

THE CENTRE OF FOOD CULTURE, BOYNE VALLEY

A Vision



comhairle chontae na mí
meath county council



THE CENTRE OF FOOD CULTURE, BOYNE VALLEY

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Introduction

The Centre of Food Culture, Boyne Valley

Ireland has enjoyed a food and cultural revolution in the past 25 years. Our food producers, farmers and chefs have elevated our food culture so that it is now a cornerstone of our intangible and tangible cultural heritage, recognised as one of the world's new and emerging food destinations.

Throughout Ireland we have begun to appreciate how our food culture contributes to the quality of our lives and the joy we experience when we have better access to quality nutritious food, sustainably produced from our rich soil and sea.

Today, our understanding of gastronomy has deepened as we recognise the relationship that food has with society and its vital part of our intangible cultural heritage - social gastronomy. A vibrant food culture acts as a catalyst for change, bridging the gap between art, science, history and our environmental ambitions.

The Department of Enterprise Trade and Employment Mid-East Regional Enterprise Plan 2024 and the Fáilte Ireland Ancient Destination Experience Development Plan (ADEDP) recognises the potential of the Boyne Valley to drive food innovation, regional development and tourism, recognising food as its main strategic pillars for development in the Boyne Valley Region

'This is based on the depth of association the Irish Food Story has with the Boyne Valley region, from the first farmers to the current day where the Boyne Valley food producers have been playing a pioneering role in our regional, national and international food culture'

In the last decade the food producers, chefs and businesses in the Boyne Valley straddling counties Louth and Meath have worked collaboratively to bring awareness to the rich food heritage of the Boyne Valley for consumers, tourist and food professionals alike.

Through the establishment of a strong network, Boyne Valley Flavours we have created a unique calendar of events that celebrates our land, our sea, our heritage, our people and our produce. The creation of the Boyne Valley Food Strategy 2016, has resulted in our region winning many international accolades including being recognized as one of the Worlds Best Food destinations.

A feasibility study was commissioned in 2020 with James Burke and Associates to ascertain the viability of establishing a culinary centre of excellence to champion Irish food and drink in the Boyne Valley. The conclusion of the

feasibility study was to establish a centre of food culture with national and international reach. The feasibility report formed the basis on which we have built the vision for The Centre for Food Culture, Boyne Valley. The full report is included as a supplementary document.

We believe preserving and celebrating our food culture, past, present and future, will enhance people's relationship with food, connect them to the source of their food and the people who produce it. When we speak about food we also include our rich heritage in brewing, distilling and drink production. Our purpose is to facilitate greater connectivity between food, people, soil and sea. We plan to do this by creating the first national Centre of Food Culture, based in the Boyne Valley. We will leverage our connections nationally to create satellite locations and build international partnerships over time.

This centre will facilitate education, discussion, enterprise and advocacy of our food culture for current and future generations. We will strengthen the connections between all stakeholders be they consumers, food producers, food professionals, state agencies, communities, academic institutions locally, nationally and internationally.

We hope you will become part of the journey so we can together achieve our vision.

Irish Food Culture

In an Irish context food has been intertwined with myth and legend, fairy tales and folklore, and our four main Celtic pagan festivals historically celebrated with feasting.

Food is intrinsically linked to all chapters of Irish history. It is embedded in our literature, our environment, our landscape but this significance has only been recently recognised in modern Ireland.

Food acts as a mirror in reflecting our identities of the past, present and future. It acts as a common denominator between art, science and history, bridging the gap between agriculture and gastronomy. Our food culture offers a sociological gateway to educate and celebrate our relationship with land, soil and sea.

By distilling and celebrating Ireland's past relationship with food we can protect and enhance it for the future, recognising it as a core element of our intangible and tangible cultural heritage.



The Boyne Valley

The oldest examples of Irish intelligent farming techniques can be found across our ancient and lush landscape in the Boyne Valley representing our Irish food story down through the ages and into the future. This part of Ireland has also long been synonymous with food production and trade dating as far back as 10,000 years ago.

The majestic river Boyne connects the ancient hills and valleys of this fertile land to the abundant East Coast. From this fertile land and sea our farmers and producers, from ancient times to the present day, have used their ingenuity and craft to create an abundant array of food to nourish people near and far

The Boyne Valley comprising of counties Meath and Louth is the birthplace of Ireland's Ancient East.

It is not only a place of rich agricultural land but also a home for thriving urban towns, villages and communities, accessible from and connected to every corner of Ireland. It is here Boyne Valley Flavours began.

Boyne Valley Flavours started when a group of passionate food producers and hospitality providers came together to support and promote the local food offering across the region.

