

Scotland

A LAND OF
food and drink



Delivering today, planning for tomorrow

Phase two of Scotland's food and drink industry
export plan, 2019-2024

Success so far

In 2014, the Scotland Food & Drink Partnership published the industry's first export plan. It was a unique collaboration between the industry, Scottish Government and Scottish Development International.

It reflected the global ambitions of the industry and established a clear strategy to capitalise on the opportunity that awaits in export markets.

Paving the way for Scottish producers to create new growth, the plan included embedding a global team of trade specialists, dedicated to food and drink, in key international markets. The only sector in Scotland to have this resource, the team of specialists in 10 markets has built relationships with key customers overseas, driving awareness of Scotland and our food and drink offer.

Our specialists – co-funded by Scotland Food & Drink, our industry partners, SDI and Scottish Government – have supported **340** individual Scottish companies, generating an increase in direct export sales of **£67 million** since 2014. Over the same period, total food exports from Scotland have increased by **£500 million to £1.6 billion**.

As laid out in Ambition 2030, the ultimate goal for Scotland's food and drink industry is to double turnover to £30 billion by 2030. Export growth is a key driver of Ambition 2030, and the strategy aims to double the value of food exports by 2030 to £3 billion.



Through ingenuity, quality of product and coherent industry-wide strategy, food and drink is now Scotland's number one exporting sector. But we're not resting on our laurels and this export plan will complement the Scottish Government's wider plan for growing Scotland's exports - **A Trading Nation**.

Five years' time

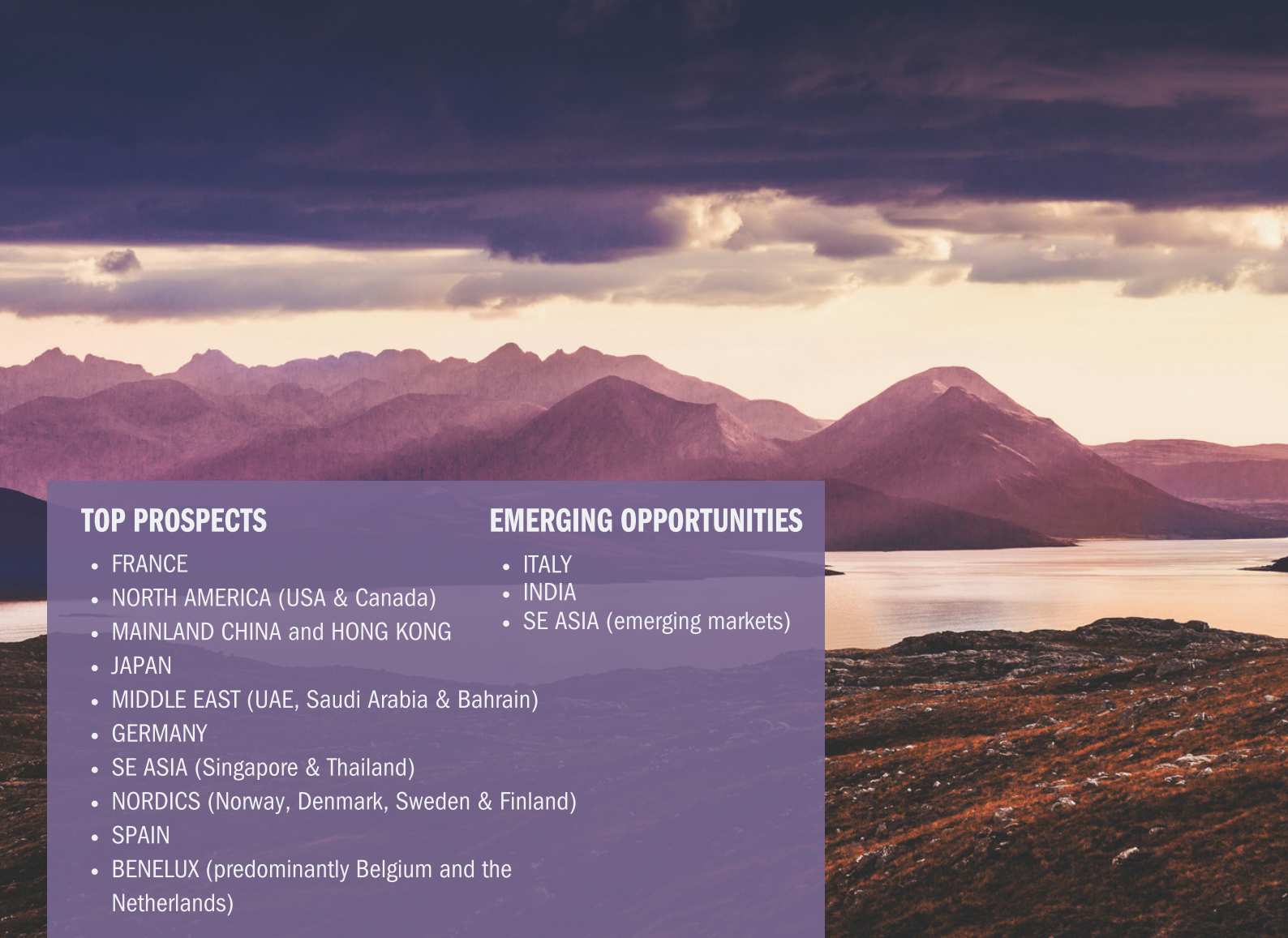
The seeds planted with the 2014 plan are bearing fruit. Rather than ripping up the tree and starting again, we should – as an industry – prune it, refining our approach to exporting.

