

RISE!↑

A recovery conference for Food & Drink producers

KEY TAKEAWAYS

Graham Plant — Deputy Leader, Norfolk County Council

The pandemic has presented local food and drink producers with extraordinary challenges and supporting you to tackle this remains one of the Council's key priorities. The pandemic has also been a propeller for change, driving businesses to think innovatively about the ways it can tackle these obstacles. Digital technology plays a vital role in helping business to recover and return to growth.

Edwina Mullins — Social Media Trainer, SocialB

It is important to know your brand and its' values. Use this to build your community online. Decide on your look, tone and how you want your brand to be portrayed. Be inspirational but most of all, be authentic and use your own voice. Post regular content and be responsive, always respond to comments. Finally, mean what you say to come across as genuine.

ATTENDEE FEEDBACK

"Congratulations – great afternoon, webinar worked and presentations really worked well!"

ATTENDEE FEEDBACK

"I was so pleased I signed up for the Rise! event which was very interesting and informative."

Prof. Andrew Fearne — Value Chain Management, UEA

Convenience and value are the major consumer drivers. Winning brands are relevant and distinct and wherever they are made available, people want to buy them. Customers value the trust in the ethical and environmental credentials of local suppliers. They also value quality and taste, range, local provenance and supporting the local community. But, to keep coming back and to be willing to pay more, customers must have a compelling reason to do so. Collaboration is key for small food producers to provide a more convenient and engaging shopping experience. Target your product to a certain audience, don't try to please everyone.

Valerie Watson Brown — Director, Local Flavours

Join us for the biggest food and drink trade show in the East Anglian region. NEW DATE - Wednesday 10th March 2021 – The Norfolk Showground Arena. Local Flavours is all about education and awareness, creating unique experiences to get local produce on shelves and menus, and ultimately in front of the consumer. During lockdown, Local Flavours continued to work with producers, councils and other businesses to connect buyers and food & drink producers through digital communication tools including online meet the buyer sessions and the weekly newsletter. Local Flavours is growing their brand from being a singularly B2B to also include B2C.

Emma Taylor — Funding Manager, NALEP

The New Anglia LEP provides funding and business support through the New Anglia Growth Hub. There are some exciting initiatives in the pipeline, including the Food Innovation Centre and the DRIVE project – a 2 year £3m ERDF grant scheme for rural businesses. There is also the exciting Food Innovation Centre which is due to be built in 2021 with a linked programme of innovation activity for food businesses from 2021-2023.

ATTENDEE FEEDBACK

"Excellent event – exceeded my expectations!"

Where to go for more help...

[New Anglia Growth Hub](#)

0300 333 6536

[Tech East](#)

info@techeast.com

[New Anglia LEP](#)

[Local Flavours](#)

Norfolk County Council in Partnership with Tech East Ltd, New Anglia Local Enterprise Partnership, Local Flavours and Norfolk Chambers of Commerce



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Matt Anderson — Managing Director at marketplace amp

Use the Power of 3 - Focus on 3 business decisions and execute them well each day. For e-commerce focus on the following 3:

1. Content – Optimising content for mobile phones. Majority of consumers purchase on mobile phones. Understand your customer journey using SEO and Google analytics. Talk about the benefits of your products for customers.
2. Pivot your product offering to what the customer wants. Think about bulk or convenience rather than single units. Increasing your average order value makes logistics and packaging work better. Think about gifting options – multi-packs or multi-variants for online shoppers. Look at e-commerce packaging – how will it be delivered to the end consumers? What's the opening of the box experience like? Think about subscriptions or partnerships with other brands. Pivoting your business may not only mean having a website but could you offer click & collect or partner with local farm shops for weekly deliveries. You need to be agile for change.
3. Data – what data are you getting from your sales. Use your data from your website, Amazon or Ocado for sales into other channels such as local shops or national supermarkets.

Doug Field — Chair of NALEP & Agri-Food Industry Council & Joint CEO of East of England Co-op

Norfolk and Suffolk produce 11% of the UK's food and drink, in a sector worth £3.9bn. The area is a haven for global food and drink brands and artisan producers which is promoted through [Norfolk and Suffolk Unlimited](#). The New Anglia LEP works closely with the food and drink sector through the [Agri-Food Industry Council](#), which recently published its first report outlining sector opportunities. This includes the ambitious Food Innovation Centre and other developing initiatives that will help to grow and support the industry.

Steph and Matt Brown — Founders & Directors, Wild Knight Distillery

At the beginning of lockdown our on trade and retail business stopped instantly. We had to find new channels to reach our customers. We rebuilt our website twice and re-pitched our product offer. This resulted in 4x more online sales during lockdown than for the whole of last year. We provided hand sanitiser to the UEA and got the opportunity to work with them on our customer online journey. We were also able to enter and win two competitions for our vodka. Our future looks bright – we are going to expand our product range, develop our export sales and relocate to enable space for visitors.

ATTENDEE FEEDBACK

“Positive outlook presented.”

Sam Stegges — Managing Director, Fielding Cottage

When Covid-19 hit and lockdown started, Fielding cottages needed to adapt & look for new opportunities. Biggest lesson learned is to listen and give customers what they want by sourcing what is needed and going the extra mile. It was important to keep pricing sensible, not take advantage of the situation but rather support the customer in all ways to ensure repeat business. Fielding Cottage introduced a customer loyalty card. Felt it was important to give back in ways they could by giving free coffee and gave over 5000 tulips to customers as well as taking over 2500 tulips to the hospitals. Advice: Give customers a more personal experience. Interact with customers. Listen and act upon what the customer wants. Ensure you have the help and support of a good team around you to make things happen. Keep on believing; don't give up. Adapt to survive. Keep moving forward.

ATTENDEE FEEDBACK

“It was a really interesting and uplifting event.”

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