

North Sea Commission Food Event 2006

Dundee, Scotland

Thursday 31 August – Friday 1 September

The North Sea Commission Food Event 2006 aims to attract people from around the North Sea who have an interest in the impact of food on regional development. The Event is designed to bring together a diverse audience in order to benefit from cross-sector working and to consider the emerging policy drivers.

The Food Event will be held at Dundee College in Eastern Scotland, incorporating Study Tours hosted by the four Scottish authorities: Angus Council, Dundee City Council, Fife Council and Perth & Kinross Council. The Food Event coincides with a Food and Flower Festival in Dundee, which continues over the weekend.

Delegates will hear from experts representing a range of countries and food-related industries around the North Sea, who will give presentations under the conference themes:

- Food and Health
- Food and Tourism
- Food and Innovation
- Food and Sustainability

Following this there will be a range of workshops on these themes, during which delegates can learn about good practice examples from around the North Sea.

There will be a chance to make contacts in active sessions with others who are interested in new developments. For those interested in trans-regional co-operation there will be opportunities to take forward initial project ideas and build contacts for future networking.

Delegates also choose one Study Tour, which is conducted during the afternoon and evening of Day Two and includes evening dinner:

- Dundee – Food and Flower Festival
- Fife – Tourism, Visitor Attractions and Food
- Angus – Fish and Soft Fruit
- Perth and Kinross – Whisky and Organic Food

The target audience will include practitioners involved in the food sector (including businesses, regional food initiatives, regional development organisations, rural development practitioners) and other organisations involved in working with the food sector. Local and regional authorities will participate, and delegates will also include politicians and officers in the sectors of food and health, food and tourism, food marketing etc.

As part of the Food Event, you are invited to a Scottish Evening, including a conference dinner and entertainment, hosted by Perth & Kinross Council, on Thursday 31 August. A second evening dinner will be included on Friday 1 September as part of the Study Tour, provided by the host Council for the tour. Lunches during the conference will be sponsored by Dundee College.

Potential outcomes of the Food Event include:

- Development of co-operative approaches and links in Northern Europe
- Follow-up Food Events – linking producers, industry, retailers, restaurants and tourists
- Joint projects, including research projects
- Networks, e.g. Food promotion; Food and tourism; North Sea Tradfood network
- Ideas for badging, promoting and marketing, product development, food souvenirs
- Ideas for branding of speciality products (for wider distribution: labels of origin)
- North Sea health food badging
- Job shadowing schemes/study tours around the North Sea
- Political statements

The delegate fee for the North Sea Commission Food Event is £45. This includes attendance at the conference and all conference information, one Study Tour, and all meals described above.

Conference registration is via the North Sea Commission website at www.northsea.org. Delegates are asked to book and pay for their accommodation directly with the hotel of their choice, from the list provided by Dundee and Angus Convention Bureau. The website reference for booking accommodation is given within the conference registration information.