Since then the movement has grown significantly and in 2013 the Boyne Valley Food Series was born, a unique calendar of events which celebrates our land, our heritage, our people and our produce. It helped cement the region as a leading food destination on the national food stage.

The Boyne Valley Food Strategy 2016-2022 followed and became a catalyst for many new initiatives. The Discover Boyne Valley Flavours brand was created, and so too was the Food Network whose vision is for the Boyne Valley region to be recognised as the leading national food and craft drinks destination. To be the stand out food region within Ireland's Ancient East

Our region has since won many international awards and is recognised as one of the world's new and emerging food destinations. It is within this pioneering, creative and entrepreneurial region we will create The Centre of Food Culture, Boyne Valley



Why the Centre of Food Culture, Boyne Valley

We must strive globally to achieve a balanced sustainable food system that enables consumers, food professionals and service providers access to quality nutritious food from our land, soil and sea.

Our ambition in creating a national centre of food culture is to create greater awareness, access to and knowledge transfer of our food culture, locally, nationally and globally.

There is a strong need and desire for consumers and food professionals to connect more deeply with the source of their food, the people who produce it and the land, soil and sea from which it comes.

We now have the opportunity to:

Build greater cohesiveness and create a stronger shared identity within our food culture.

Enhance people's relationship with food by connecting them with nature and the regeneration of our agriculture, food systems and food production.

Share, preserve and build on our food craftsmanship and heritage for future generations.

Educate through training and immersive experience, utilising our vast knowledge base, critical thinkers and practitioners.

Improve the economic benefits for all, through the creation of a vibrant interconnected food industry.

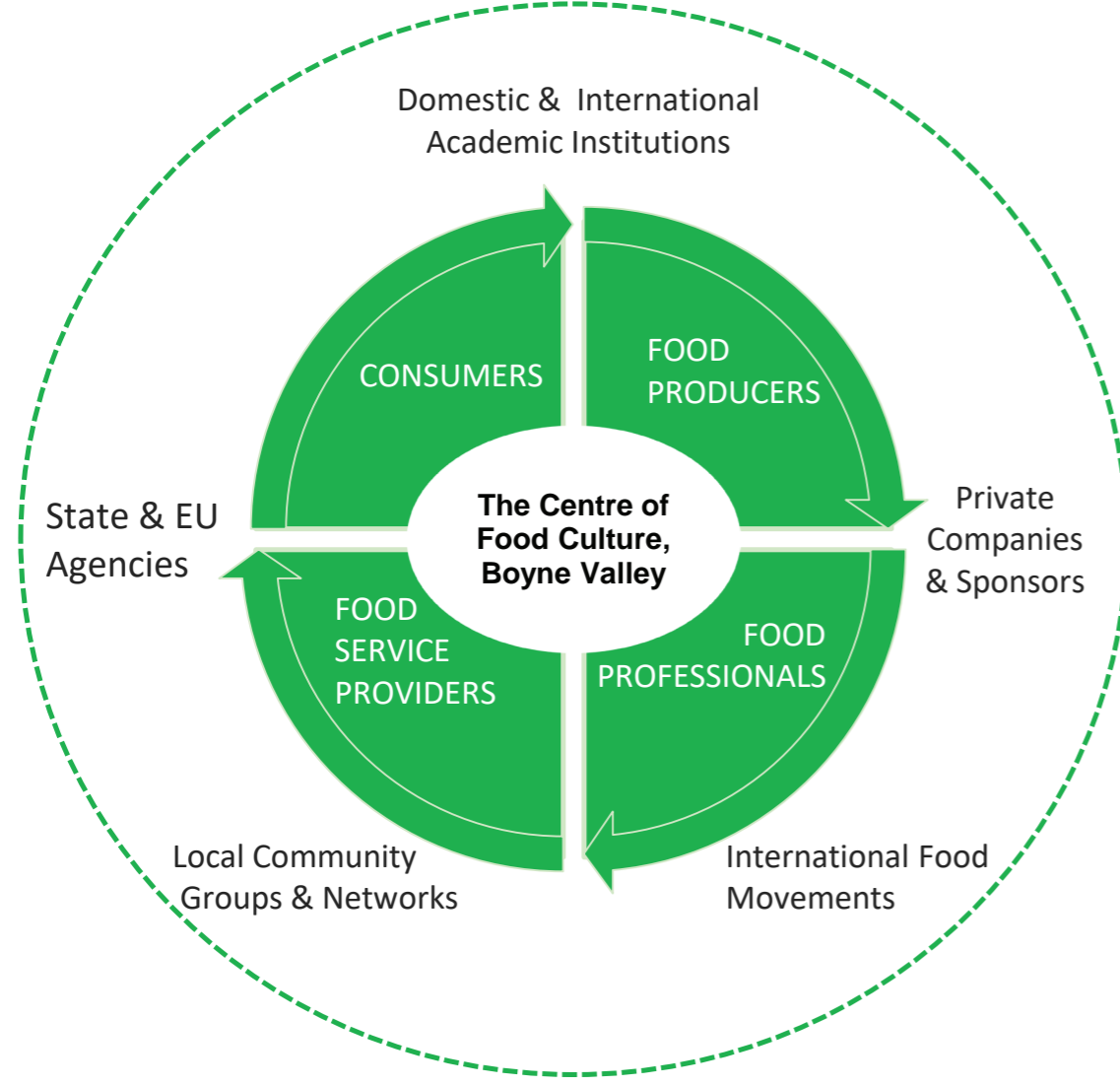
Bring all our stakeholders together to accelerate our food culture and its place on the global stage.