In-market specialists are at the core of the plan for the next five years, working towards 2024. Along with the 'feet on the ground' approach, we will support Scottish producers and businesses to facilitate exporting and cope with the growth demands it brings.

With support, training and advice being made available to Scottish producers and businesses, we aim to build capability, increase trade promotion and develop trading platforms.

We want you to work with us on this journey. Regardless of the size of your business or your experience of exporting, we can help you.

Call us on 0300 013 2734 or email foodanddrinkexports@scotent.co.uk



TOP PROSPECTS

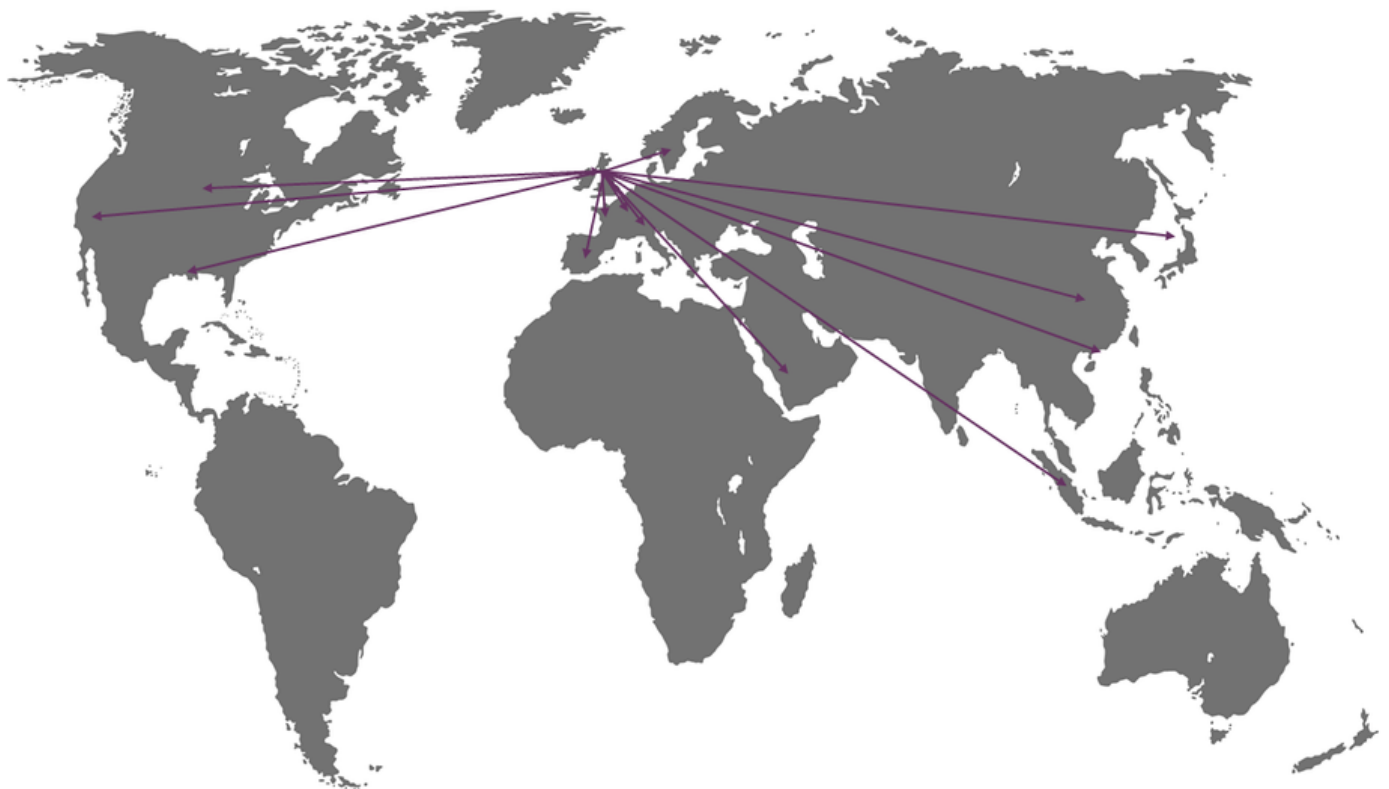
- FRANCE
- NORTH AMERICA (USA & Canada)
- MAINLAND CHINA and HONG KONG
- JAPAN
- MIDDLE EAST (UAE, Saudi Arabia & Bahrain)
- GERMANY
- SE ASIA (Singapore & Thailand)
- NORDICS (Norway, Denmark, Sweden & Finland)
- SPAIN
- BENELUX (predominantly Belgium and the Netherlands)

