



What would it take to create thousands of new jobs Nationally in Food/Food tourism?

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Background

Unemployment & emigration statistics increasing:

- Established food businesses left off >3000 people in 2009
- Hemorrhage of mobile manufacturing jobs
- Foreign investment falling - 30% down in '09
- Exchequer deficit huge, will result in:
 - New taxes on Property & Carbon
 - Reverse of benchmarking
 - Reductions for social welfare recipients

What's needed NOW:

- Reduce cost & hassle of doing business in Ireland
- Eliminate obstacles to:
 - Developing Food Tourism
 - Import substitution especially in food
 - New sources of supplementary income for hard pressed families

Top Ten Initiatives

1. Focus state services on facilitation, coaching and education
2. Implement EU regulations as per the spirit of the legislators
3. Implement State procurement policies fairly
4. Make Ireland a world-class food-tourism destination
5. Facilitate direct sales to consumers e.g. Farmers Markets, Farm shops, box schemes etc.
6. Challenge the bureaucracy preventing good value food in pubs
7. Reform the education curriculum: “cool to be rural”
8. Fás to organise part-time staff for agriculture
9. One-stop-shop to help small producers, SME’s & artisans in Food
10. Champion a healthy school meals initiative

| Initiative | New Jobs - Nationally |
|---|------------------------------|
| School meals | 9,000 |
| Pub food | 7,000 |
| Artisan food businesses | 7,000 |
| Guides, tourism etc. | 6,000 |
| Small local producers | 6,000 |
| Procurement policies | 5,500 |
| Farmers Market facilities | 5,000 |
| Allotments | 2,500 |
| Fishing | 500 |
| Fruit picking & other agricultural services | 1000 |
| Farm shops | 500 |
| Total | 50,000 |

What will it take to face up to the 50,000 job challenge?

“Its not the strongest of the species or the
most intelligent that will survive, but the
most responsive to change”

Charles Darwin 1809-1882

**Healthy School Meals can
create 10,000 sustainable jobs
in rural communities !!!**

BACKGROUND

- Increasing childhood obesity
- Children coming to school without breakfasts
- Nutritional deficiency related diseases: diabetes, bone & sight issues
- Calorie dense, nutritionally deficient offerings in canteens, the high street & garage forecourts
- Today's children consume far too much salt, sugar and saturated fats – much of it hidden in homogenised foods, laced with chemicals
- Not enough fibre, essential amino acids, bio-available vitamins, minerals and antioxidants
- Instead of processed meals, schools should offer **fresh locally grown**, healthier alternatives, free from artificial colours, flavours and preservatives.
- **We need to defuse this ticking time-bomb**

Some numbers

- €4.6Bn worth of Food is imported annually
- Over 500,000 students in our schools
- Over 100,000 students in Colleges
- 186 days per year = 93M meals per year
- @ €4/meal = a 370M Euro food market
- **AND we have no national strategy!!!**

The Solution

- Sous-vide technology developed by French Health Authorities & used by Michelin Chefs
 - Two week shelf-life [low temp, long time, cook in the container]
 - No artificial additives
 - Enjoyed by children of different ages
 - Available in Dunhill
- €200 per year of the children's allowance allocated to the school meals programme as an incentive to use local ingredients
 - USA Experience: new local growers are attracted by the fixed price contracts – surplus going to new Farmers Markets with day fresh produce – new local micro economies created

