



Cork County & City
Enterprise Boards

CORK FOOD FORUM NETWORKING 2011

MONDAY 7TH OF NOVEMBER, 2011



Rochestown Park Hotel, Rochestown, Cork.

Time: 6pm - 9pm

FREE ENTRY - REGISTER ONLINE AT WWW.WCEB.IE

PRE-REGISTRATION NECESSARY

Forum Introduction



Cork City and County Enterprise Boards have been running the highly successful Cork Food Forum event on a regular basis over the last number of years. This event brings together producers, retailers, restaurateurs and a wide range of industry experts, from areas such as communications, marketing, science and technology. It provides all of those involved in the food sector in Cork with an opportunity to network, exchange ideas and most importantly, to develop new business ideas and find new markets for their products.

Who should attend?

The Cork Food Forum is aimed at SME food companies, food distributors, food retailers, executives in food marketing, manufacturing and technical areas of operation in the food industry.



Food Finder Guide

The new Food Finder Guide will also be launched by the Minister, which is a comprehensive sourcing guide for food and drink producers in Cork County.

Food Forum Topics

The Cork Food Forum will be opened by our guest of honour, Minister for Agriculture, Food and the Marine, Simon Coveney TD., who will launch the new edition of the Cork Food Finder.

Topic: Healthy Food for All: possible by 2020?

ELLA MCSWEENEY

Topic: Opportunities for artisans with Musgrave Ireland.

PAULINE BROWNE - Musgrave Retail Partners Ireland

Topic: From Drimoleague to Oxford St: A Small Irish Producer's Export Story.

TADHG O'DONOVAN - Glenilen Farm



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PRE-REGISTRATION NECESSARY

Mr. Simon Coveney T.D.

Mr. Simon Coveney T.D. Minister for Agriculture, Food and the Marine, was first elected to the Dáil (Irish Parliament) in 1998 as one of Fine Gael's youngest TD's. Since then, he has held Shadow Ministries in the many areas including: Drugs and Youth Affairs; Communications, Marine and Natural Resources; Transport and the Marine. Mr. Coveney was appointed as Minister for Agriculture, Food and the Marine on March 9th 2011. He holds a B.Sc. in Agriculture and Land Management from The Royal Agriculture College, Gloucestershire and was also educated at Clongowes Wood College, Co. Kildare; University College Cork and Gurteen Agricultural College, Co.Tipperary. Mr. Coveney continues to be involved in the running of a family farm in Co.Cork.



Ella McSweeney

Ella McSweeney is an acclaimed Irish radio and TV broadcaster with a love for farming, agri-business, wildlife, food and environmental issues and programming. Her background is in science (zoology) and she spent three years working for BBC before moving back to Ireland in 2004 to work with RTE. Her Irish TV work includes presenting lifestyle series on frugality, **Living Lightly** and as a presenter on the RTE farming & food series **Ear to the Ground**. She also writes her own blog on food farming and agri issues at <http://cowluck.blogspot.com/p/about-cowluck.html>



Tadhg O'Donovan

Tadhg O'Donovan is currently Sales and Marketing Manager (UK) at Glenilen Farm, Drimoleague, Co Cork. Having previously been involved in the running of the Douglas Hide Bar & Restaurant, he then went on to set up the Douglas Hide Good Food Company in 2005. This was subsequently sold and Tadhg became involved in Glenilen Farm. Glenilen Farm was established in the early noughties by Alan & Valerie Kingston and with their first assistance from the Enterprise Board went on to successfully build a multi-award winning company that now employs 28 and has a turnover of €3.5million. Glenilen's products can now be found in most stores in Ireland and UK expansion plans areas are underway. www.glenilen.com



Pauline Browne

Pauline Browne is currently is Retail Marketing Manager in Musgraves Ireland Limited. Pauline has worked with Musgraves for almost 4 years, having previously held a position as a Brand Manger with Kerry Foods. The Musgrave Group create and operate a number of retail and cash & carry brands in over 3,000 outlets across Ireland the UK and Spain. Well known brands such as Supervalu, Londis, Centra, Mace, Daybreak, Budgens have delivered sales of €4.4 billion in 2010. www.musgrave.ie



SEMINAR PROGRAMME:



6.00pm – 6.30pm

Tea/Coffee and light food
Review of exhibitor food tasting stands

6.30pm – 6.50pm

Opening Address by
Sean O'Sullivan, CEO, South Cork Enterprise Board &
Guest of Honor, Simon Coveney, T.D., Minister for
Agriculture, Food & the Marine

6.50pm – 7.10pm

Ella McSweeney

7.10pm – 7.40pm

Pauline Browne, Retail Marketing Manger with
Musgrave Group.

7.40pm – 8.10pm

Tadhg O'Donovan – Sales & Marketing Manager
(UK) with Glenilen Farm

8.10pm – 8.30pm

Open Panel Q&A

Exhibitors will include:

- ▶ **Cork County & City SME Food Businesses**
(up to 30 food tasting stands)
- ▶ **Cork County & City Enterprise Boards**
- ▶ **Bullseye Food Marketing**
- ▶ **Retailer Symbol Groups**
- ▶ **BIM – Seafood Development Centre**
- ▶ **Food Packaging Suppliers**
- ▶ **Food Ingredient Suppliers**
- ▶ **Local and National Distributors**



FREE ENTRY - REGISTER ONLINE AT WWW.WCEB.IE

Contact your local Enterprise Board:

Cork City Enterprise Board: Tel: 021-4961828 **Email:** info@corkceb.ie

Web: www.corkceb.ie

North Cork Enterprise Board: Tel: 022-43235 **Email:** enterprise@nceb.ie

Web: www.nceb.ie

South Cork Enterprise Board: Tel: 021-4975281 **Email:** enterprise@sceb.ie

Web: www.sceb.ie

West Cork Enterprise Board: Tel: 023-8834700 **Email:** enterprise@wceb.ie

Web: www.wceb.ie

The 35 County & City Enterprise Boards (CEBs) were established in Ireland in 1993 to provide support to micro-enterprises (businesses employing 1-10 employees) at local level. They are funded under Ireland's EU Structural Funds Programme 2007-2013 with funding from the Exchequer and the European Regional Development Fund. The CEBs provide financial assistance, training, networking, business advice and mentoring to new and existing enterprises. They are uniquely positioned to understand local needs and develop long term relationships with local businesses. Cork County & City Enterprise Boards work closely together on initiatives in the added value food sector including the Advanced Food Programme and Cork Food Forum.



FREE Entry but pre-registration is essential from www.wceb.ie