Engage with and advocate on behalf of all stakeholders to reframe how we think about food by creating conversations and opinion changing dialogue.



Our Strategy

Our Key Stakeholders



Vision

A vibrant, sustainable, regenerative, and interconnected food culture

Mission

To create a national centre for food and drink culture to facilitate education, discussion, enterprise and advocacy by connecting people to their food, soil and sea

Purpose

To facilitate greater connectivity between food, people, soil and sea

Values

Accessibility
Making our initiatives available to everyone

Provenance
Valuing the origin of our food, from the soil and sea to people, and the journey this food takes

Education
Sharing knowledge and skills through learning and experience

Regeneration
Enhancing people's relationship with food by connecting them with nature and the regeneration of our agriculture, food systems and food production

Collaboration
Working in partnership with all stakeholders for the shared benefit of all

Strategic Pillars

FOOD CULTURE
Celebrate and develop the food culture, in Ireland based on the relationship society have with food, soil and sea, our food heritage and wider stakeholders.
Preserve and build on our food heritage and craftsmanship.
Create a research library of food heritage, craft and culture.
Create and provide access to authentic and immersive food experiences, insight and transfer of knowledge working with the best of regional and national quality food producers.
Facilitate learning through connective experiences between consumers and food producers.

EDUCATION
Access to knowledge and skills through life-long learning about food culture, craftsmanship and heritage for current and future generations.
Access to critical thinkers and practitioners vital to the development of our food industry. This will include themes such as sustainability, regeneration, food culture, history and sociology, craftsmanship, heritage.
Partner with domestic and international established networks, and academic institutions to facilitate accreditation, access research programmes and create an international education focus.
Train best in class craft producers to become qualified educators to facilitate knowledge transfer.
Provide fundamental culinary skills education to consumers

CONNECTIVITY
Connect domestic and global food producers, consumers, food professionals and service providers through an effective network to educate, share knowledge, stories and skills.
Provide a collaborative space for food producers, consumers, food professionals and service providers to connect and share experiences and for ideas to emerge.
Help food producers, consumers, food professionals and service providers connect to the source of our food, and create ties with the soil and sea.

ENTERPRISE
Grow our authentic Irish food culture which has a positive impact on all of our stakeholders.
Increase the demand for sustainably produced local food of quality thereby increasing the economic viability of quality food producers and food businesses, through education.
Foster an entrepreneurial ethos and strengthen the conditions that enables job creation through a stronger food culture.
Strengthen rural development and employment through a stronger food culture
Maximise our food tourism potential through the further development of and sharing of Irish food culture and heritage.

ADVOCACY
Engage with our government bodies, state agencies and institutions to help reframe how we think about Irish food by creating conversations and opinion changing dialogue in all we do.
Inform and influence food education policy.
Build a shared identity and cohesiveness around our fast developing Irish food culture.
Work in partnership with our state agencies, to support and serve our food producers, creating a strong food culture

Our Vision, Mission, Purpose and Values

Vision

A vibrant, creative, sustainable, regenerative and interconnected food culture.

Mission

To create a national centre for food and drink culture to facilitate education, discussion, enterprise and advocacy by connecting people to their food, soil and sea.

Purpose

To facilitate greater connectivity between food, people, soil and sea.

Values

Our values will guide us in all elements of our work, in how we serve our communities and stakeholders and in the impact we have on the development of our food culture in Ireland.

Our Values

Accessibility

Making our initiatives available to everyone.

Provenance

Valuing the origin of our food, from the soil and sea to people, and the journey this food takes.

