagues have any issues which would benefit from input from a Scotland Food & Drink member, or if you would like to volunteer as a mentor, please get in touch with anyone in the team.

Market Intelligence – Reduced Prices

Want to test a new product or packaging concept with consumers? Why not access our collaborative focus groups where you will have the opportunity to present your concept to a group of consumers and get direct feedback. The focus group will be shared with two other non-competing companies, for $\frac{1}{3}$ of the normal price representing a typical saving of £1650. Assistance will also be provided to develop the research brief.

Grant Finder – Free to Member Companies

Have you identified a new business opportunity that you would like to develop, but don't yet know how to finance it? We can help you by identifying sources of funding available to companies in the food and drink industry across a range of projects. This is a free service available to members only.



Food Technology Support – Preferential Member Rates

Need some help with any aspect of product development? Food Innovation @ Abertay are offering a 10% discount to members on a variety of their services including sensory analysis, healthier product advice, product analysis, food styling and photography and hire of product development kitchens.

Product Development Support – Free Consultation worth £350

If you are thinking of developing a new product or need to modify an existing recipe, then you can take advantage of hands-on help from an experienced product development professional. This service is focused on recipe development and complements the work of the Scotland Food & Drink Innovation Service. Members qualify for a free one day consultation with our NPD expert, if you would like to undertake any further work, you will qualify for a discounted rate.

Scotland Food & Drink Scholarship – worth £3500

Scotland Food & Drink recently offered one person a place on the IGD Postgraduate Certificate in Food and Grocer Industry Management.

Ideal for ambitious junior and middle managers as well as new entrants to the food and grocery industry, this qualification will equip the winner with the skills and knowledge needed to rise to the challenge. The course is validated by the University of Edinburgh, is practical, industry specific and cross-functional and is equivalent to $\frac{1}{3}$ of a Masters Qualification (60 CAT points).

The place was fully funded (£3500 plus VAT) by Scotland Food & Drink. Keep an eye on our newsletters for details of the next call for entries.

Making the most of your membership



Legal Advice – 1 hour of Free Legal Advice worth £250

Maclay Murray & Spens will give each member one hour of free legal advice. If you decide you wish to work with them further, members will qualify for a 10% discount off standard rates.

Website Review and Advice – Free Review worth £500 and Preferential Member Rates

If you sell products online (or would like to) then this is for you. A free in-depth review of your options – benchmarking your company against the competition to identify cost effective ways to increase profit from the web. For those not trading online d8 Digital offer a similar review, tailored to achieving your specific aims e.g. promoting your product to retailers. Members then qualify for £150 off their standard day rate.

UK Sales Manager for Hire – Free Consultation worth £450

Do you need some help to review and develop your sales strategy? Then it's time to access the Sales Manager for Hire. This is hands-on help to help assist you in developing new markets from an experienced Sales Manager. If you decide you need some further input, members will qualify for a discounted rate of £400 per day.

PR Advice – 1 Hour of Free Advice from Experienced PR Personnel

3x1, an award winning PR agency will give each member a 1 hour of free PR consultancy. If you decide you would like to work with them further, then you will qualify for a discounted rate of 10% off their standard fees.

Marketing Support – Pay for up to 2 hours with your Member Credits worth £140

Have a marketing problem that you don't know how to answer? Russell Ferguson Marketing (RFM) offer an internet and phone helpline service for those times when you just need some quick answers to those thorny marketing issues. 30 minutes on the helpline costs 25 credits.

People and Business Development Advice

Ghost Commercial Resources is a People and Business Development Consultancy providing end to end solutions across all disciplines. The aim of Ghost is to support the commercial development of people within business. Ghost offers:

- A 5–10% saving on all of your conference or accommodation costs – even if you already have a corporate rate. Ghost are confident that by using them you can make even greater savings
- One to one executive coaching session with a qualified and experienced performance coach
- Leadership and People Development review with experienced strategist
- HR policy and practice review
- Employee Engagement overview with market leading professional

Technical/Quality Training – Preferential Member Rates

Scottish based food certification business SFQC will provide a 10% discount on training courses offered by its associate partner, Outsource Solution. These include Introductory and Intermediate HACCP, Elementary Food Hygiene, BRC implementation and internal auditing training.

Quality Systems Support – Preferential Member Rates

SFQC provides advisory, mentoring and auditing services to food businesses including BRC Global Food and SALSA standards, organic processing and Beef Labelling work. SFQC will provide a 10% discount for members requiring pre-audit advice and support in these and other food hygiene/quality system areas.

For more information or to access any of the above, please call Allene Bruce at Scotland Food & Drink on 0131 524 8636 or email allene.bruce@scotlandfoodanddrink.org

Scotland Food & Drink makes every effort to ensure that all of these member benefits are available at all times but on occasions, some details may change slightly. Please contact a member of the team to find out how each of our benefits can help you and your business.