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Developing Food Provenance in the 'Boyne Valley'

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Developing Food Provenance In The Boyne Valley



My Culinary Journey

- Chef – Europe, Africa and London -Food DNA
- Industry training consultant - FoodEducators.ie & FoodTours.ie
- Culinary Lecturer & Product Development
- 80's & 90's Irish Food Identity

Tayto Crisps

Red Lemonade

Kerry Gold Butter/B&W Pudding

Factors Defining 'Food Provenance' ?

A Sense of Place

The influence our pastures have on our food

It's The Stamp of Regional Quality

The Knowledge and Creativity of Local Chefs

The relationship between producer and consumer

**Great
Taste**

Geography - to trace the origin of a product

Irish Food Tourism

- Visitors want to experience a sense of place and its uniqueness;
- ‘Food Tourism’ – The largest niche travel sector in the world.
- 30% of visitors are ‘deliberate culinary travellers’

Duff. O (2013)

- No. 1 importance - ‘Authenticity’ - not the same menu in every county.

Food Provenance – The Benefits

Putting your region
firmly on the map
as a culinary destination

Creating an awareness of
local food producers
via your menu
instils pride
in your local community

Locally sourced seasonal food
on a menu influences
visitors meal choices

Cutting the mustard !
Producers have your
product rated.
Taste Panels, Taste Awards

Promoting
'Local Food Produce'
develops a
'Sense of Place'

A Case Study in County Louth

Learn to Dine Out
at Home



Delicious, original recipes using
Artisan produce from Co Louth.

Dermot K. Seberry

From handouts to PR

Promoting our award
winning producers

Recipes using their
product

Networking details

The outcome within 12 months !

Public fascination !

A will to network

Fierce Patriotism

Nationwide TV
documentary

A drive to further promote the region
on a political level

A thirst for knowledge and a demand
for up-skilling

The Reaction

Demand for New Start-ups

Producers seeking to extend their
product range

Demand for Culinary Craft Development

Food Sector Networking



Striving for Quality

- Crop seeds
- Organic cereals
- Dairy Produce
- GM free vegetables
- In Season Preserved
- Smoke-house goods
- Honey
- Fish & Shellfish
- Meat
- Coastline
- Rich Oils and Mustard
- Dunany Wheat
- Cheese & Ice Cream
- In Season Farm
- Farm to Fork
- Salmon & Blossom
- Bell Heather
- Scampi, Lobster, Crab
- Venison, Bison, Goat
- Oriel Sea Salt

One Step Further Showcasing The Region



Is local food enough to secure the visitor experience?

Include other unique experiences of your region
the landscapes, the coastline, the culture and
heritage.

Linking Food with Local Tourism









Meet The Producers



In Season Farm



Finding Industry Support & Local Funding

Enterprise Ireland

Leader Partnerships

Institutes of Technology

Faite Ireland Workshops

Bord Bia – Farm Visits

Microsoft Marketing Apps

Craft Development Courses



Commitment to Using Local Produce

Bringing the student to the source
and the source to the student

Product Development Success

Artisan Craft Development Modules



Confectionary



Artisan Breads

Industry - Influence & Standards



Culinary Entrepreneurship
&
Food Product Development



A More Regional Approach

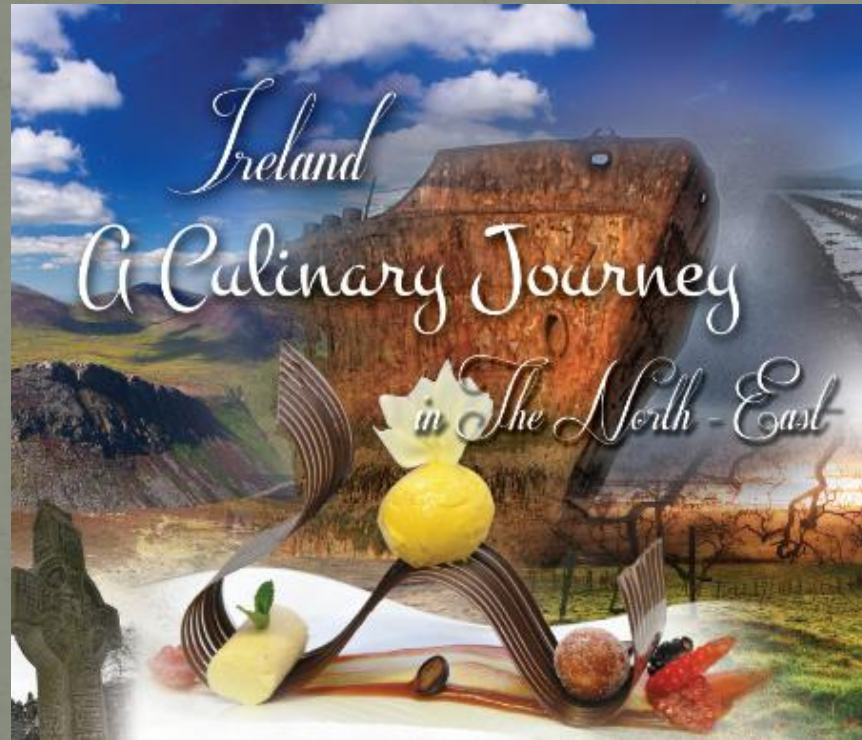
Food Tours.ie

Boyne Valley Food Series

Boyne Valley

Food Provenance in The Boyne Valley

Continue to Develop and Market



Featuring our Local Produce

Food Provenance

- Develop a USP for your community
- Find your local heroes/peers
- Develop local networks
- Promote the phrase 'Our'
- Keep in touch with what is in season
- Source local funding
- Write you own APP
- Up-skill, further education and professional development

Thank you for listening
any questions ?

Farm to Fork Experience