Education

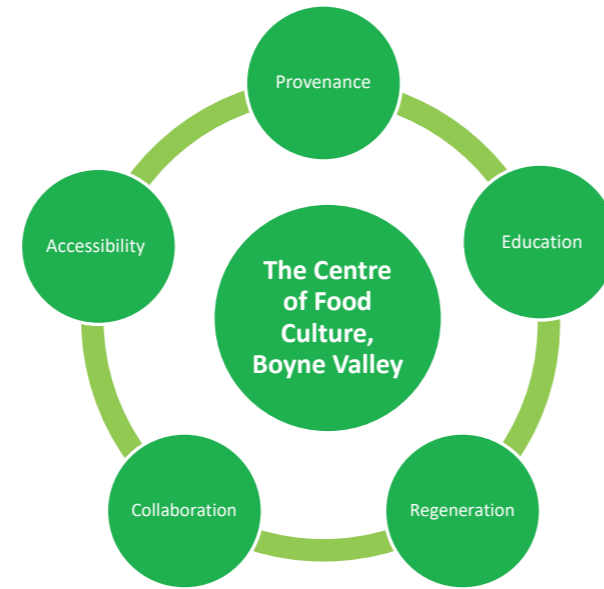
Sharing knowledge and skills through learning and experience.

Regeneration

Enhancing people's relationship with food by connecting them with nature and the regeneration of our agriculture, food systems and food production.

Collaboration

Working in partnership with all stakeholders for the shared benefit of all.



Our Strategic Pillars

Food Culture

Celebrate and develop the food culture in Ireland based on the relationship society has with food, soil and sea, our food heritage and wider stakeholders.

Preserve and build on our food heritage and craftsmanship.

Create a research library of food heritage, craft and culture.

Create and provide access to authentic and immersive food experiences, insight and transfer of knowledge working with the best of regional and national quality food producers.

Facilitate learning through connective experiences between consumers and food producers.

Education

Access to knowledge and skills through lifelong learning about food culture for current and future generations.

Access to critical thinkers and practitioners vital to the development of our food industry. This will include themes such as sustainability, food culture, regeneration, history and sociology, craftsmanship and heritage.

Partner with domestic and international established networks and academic institutions to facilitate accreditation, access research programmes and create an international education focus.

Train best in class craft producers to become qualified educators to facilitate knowledge transfer.

Provide fundamental culinary skills education to consumers.

Connectivity

Connect domestic and global food producers, consumers, food professionals and service providers through an effective network to educate, share knowledge, stories and skills.

Provide a collaborative space for food producers, consumers, food professionals and service providers to connect and share experiences and for ideas to emerge.

Help food producers, consumers, food professionals and service providers connect to the source of our food and create ties with the soil and sea.

Enterprise

Grow our authentic Irish food culture which has a positive impact on all of our stakeholders.

Increase the demand for sustainably produced local food of quality thereby increasing the economic viability of quality food producers and food businesses, through education.

Foster an entrepreneurial ethos and strengthen the conditions that enables job creation through a stronger food culture.

Strengthen rural development and employment through a stronger food culture

Maximise our food tourism potential through the further development of and sharing of Irish food culture and heritage.

Advocacy

Engage with our government bodies, state agencies and institutions to help reframe how we think about Irish food by creating conversations and opinion changing dialogue in all we do.

Inform and influence food education policy.

Build a shared identity and cohesiveness around our fast developing Irish food culture.

Work in partnership with our state agencies to support and serve our food producers, creating a strong food culture.

A group of people is walking away from the camera on a wooden boardwalk that cuts through a field of dry, brown vegetation. The people are dressed in warm, colorful winter clothing. The sky is clear and blue. The text "What We Will Do" is overlaid on the right side of the image.

What We Will Do



The Centre of Food Culture, Boyne Valley

Our services reflect our purpose to connect our food culture to people, soil and sea.



Food Culture Education

Target Audience: Children and Consumers

Objective: To bridge the gap between theoretical learning and practical learning of food, food preparation, cooking and the journey of food. We will do this through immersive educational courses for consumers and school outreach programmes and tours to food producers at their farms, factories or kitchens.

Target Audience: Food Professionals and Food Service Providers

Objective: To bridge the technical knowledge gap food professionals e.g. chefs and food service providers e.g. restaurant business owners have about the journey of food and ingredients essential for menu innovation and planning. We will focus on maximising seasonal ingredients, nutrition and health terroir. The courses will be delivered through immersive experiences, cooking with food producers at their farms, factories or kitchens. It will involve specialist state agencies like BIM where relevant.

Target Audience: International students

Objective: To educate international students about sustainable, regenerative Irish food culture through immersive educational courses working with food producers, craftsmanship, heritage, environmental and sustainability and agriculture experts.

Craftsmanship and Heritage Preservation

Target Audience:

This service is accessible to everyone and will be tailored to individual audiences be they children, consumers, food professionals, food service providers, food producers, state agencies, academia or international students.