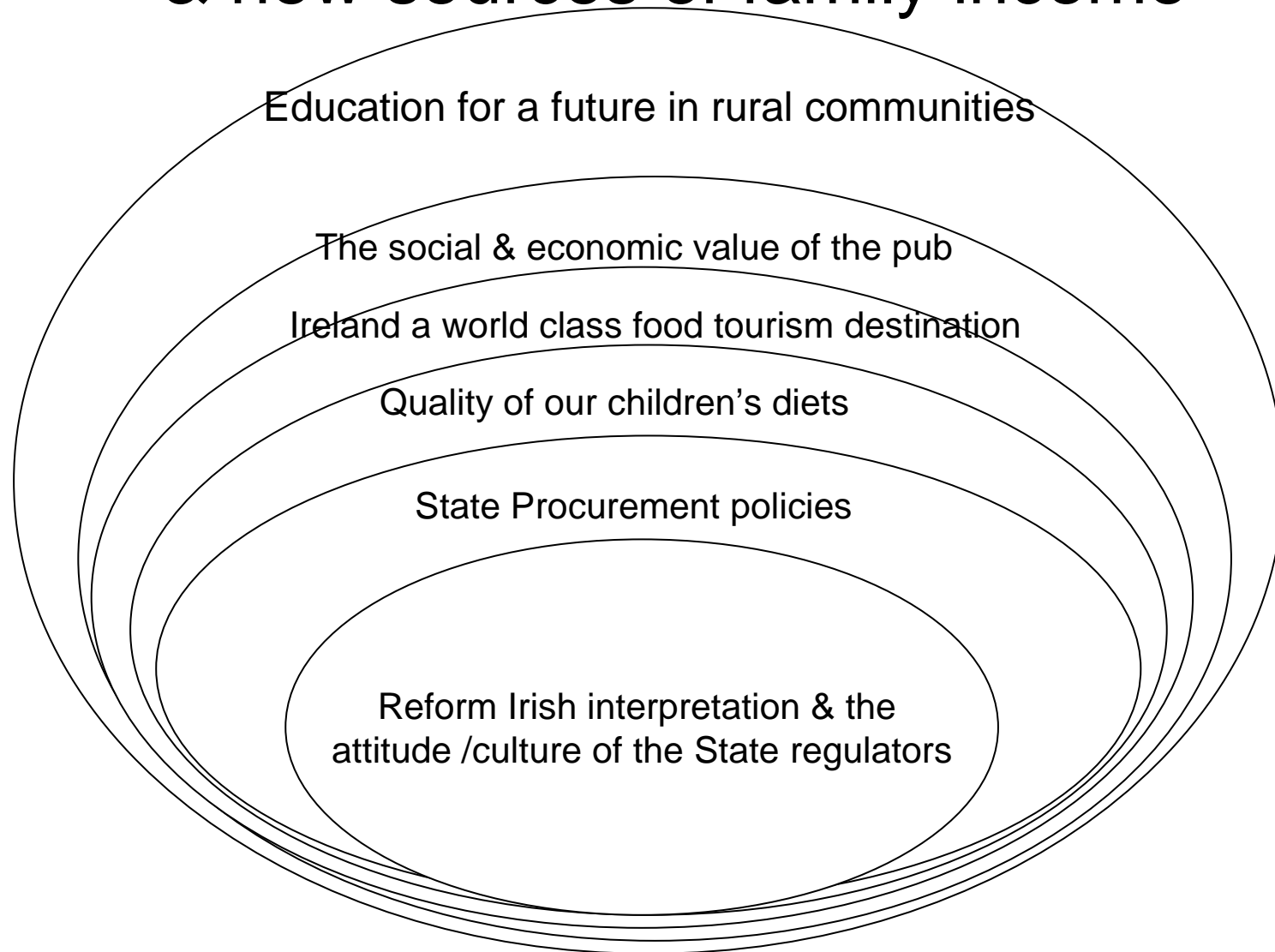
Dunhill Model [100,000 meals /wk : 50 FTE]

- Sous-vide cooking: maintains the integrity of the ingredients - excellent quality – preserves the goodness of the **fresh local** ingredients
- School: Low-cost entry - no kitchen required - Invest/hire: bain-marie, fridge, dishwasher + pay Dinner Lady [3 hours per day]
- 60 Dunhill-style facilities, spread nationwide – each with fixed price contracts with local growers

SOME MORE NUMBERS

- Based on 600,000 students:
 - 60 Dunhills Nationwide x 50 food preparation employees = 3,000 jobs
- One and a half part-time servers per hundred students = 4,500 FTE jobs
- Guaranteed business and prices to network of local producers = 2,500 new jobs in rural communities
- Job creation potential = 10,000 jobs

A sustainable model for job creation in Food & new sources of family income





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