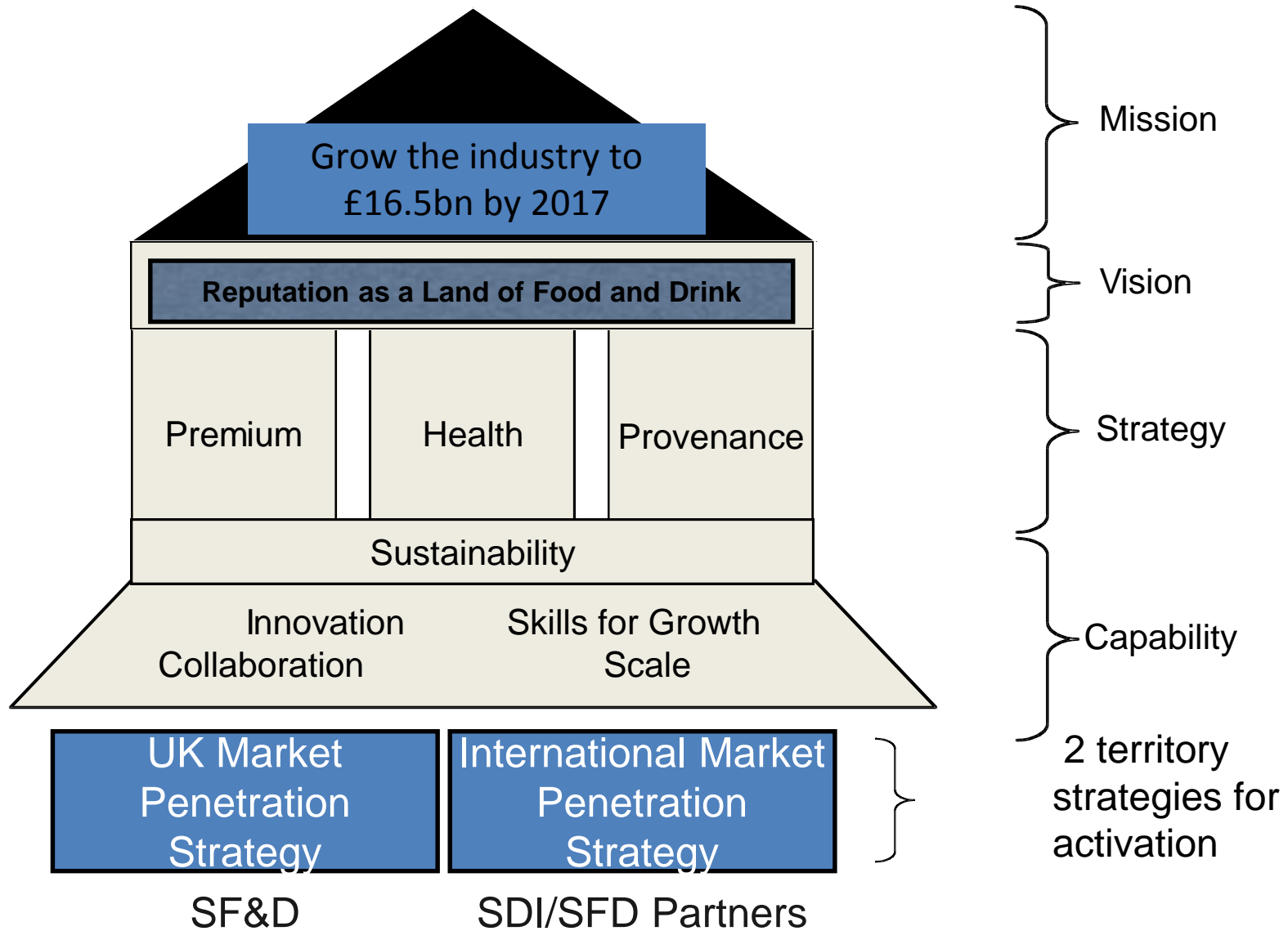


Scotland

A LAND OF
food and drink







SCOTLAND OF FOOD & DRINK



Priorities to Stimulate Growth

Build Scotland's reputation as a 'Land of Food & Drink'

Return our **primary** sectors to growth and profitability

Build Supply Chains which can exploit growth market opportunities at
home and **abroad**

Improve food **productivity**

Growth through **sustainability**

Accelerate market focused **innovation**

Scotland's incredible range of berries and wild fruit is the perfect accompaniment to a range of delicious breads and pastries, or the perfect addition to any special occasion. From the finest strawberries to the most delicious wild fruit, Scotland's produce is a real, unmissable treat.

Scotland

A LAND OF food and drink

From the finest wheat and barley, to the most delicious breads and pastries, Scotland's produce is a real, unmissable treat. From the finest wheat and barley, to the most delicious breads and pastries, Scotland's produce is a real, unmissable treat.

Scotland

A LAND OF food and drink

The fine grain from the rolling hills of Scotland is the perfect accompaniment to a range of delicious breads and pastries, or the perfect addition to any special occasion. From the finest wheat and barley, to the most delicious breads and pastries, Scotland's produce is a real, unmissable treat.