Objective:

To preserve and build on our food heritage and craftsmanship through knowledge and skills transfer in collaboration with best in class craftspeople within the agri-food sector and specialist experts. It includes:

A library of food heritage and craft. This will be a repository of knowledge about past and current skills and crafts, including traditional farming methodologies, historical culinary recipes and methodologies for the production of food

Food Sustainability and Regeneration, Craftsmanship and Heritage Education courses. These will include a range of topics that informs our food skills and capabilities including food and environmental sustainability, regenerative practices, food source and culinary skills.

Access to Thought Leadership, Advocacy, Collaborative Spaces and Celebratory Events

Target Audience: All stakeholders, be they government, educators, consumers, food producers, food suppliers, locally, nationally or internationally essential to accelerating our food culture and its place on the global stage.

Access to Thought Leadership

Objective: To facilitate access to thought leaders and pioneers that stimulate conversations and opinion changing dialogue in food culture, craftsmanship and heritage.

Advocacy

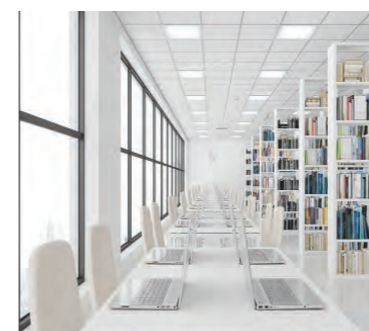
Objective: To influence and be a voice for our food culture, our relationship with food, soil and sea nationally and internationally.

Collaborative Spaces

Objective: To provide space (virtual or in person) that enables stakeholders connect in different ways, providing new opportunities to spark ideas, share perspectives and transfer knowledge.

Celebratory Events

Objective: To celebrate our food culture, food provenance craftsmanship and heritage.



The Centre of Food Culture Location

Our centre will be headquartered in the Boyne Valley.

It is envisaged that there will be a need for physical spaces for administration, teaching, hosting events and meetings. Recent developments in virtual meeting technology can be utilised to reach stakeholders locally, nationally and internationally. It is also envisaged that much of the activities and learning will take place 'in the field', locally and nationally.

The location feasibility study will assess these needs in detail and make recommendations how to optimise spaces, facilitates and locations.

In the first years there is a definite need for an administrative space within the Boyne Valley and we will need to reach out to local stakeholders to find spaces in which to host events. We will need to work closely with our County Councils throughout our early years to identify and source possible locations and optimise resources available.

Organisation Structure

The Centre of Food & Culture, Boyne Value is a social enterprise.

It will be structured as a company limited by guarantee.

It is our intention to seek charitable status for the company.

The memorandum and articles of association of the company will be given careful consideration to ensure that the organisation fulfills the mission and vision of the founders and enable the development and evolution of stakeholders in the long term.

Membership of the Company will initially be confined members of the Boyne Valley Flavours Network.

The membership will elect a board ensuring it has the expertise and experience deemed necessary to drive the mission, vision and success of The Centre of Food Culture. This will be done gradually over the first five years. There after the board will be renewed and revitalised as deemed necessary over the life of the organisation.

That Board will progress the structure by expanding the membership as it sees fit and assembling an Executive Management Team to deliver the services.

A wide-angle landscape photograph showing a lush green field in the foreground, a line of trees in the middle ground, and a vast blue sky filled with white, fluffy clouds. The text 'Achieving Our Vision' is overlaid on the right side of the image.

Achieving Our
Vision

Our 5 Year Plan

We envisage a five-year pathway to establish The Centre of Food Culture, Boyne Valley and to be fully operational.

Year 1: Set Up Centre and Structure

- Set up and formalise structure.
- The structure will initially involve members of the Boyne Valley Flavours Network establishing the Guarantee Company. Once the centre is fully operational and the brand developed this group will then hand over the control, management and running of the centre to a permanent team in year 4-5.
- Secure funding for year one, identify costs and income streams for years two and three.
- Secure a temporary office and meeting location to operate from.
- Appoint an executive to project manage the set-up phase.
- Add knowledge and expertise to the board.
- Instigate and complete brand identity work.
- Set up a website and social media platforms.
- Run a calendar of events where we engage with each of our stakeholder groups, culminating in an event incorporating all stakeholders.
- Identify the priority needs of our stakeholders in relation to our strategic pillars.
- Revisit whether an international benchmarking field trip with regional stakeholders is required.
- Further develop strategy and calendar of events for years two and three.
- Begin a feasibility study to identify the needs of the centre in relation to a permanent location(s).

