



Strategic Opportunities: Food & Drink & Scottish Peatlands

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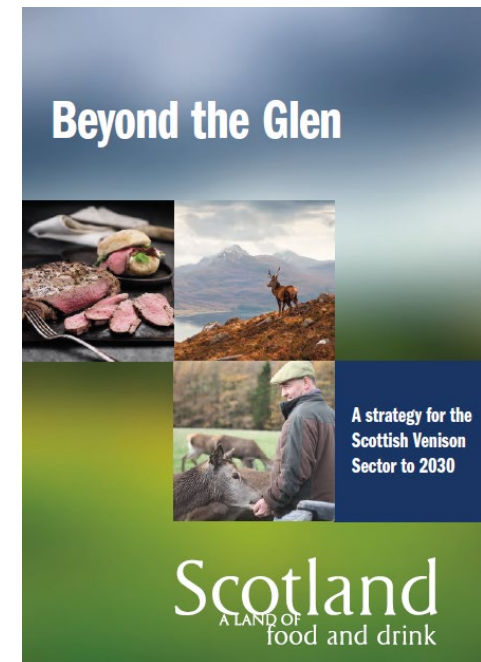
*SAC Consulting is a division of Scotland's Rural College
Leading the way in Agriculture and Rural Research, Education and Consulting*

Today.....

- The strategic environment
- Why food & drink?
- Growth of 'local' & provenance
- Consumer appetites
- Potential opportunities



Strategic Environment



Why Food and Drink?



SCOTLAND FOOD & DRINK SUCCESS IN NUMBERS

AMBITION 2030 PROGRESS



38 PROJECTS DELIVERED
or underway through the Market Driven Supply Chains project generating over **£20M** of efficiency gains and added value sales growth in UK and international markets



119,000
people employed in the industry



£14bn
food and drink industry, up from £10 billion in 2007



Ambition 2030 launched with ambitious
£30 BILLION
by 2030 target



MAKE INNOVATION HAPPEN
service launched providing innovation support to Scottish food and drink businesses

79
ASSISTED TRADING introductions facilitated by Connect Local



Ambition 2030 is delivered by the Scotland Food & Drink Partnership



SCOTLAND FOOD & DRINK SUCCESS IN NUMBERS

EXPORT



SCOTTISH
DEVELOPMENT INTERNATIONAL



£6
BILLION
value of food and drink exports



In-market specialists in
12 COUNTRIES

10 INTERNATIONAL
exhibitions attended by Scottish food and drink businesses



Scottish food exported to
105
COUNTRIES



Scotch Whisky exported to
200 COUNTRIES

Scottish companies and products present at **MAJOR EVENTS** in Brussels, LA, New York, Hong Kong, Bangkok and Cologne

Growth of 'Local' & Provenance

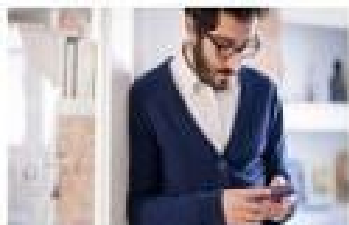


Consumer Appetites

- Full disclosure
- Self fulfilling practices
- New sensations
- Preferential treatment
- Science fare
- Transformative technology



Soya Milk
Nut/Coconut Milk
Rice Milk
Lactose Free Milk
Oat Milk
BSM
Yoghurt & Yoghurt Drinks
Other free-from dairy



Potential Opportunities

Branding



Consumer trends



Support & advice:
Connect Local,
FAS, RISS...

Strategic environment

Local products & ingredients

Thank You

