

Scottish Dairy Industry 'A Vision for 2030'

Paul Grant

The Vision

Who have we talked to?

Steering Group

- Alan Stevenson - SAOS
- Paul Grant - DGB
- George Jamieson - NFUS
- Stuart Martin – NFUS/DGB
- Carlyn Sinclair - SDI
- Tom Ferguson - Lactalis
- Roddy Wilde - DGB
- Paul Flanagan - AHDB
- Kirk Hunter – Dairy UK

- Facilitated by Amanda Brown, SAOS

Experts

- Lucy Filby/Stephen Field – SEPA
- Graham Young/Lucy Husband – SFD
- Nic Parsons – Tesco
- Cesar Revardo – SRUC
- Howell Davies – Interface
- Sandy Hay - Bank of Scotland
- Gerry McBride – Skills Development Scotland
- Tom Ferguson – Lactalis
- Liz Barron-Majerik – LANTRA
- Peter Cook – Opportunity North East
- Susie Stanard/Patty Clayton – AHDB
- Sarah Mackie – Brake’s Scotland
- Sandy Wilkie – ex Mueller/Wiseman’s, Industry Expert
- Dave Roberts – SRUC
- Hamish Walls - SAOS

Consulted

- Scotland Food & Drink
- Scottish Government
- Highlands & Islands Enterprise
- Scottish Enterprise
- Scottish Development International
- Graham’s
- Muller
- Arla
- AHDB
- Scottish Farmers

Since 2015

Achievements

- Sector championing works
- 20 new International Markets (From £1m to £20m)
- 6 Artisan Cheesemakers exporting
- Lactalis Collaboration – new Scottish brands
- Dairy Hub – 200 to 850 enquiries per annum
- Dairy Modern Apprenticeship Scheme – Proven

Not Achieved

- Scale Process Investment – Excess Milk
- Environment/Herd Health – More Focus



The Way Forward - Farming

- Increase Co-Operative Improvement Programmes
 - Bench Marking/Herd Health/Climate Change/Farm Practice
- Align milk quality and annual supply profile to processing
- Encourage direct to consumer on farm processing
- Futureproof on farm staffing
 - Extend Modern Dairy Apprenticeship Programme - regionally and to other sectors
 - Management development
 - Succession Planning



Processing – The Way Forward



- Maximise Scottish Product Branding
- Improve supply and demand relationship for milk
- Target Inward Investment to deliver increased processing capacity
- Ensure financial support for the process investment and product innovation
- Develop further next generation business skills

The Way Forward – Global Markets



- Scottish branded cheese of global interest
- Fund an International Growth Champion
- Continue to collaborate with SDI in market specialists
- Introduce a Market Development Programme
- Collaborate with scale processors to maximise the opportunity
- Develop supply chain connection – Scotland direct to global markets

The Way Forward – UK & Scottish Markets

UK

- Scottish cheeses at Nantwich Show
- Invest in Sales resource
- Develop retail and foodservice sectors

Scotland

- A Scottish Cheddar – number 1 brand in Scotland
- Scottish cheese board
- Scottish cheddar as a snack enjoyed with whisky/beer



The Way Forward – Support and Funding

- Sector Championing – 50:50 support
- Re-align advisory funds to growth funding (c.£1m)
- Match fund related Growth Programmes
- Re-establish Processing Grant Schemes
- Optimise innovation investment
- Dairy Hub – funding and advisory resource



The Goal

£100m new sales by
2030

THANK YOU