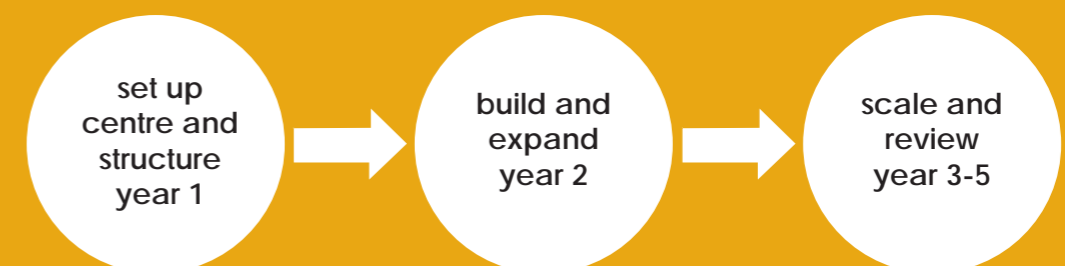
Year 2: Build and Expand

- Ensure funding is in place for years two and three.
- Continue to add knowledge and expertise to the board.
- Run a calendar of events throughout the year as identified in year one, engaging with all stakeholders.
- Run our first educational events for the public and food professionals
- Begin to assess the requirements to build a data base of heritage food & drink crafts and skills.
- Engage and build relationships with potential international partners.
- Expand executive team as necessary and as funding allows.
- Complete feasibility study to identify the needs of the centre in relation to a permanent location(s).
- Reassess funding requirements and income streams including any costs relating to permanent location(s).

- Establish links with education partners, nationally and internationally, investigating the feasibility of joint project.

Year 3-5: Scale and Review

- Years 3-5 will focus on deepening what we do and scaling for impact. At this stage our brand and programme will be established, and we will have built strong connections with stakeholders locally, nationally, and internationally.
- The initial board will evolve into the new board and review the continued suitability of our structure.
- In year three formally reassess the progress and direction of the centre. Engaging with all stakeholders identifying challenges and opportunities to progress a long-term strategy.
- Ensure a multiyear budget is in place with detailed financial data, cash-flow analysis, funding plan and income streams.
- Continue educational programmes and launch international student programme.
- In cooperation with educational institutions engage 2-3 PHD students to work in partnership with The Centre of Food Culture, Boyne Valley in critical areas of research and feasibility studies.
- Set up food and drink skills and heritage database based on the assessment in year 2.
- Implement the findings from the location feasibility study incorporating capital projects and/or facilities critical for our success (meeting rooms, collaborative spaces, library, kitchens etc.)
- Continue and expand our events calendar based on our pilot programmes and review.
- Set up a formal advocacy programme with stakeholder input and engagement with all necessary bodies.





Conclusion

Our vision is to support a vibrant, creative, sustainable, regenerative and interconnected food culture for all.

We will achieve this by acting as a connector between our stakeholders; food producers, food professionals, food services, educators, state bodies and consumers. Creating an energetic space for education, discussion, enterprise and advocacy.

The Centre of Food Culture, Boyne Valley will act as a catalyst for a step change about how we value Irish food culture and build greater cohesiveness and a stronger shared identity within our food culture.

Modern Irish food culture has rapidly gained in confidence, relevance, national and international renown over the past two decades. There remains huge untapped potential. We are an ancient people, a relatively new nation, a people with a complex relationship with our food heritage. We are a nation with immense resources in terms of our farming heritage, our climate, our land and most of all our creative and dynamic people.

Investing in and nurturing a vibrant food culture will bring enormous benefits across society - economically, environmentally and in terms of our quality of life. Through building international renown for our food produce enabling our food producers to continue to move from commodity production to premiumisation and added value. By enhancing Ireland's attractiveness to discerning international food tourism. By creating a dynamic innovative, interconnected and sustainable food industry. By enhancing people's relationship with food through connection with nature and our agriculture, food systems and food production. By safeguarding and building on our food heritage for generations to come.

The Boyne Valley, synonymous with food production and trade for thousands of years is the birthplace of Ireland's Ancient East. Built on this creating a positive, inclusive and enriching future. As a pioneering, creative and entrepreneurial place we believe The Food Centre of Culture, Boyne Valley has the power to make our vision a reality.

Join us and become part of our journey.



Appendix

Boyne Valley Flavours Story

How Discover Boyne Valley Flavours Began

Boyne Valley Flavours initially began when a group of passionate food producers and hospitality providers came together to support and promote the local food offering across the region. Originally Counties Louth and Meath operated separate collaborative campaigns in the form of the Oriel Producers Group and the Meath Artisans Food Group. With the advent of the Boyne Valley tourism brand and Fáilte Ireland's recognition of its importance as a destination, Boyne Valley Flavours was born in to represent an inter territorial approach to food development and tourism. Since then the movement has grown significantly and in 2013 the Boyne Valley Food Series was created, a unique calendar of events which celebrates our land, our heritage, our people and our produce. This helped cement the region as a leading food destination on the national food stage.