Scotland

A LAND OF food and drink

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Scotland

A LAND OF food and drink

SCOTLAND
scotlandfoodanddrink.org

When the sun is shining and the water is clear, there's nothing better than a fresh catch of fish. From the finest salmon to the most delicious wild fish, Scotland's produce is a real, unmissable treat.

Scotland

A LAND OF food and drink

From the finest seafood to the most delicious breads and pastries, Scotland's produce is a real, unmissable treat. From the finest seafood to the most delicious breads and pastries, Scotland's produce is a real, unmissable treat.

Scotland

A LAND OF food and drink

From the finest meat to the most delicious breads and pastries, Scotland's produce is a real, unmissable treat. From the finest meat to the most delicious breads and pastries, Scotland's produce is a real, unmissable treat.

Scotch

beef and lamb

SCOTLAND
scotlandfoodanddrink.org

From the finest produce to the most delicious breads and pastries, Scotland's produce is a real, unmissable treat. From the finest produce to the most delicious breads and pastries, Scotland's produce is a real, unmissable treat.

Scotland

A LAND OF food and drink





Support to UK Market Commercialisation

I want to Grow	In my locality	Scotland Wide	In the UK National	In the UK Niche
Access to Markets		x	x	X
Think Local	x	X		
Taste our Best	X	X		
London Speciality				X
Market Driven Supply Chains			X	
Better Branding (in dev)	x	x	x	X

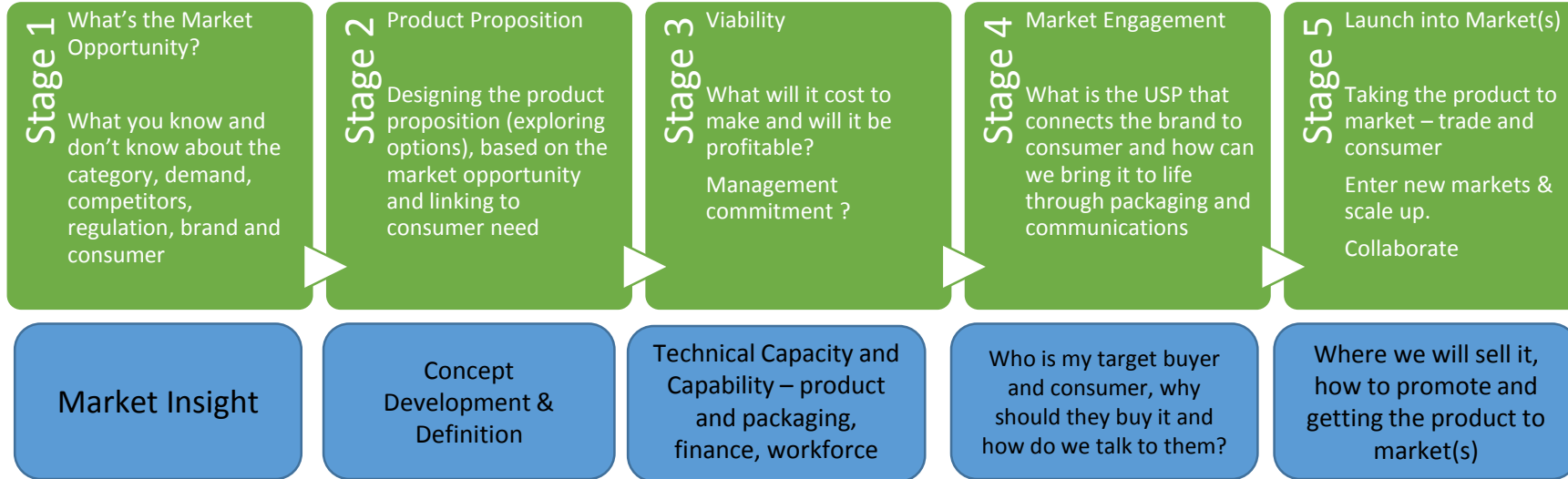


*Skills Investment
Plan for Scotland's
Food and Drink Sector*



The Food & Drink Innovation Response

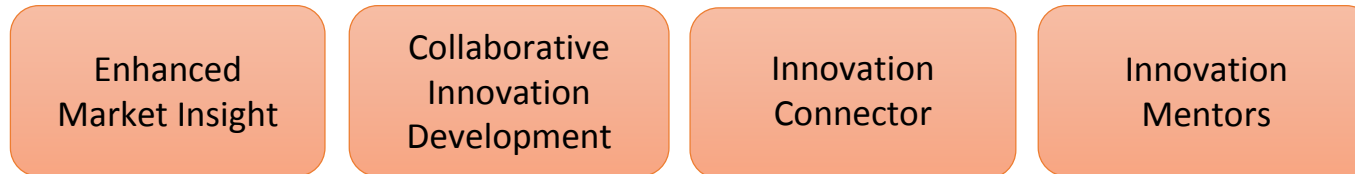
**NEW
PROCESS**



VISION



**NEW
SERVICES**





THE **BREWERS**
ASSOCIATION
OF SCOTLAND



SCOTLAND FOOD & DRINK INDUSTRY STRATEGY

Strategy Replacement – Key Milestones

