



Added Value Processor Application Form

Donegal's Good Food Initiative - Aims and Vision

The vision of The Donegal Food Coast Strategy is to collectively work together to make Donegal famous for food and to make Donegal recognised as a pioneering region for its approach to fostering and growing new start-up and existing food businesses. The Donegal Food Coast Strategy aims to grow, support, promote and facilitate the food and drink producers and manufacturers of the region; the retailers supplying local produce and the hospitality outlets working with locally sourced ingredients.

Why join the Food Coast Donegal Network?

The Food Coast Donegal network will:

- Connect approved members with a consumer audience, who share a passion for Donegal food, and who respect the importance of this sector to Donegal's future economic potential and this focused approach will drive consumer interest, awareness, and passion for Donegal food.
- Link your business to food connections in restaurants, retail and food service operators.
- Brand members will be listed in a number of databases currently being compiled of food producers, manufacturers, restaurants, foodservice and retail operators, as well as buyers within the county.
- Brand members will also be entitled to subsidised participation in activities including mentoring, training, networking events, marketing programmes, showcase events etc.
- Provide access to funding information and advice
- Provide new opportunities to increase your markets and market share through the network, its contacts and actions.

Criteria for Joining the Food Coast Donegal Network

All applicants must be committed to the vision and aims of the Donegal Food Coast Strategy and must be committed to working collectively to promote Donegal Food, be signed up to The Food Coast Initiative, or have shown previous commitment to Donegal's Good Food Initiative by attending previous events or programmes. All applicants must complete an application form. There is no membership fee; members have the opportunity to attend events.

Activities of The Food Coast Donegal Network

Delivery of the following programmes:

- Start Your Own Food Business
- The Food Academy Programme in conjunction with Bord Bia and SuperValu
- Profitnet
- Management Development Programme

Delivery of the following workshops:

- Food Labelling
- Food Branding
- Meet the Food Buyer
- Social Media for Food Businesses
- Export Opportunities:
Market opportunities for Donegal Food & Beverage
- Introductions to Artisan Chocolate Making and Ice Cream Making
- Global Foods Trends Workshop

Exhibiting at the following events:

- A Taste of Donegal
- Homegrown Food Festival
- The Food and Hospitality Show Dublin
- National Ploughing Championships

Best Practice Visits:

- London including Speciality & Fine Food Fair
- Food Tourism Insight Tours Nationally
- A Taste of Chester.
- St. Josephs University Philadelphia

Supporting the Promotion of Donegal Food at:

- Blas na hEireann Food Awards Dingle
- The Chowder Competition in Kinsale
- National Ploughing Championships
- A Taste of Donegal Food Festival
- The Feast at the Foot of Errigal

How to return this form:

By email:

margaret.campbell@leo.donegalcoco.ie

By post:

The Food Coast Donegal,
Local Enterprise Office,
Donegal County Council,
Enterprise Fund Business Centre,
Ballyraine, Letterkenny, Co. Donegal.

Got some questions?

Call 074 9160735



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Key Criteria for using the Food Coast Brand

The Food Coast brand is a brand of provenance and can be used to promote any food product which is made in Donegal or any activities from within the county designed to promote Donegal food.

The proposed key criteria for using The Food Coast brand are as follows:

- i. The Food Coast is a brand of provenance (people and place).
- ii. It can only be used when highlighting people and places, and is not a brand indicating quality levels.
- iii. It is to be used by businesses who have demonstrated commitment to the vision and objectives of The Donegal Food Strategy and this commitment must have been demonstrated in advance of application (i.e. attendance at previous Food Coast meetings, events, training or actively sourcing locally).

Criteria for Added Value Processor

- Where The Food Coast brand is used on a product to highlight provenance, the product must be produced in Donegal (produced is defined as the final steps in creating the product, and could range from full scale scratch production to adding value to a product).
- Product(s) should be a minimum of 50% added value at the point of manufacture, which should be completed in Donegal. This will need to be demonstrated at the time of application to use The Food Coast brand.
- It is envisaged that where available/possible, the maximum number of ingredients for products will be sourced in Donegal. Details of Donegal sources must be submitted at time of application, giving names and contact details.
- Product(s) to be covered under The Food Coast brand must be listed, as the use of the brand may not apply to the total business and product manufactured by the applicant.
- Product(s) imported and repackaged within the county will not qualify for using The Food Coast brand.
- Applicants must be signed up to The Food Coast Initiative, or have shown previous commitment to Donegal's Good Food Initiative by attending previous events or programmes or worked collectively to promote Donegal Food.
- Annual Fee of €100 must be paid in advance of using the brand if approval is granted.