This new milestone in food tourism in the Boyne Valley saw the network work together to deliver authentic culinary food experiences to all, embracing the marriage between the landscape and the flavours produced in the region. Boyne Valley Flavours now encompasses much more than the Boyne Valley Food Series.

Boyne Valley Food Strategy

In 2016 a Boyne Valley Food Strategy was devised, a collaboration between both Meath and Louth County Councils.

Our objectives were:

To develop and deepen Boyne Valley's food identity and reputation.
To provide a resource to facilitate collaboration among food stakeholders working locally.

- To help improve visitor experiences through local food and drink.
- To increase visitor spend and new tourism opportunities.
- To support Boyne Valley's Micro food economy and business diversity.
- To increase local employment in the food sector and training opportunities.
- To improve community opportunities to access local food.
- To link local food with other cultural, environmental and educational activities.

A new brand Discover Boyne Valley Flavours was developed following the successful launch of the strategy and growing interest in our regional food. This enabled stakeholders to work together under one brand. A full time Food Development Officer was appointed to drive and implement the strategy recommendations.

A Food Network was established to promote the Boyne Valley region as a Foodie Destination. Our vision is for the Boyne Valley region to be recognised as the leading national food and craft drinks destination. To be the stand out food region within Ireland's Ancient East.

Our Success

Since the launch of the strategy, Boyne Valley Flavours have achieved many successes, including:

- Winners of Foodie Destination in 2016, runner up in 2017 and 2018.
- Recognition of one of the World's Best Food Destinations in 2019 by the National Geographic Traveller, alongside Cusco in Peru and Bologna in Italy.
- Most Innovative Food or Beverage Marketing Campaign for a Destination by the World Food Travel Association's Food Trekking Awards beating stiff competition from Discover San Sebastian (Spain), Esperienza (Italy), Bike Food Stories (Italy), Miami Seafood Restaurant (Greece) and many more destinations.

Our Committee

Our committee is a group of talented and passionate food and drinks producers, chefs and entrepreneurs operating successful businesses locally, nationally and internationally.

Bronagh Conlon
Listoke Distillery



Bronagh Conlon is Founder and Managing Director of Listoke Distillery and Gin School in Co. Louth.

A serial innovator, Bronagh developed her craft having first established the Real Irish Food company, producing a range of jams, sauces and Christmas fayre. Sold to the Jacobs Fruitfield Group, Bronagh continued to work at Jacobs where she specialised in new product development.

After Jacobs Fruitfield Group, Bronagh developed Coomara Irish Spirits, followed by Rathmooney Distillery and Mad March Hare Poitin Limited before setting up Listoke Distillery and Gin School. During her career Bronagh has provided consultancy developing processes and products within the food and drink industry and has mentored country wide on behalf of LEO.

Bronagh is Chairperson of Discover Boyne Valley Flavours and a former Director of The Mill Drogheda's Enterprise Hub in Drogheda.

www.listokedistillery.ie

Sally Anne Cooney
Boann Distillery



Sally Anne is a co-founder of the award winning family owned Boann Distillery, based outside Drogheda in the heart of the Boyne Valley. She specialises in Marketing and PR for the distillery and its brands - The Whistler Irish Whiskey and most recently launching Silks Irish Gin.

With over 20 years experience in the drinks industry Sally Anne's passion for food and drink culture was nurtured in her previous role as General Manager of Gilbeys, Ireland's largest wine company. This saw her represent many of the finest wine brands and travelling the world visiting the best producers and regions.

www.boanndistillery.ie

Carina Conyngham
Rock Farm Slane



An eco-minded entrepreneur Carina established the 90 acre organic farm on the Slane Castle estate with her husband Alex Conyngham in 2011 and a thriving ecotourism business Rock Farm Slane in 2013. Carina sits on the boards of Boyne Valley Flavours and the Irish Adventure Tourism Association and now assists in the general management of Slane Castle as well as Rock Farm. Alex and Carina were awarded with the Movers and Shakers award by Georgina Campbell in 2021 for their work on a new food and beverage programme across the two sites, as well as the Irish Food Writers Guild Environmental Award for their work at Rock Farm in 2022.

www.rockfarmslane.ie

Olivia Duff
Headfort Arms Hotel
and Maperath Farm



Olivia is Sales and Marketing Director of the Headfort Arms Hotel in Kells. With her husband Eoin, they produce ethically reared free range Bronze Turkey and Geese at Maperath Farm. Olivia acts as a food tourism consultant to small business working on food strategy, food tourism and network development. A co-founder of the Boyne Valley Food Series, she took an active role in the development of the Boyne Valley Flavours Brand which won Foodie Destination in 2019.