EMERGING OPPORTUNITIES

- ITALY
- INDIA
- SE ASIA (emerging markets)

IN-MARKET SPECIALISTS

Currently, the team comprises of 15 specialists in our top 10 prospect markets but the ambition is to grow impact across our priority markets, building from the much stronger foundation we now have.





Five years ago when the first Scotland Food & Drink Export Strategy was launched, the idea of having staff on the ground, soaring export figures and hundreds of relationships with international customers was all just a vision. Well, now that exists. The opportunity over the coming five years is to use this remarkable new platform to drive broader and deeper benefits for Scotland's food and drink producers. Our operating plans going forward will be innovative and we'll combine our lessons learned over the last few years with activities we know that work, alongside those that really lever our new international relationships. This plan outlines just a few of the strands of activity we'll embrace over the coming years.



How will we make a difference over the next five years?

Showcasing Scotland

Our export mission is about taking Scotland's products to the world. But our relationships forged on the ground in key markets mean we can now bring the world to Scotland. The biennial trade event, Showcasing Scotland, attracts buyers from all our priority markets, as well as the UK. The last event recorded sales in excess of £60 million. We're now planning the next wave of these major inward trade activities.

Global trade shows

From Hong Kong and Singapore, to Dubai, Brussels and America's Eastern seaboard, Scotland will be represented at the world's biggest food and drink trade events. That's not just about presence but about ensuring we maximise our customer relationships and undertake broader networking and showcasing events in and around these global shows. From promotional campaigns within major overseas retailers to 'restaurant takeovers', there are real opportunities to keep putting Scottish produce in front of influential customers.

Inward missions

Showcasing Scotland may provide a focal point of our inward trade activity every two years, but in between that we'll take the opportunity where appropriate to bring new buyers from key markets and key categories to Scotland. They may be craft beer and spirits buyers from the US or seafood customers from Europe, but bringing them to Scotland lets them see our provenance story and quality production first hand. Not only does it build relationships, it builds a long term commitment.

Making logistics work

Creating the activity which brings Scottish suppliers and overseas buyers together is a critical focus. For products to get from Scotland to the world, we need greater support in helping business identify the right consolidation or logistics support. It's a complex area, but in part driven by planning for Brexit, work is happening to better understand how Scotland's logistics infrastructure could be improved.





Building business capacity

The investment in our work overseas is yielding new opportunities every day. To make the most of them we need to ensure we're supporting business capacity building at home. Preparing to export programmes from SDI and Opportunity North East's new export development programme mean we can increase the number of companies ready to exploit the opportunities we're uncovering internationally. Likewise, a programme led by Scotland Food & Drink, supported by Scottish Government, will help more businesses gain internationally-recognised certification such as BRC.

Making Scotland export-friendly

Export sales growth requires the right environment at home. That means we're working on issues such as export health certification to ensure Scotland can deliver what is needed at the right time and at an appropriate cost. We are working with new partners to explore innovative e-commerce solutions, creating platforms to make it easier for the world to do business with Scottish food and drink suppliers. The wider Scottish Government Export Plan will also target investment on overseas activity, trade envoy work and the development of Scotland's national brand. All of that creates an umbrella under which we can achieve our sector's ambitions.

Market intelligence

Our knowledge of changing market and consumer trends across our priority export destinations is growing. We'll work hard to share that insight, helping to fuel decision-making on the types of products we're producing and for whom. Our work on the health and wellness market opportunity is being developed and shared. Likewise, every year our overseas staff will be back in Scotland to meet businesses and help advise them on the opportunities that they have seen on the ground and what work is required to grasp them.

Identifying the next priority markets and reducing trade barriers

We know our priority markets now, but what could they be tomorrow. We'll organise trade missions or learning journeys to new, potential markets. Destinations in South East Asia, for example, are growing rapidly with demand for premium products with strong provenance growing. We'll use our in-market specialists to explore new ground but also take companies out to developing markets to ensure we identify new opportunities. In addition the work of Government and Ministers at Scottish and UK level is essential to remove trade barriers and open up markets.



Our export journey in numbers

£4.5M

investment in overseas
staff from 2019-2024

15

in-market specialists across

10 MARKETS

340

Scottish companies
supported

£67M

increase in export sales
through in-market specialists
to date

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The Scotland Food & Drink Export Partnership

