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

Ambition 2030

Food Tourism Scotland

Beyond the Glen

Funded by Universities Innovation Fund, from Scottish Funding Council
Why Food and Drink?
Growth of ‘Local’ & Provenance
Consumer Appetites

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

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Potential Opportunities

Branding

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

Consumer trends

Local products & ingredients

Strategic environment
Thank You

Research + Education + Consulting = FOOD &drink at SRUC

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