With a background in International hotel and event management and a Masters Degree in Tourism Management, Olivia previously lectured in Event Management and Marketing at Dublin Business School and was an advisory Board Member on the Masters of Gastronomy at TUD. As a Fáilte Ireland Irish Food Champion for 9 years, Olivia travelled globally researching and benchmarking best practices in Food Tourism. Olivia was awarded Meath Business Ambassador in 2018 and the RAI Leinster Local Food Hero Award in 2019. The RAI Awarded Olivia with the coveted Mike Butt Award, for her overall contribution to Irish Food and Tourism in 2022.

www.headfortarms.ie

Kevin Sheridan
Sheridans
Cheesemongers



Co-founder and Managing Director of Sheridans Cheesemongers Ltd.
Chair of Boyne Valley Flavours Steering Committee
Chair of the TASTE Council of Ireland 2013 to 2018
Member of the FSAI Artisan Forum

Sheridans Cheesemongers is one of the most recognised brands in Irish Food. With over 100 employees, the company operates many retail outlets in Ireland, mixing independent stores with concessions in large retailers. Sheridans are a leading wholesale supplier of cheese and speciality foods to Irish independent retail and also export cheeses and crackers to the UK, Europe, USA & Australia.

Sheridans have received numerous awards for their work Irish Food from organisations such as Eurotoques, RAI, the Food Writers Guild, Food & Wine and McKenna Food Guides.

www.sheridanscheesemongers.com

Tara Walker
East Coast
Cookery School



Tara Walker is the owner and chef tutor at East Coast Cookery School in Termonfeckin, Co. Louth and author of "Good Food No Stress" published by Mercier Press in March 2017. Tara grew up in a family of food businesses and honed her profession at Le Cordon Bleu Paris. Her Cookery School now offers Zoom Cook-Along classes for teams working from home as well as families and individuals during Covid.

Tara regularly gives cookery demonstrations to large crowds at festivals such as Bloom, the Galway International Food Festival, The Irish Maritime Festival, Seafood Rocks and A Taste of Togher. She also facilitates tailored cookery demonstrations at schools, corporate offices and charities.

Tara is much in demand by media and runs a monthly cookery slot on LMF, appears regularly on Virgin Media One's Ireland AM and has featured on RTÉ, The Nationwide Show, Newstalk FM. She regularly contributes to print publications including many national weekday and weekend publications and food Magazines.

www.eastcoastcookeryschool.ie

Grainne McKeown
Discover Boyne Valley
Flavours



Grainne McKeown is the Boyne Valley Food Development Officer for the Boyne Valley region working under the brand Discover Boyne Valley Flavours. Having worked in the food industry for a number of years and having a strong passion for food tourism she began her role as the Food Development Officer in August 2018. With a Master's in Business and Management, she works alongside her colleagues in Louth & Meath County Council, their respective LEO's and the Boyne Valley Food Network (consisting of local artisan producers and foodservice providers) to implement the Boyne Valley Food Strategy, with a vision of developing and branding the region as a Foodie Destination.

www.boynevalleyflavours.ie

Terms of Reference

Food Any substance consumed to provide nutritional support for the body. It is can be plant or animal based. It includes drink.

Gastronomy The study of relationship between food and culture. The practice or art of choosing, cooking, and eating good food.

Social Gastronomy Social gastronomy relates to the relationship that food has with society and it should be viewed as a vital part of our intangible cultural heritage. Food can act as a catalyst for, bridging the gap between art, science and history, and this can be achieved through immersive experiential learning, envisaging the future direction of food and culture, and pioneering a new relationship with food and drink for our people.

Regeneration Enhancing people's relationship with food by connecting them with nature and the regeneration of our agriculture, food systems and food production.

Sustainability Meeting our own needs without compromising the ability of future generations to meet their own needs. It includes economic, environmental, and social sustainability often referred to as people, planet and profit.

Artisan Someone that produces something (as cheese or wine) in limited quantities often using traditional methods.

Food Producers People, businesses and farmers who grow and produce our food.

Food Professionals Chefs, business owners, restaurant owners, organisation or institutional food buyers.

Food Service Providers Restaurants, hotels and distributors.

State Agencies Any department or agency provided by the state e.g. County Councils, LEO, Enterprise Ireland, Teagasc, Bord Bia, Department of Agriculture etc.

Academic Institutions Universities or colleges runs independently from other entities.

EU Agencies An agency of the European Union established to accomplish specific tasks.



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