Terms of Use

1. Overall responsibility for the management, oversight and operation of The Food Coast – Donegal's Good Food Initiative will remain with the Local Enterprise Office Donegal, Donegal County Council.
2. All applicants must complete an application form. A Food Coast brand approval sub-committee will scrutinise all applications and will act as an adjudicator where any question of withdrawing the brand arises. This committee will be made up of the members of the steering group and other suitable sector representatives. It will be independent and have a clear understanding of the ethos of The Food Coast brand.
3. Permission to use The Food Coast brand will be withdrawn if there is any breach of the rules. No refund will be offered.
4. The applicants will be responsible for any costs incurred through disposal of marketing collateral if permission to use The Food Coast brand is withdrawn.
5. All current permission to use The Food Coast brand as of January 2018 is deemed to be cancelled. Future use will require prior written approval from Local Enterprise Office Donegal.
6. Each permission to use the brand will be valid for 12 months from the date of issue once the minimum criteria are met.
7. An annual fee of €100 will be required to use the brand. Businesses in their first 12 months of life at the date of application will be charged a reduced fee of €100.
8. Approval to use The Food Coast brand will entitle all subscribers to participate in the subsidised activities implemented during Donegal's Good Food Initiative including mentoring, training, networking events, marketing programmes, showcase events, etc.
9. Use of The Food Coast branding must be in line with the guidelines as set out in member's information packs which are issued upon approval.
10. As a member you will be open to being randomly selected and audited against the criteria. If selected you must facilitate the approvals committee.

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margaret.campbell@leo.donegalcoco.ie

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Business Name:	Contact Person:
Business Address:	Tel:
Email:	Website:
Facebook:	Twitter:
Instagram:	LinkedIn:
Business Description:	
Product Description:	
Please list the product(s) you wish to be present under the Food Coast brand:	
Please describe how your product is manufactured in Donegal (Product is required to be a minimum of 50% added value at the point of manufacture) and attach manufacture overview – process flow:	
Please list and attach documentary evidence of the number of ingredients sourced in Donegal and include contact details of suppliers:	

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1. Terms & Conditions

- These terms and conditions provide a governing framework for the use of The Food Coast brand which may be granted to, withheld or withdrawn from any applicant.
- The decision making body for the brand shall be the members of the sub-committee of The Donegal Food Strategy.
- The brand logo of The Food Coast, specified by The Donegal Food Strategy to be used by an authorised person, may be used in advertising, at point of sale and on promotional literature, stationery, etc. within the scope of the brand guidelines. Manufacturers and Producers may use The Food Coast brand on approved product(s).
- In order to maintain the credibility and reputation of The Food Coast brand, permission to use the brand will be awarded only following a complete assessment of the applicant's application and The Donegal Food Strategy approval sub-committee reserves the right to refuse any application without assigning any reason for its decision.
- The Food Coast brand accepts no liability for defective products/ services offered by authorised persons using the brand or otherwise howsoever arising.

Signature:

Date:

By signing this I declare that if granted membership of The Food Coast Donegal Network that I will commit to the vision, aims and objectives of The Donegal Food Coast Strategy as set out by Local Enterprise Office Donegal, Donegal County Council.

Please tick this box if you permit contact details of this business to be circulated in databases used to promote Donegal food.

2. Conditions

The applicant:

- agrees to be bound by the terms and conditions set out herein regarding use of The Food Coast brand;
- agrees to pay appropriate annual fee of €100;
- undertakes not to use The Food Coast brand in such a way as would bring The Donegal Food Strategy, The Food Coast Initiative or the Food Coast brand in to disrepute;
- undertakes to use The Food Coast brand in accordance with the guidelines governing its use.

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