

Food NI Producer Member Benefits

At Food NI and Taste of Ulster we are passionate about showcasing producers who love local food, produce and drink as much as we do and, it would be great if you could join as a member. We have attached the application form for you to complete. We are proud to be the single voice of food and drink promotion in Northern Ireland and the founder and driver behind the Northern Ireland Year of Food and Drink 2016. We are striving for another Year of Food and Drink by 2022.

Here are some benefits of becoming a Food NI member:

- Food NI Membership has a proven track record and world award winning status as a reputable organisation that raises awareness of local food and drink from Northern Ireland.
- Inclusion in the Annual Food NI Producer Guide (approx. 15,000 copies). Guides are distributed to specific food and drink journalists, buyers, restaurants, hotels and bars, placed in airports, tourist information centres and taken to all the events we attend for the general public. Our guides give consumers an opportunity to source local produce and see exactly what local foods Northern Ireland producers have to offer. An online copy can be viewed in the Resources section of www.nigoodfood.com
- We have also created a Drinks Guide and a Street Food Guide; which has proven very popular among many food and drink writers, buyers, and visitors in Northern Ireland.
- Our food writer Barbara Collins will contact you to write your insert in the guide and entry on our website.
- A full member page on our interactive, mobile friendly website driving customers directly to your website and social media platforms.
- All your news and success stories will be shared on our website. All news will be also be shared across our Twitter, Facebook and Instagram platforms, which combined have a reach of over 22,000 people and this is growing daily. Key food writers, journalists, chefs and foodies follow us on Twitter. Our YouTube channel is also becoming increasingly popular with our members. With approx. 1,400 subscribers and growing daily, the channel is a great way to share content such as recipes, tours and brand history. We ask that our members regularly send us their news and add us to their communication lists so we have the most up to date information on their products.
- As well as all of the above we circulate a fortnightly newsletter which highlights past event successes, new products, key information on upcoming events and any other relevant information for our members.

- We have excellent networking partnerships e.g. Tourism NI, DAERA, Invest NI, multiple and independent retailers, hospitality sector, Guild of Fine Food Writers UK/Ireland and award bodies who also help support our members in different ways. We can help you to make the right connections to progress your business.
- We support and organise events to help promote Northern Ireland food and drink. The jewel in the crown being the Food Pavilion at Balmoral Show; where in 2018, 100 companies showcased food, drink, new products, menus, and exciting dishes. We are also involved in managing a range of other events across Northern Ireland e.g. The Comber Potato Festival celebrating PGI status of the humble Comber Early Potato, NI Potato Festival, Flavours of the Foyle, LegenDerry Food Festival, Richhill Apple Festival, Bank of Ireland Open Farm Weekend, Dalriada Festival, Killyleagh Chocolate Festival, BBC Good Food Show, Tesco Taste Northern Ireland amongst many others.
- Your membership entitles you to unlimited support in any way we can help you to promote your products as a producer, promotion of your achievements and awards through our social media platforms and also the opportunity to attend and take part in food festivals across Northern Ireland to showcase your local produce.
- You will receive emails about events, workshops, press opportunities, training, consultations, awards and anything which may be of interest to our members. Through their membership with Food NI, our members have showcased their products and talents in the House of Commons, Frankfurt, Borough Market in London and all over Ireland.
- We successfully opened three new local produce shops at Belfast International Airport, George Best Belfast City Airport and the NI Assembly; providing our producer members the opportunity to sell and showcase their products to individuals travelling to and from locations all around the world.
- We also help to make new and meaningful contacts and also offer help and advice on a range of topics.
- We hold Chef Steering Days for producers to explore different products around Northern Ireland. Chef Steering Days offer a great opportunity for chefs to meet producers and see first-hand how the products they use in their kitchens are made. This helps the chefs form relationships with the producers and encourages chefs to buy local produce. They also meet their peers and share ideas about trends etc. These days are free for chefs to attend and front of house staff are welcome as well. We would love to arrange a Chef visit to your premises if appropriate.
- Upcoming events in 2018 include: Speciality Fine Food Fair (2-4th September), National Ploughing Championships (18th-20th September), Armagh Food & Cider Festival (20th-23rd September), Tesco Show (21st-23rd September), Festival Lough



Our food.
So good.

Taste of Ulster

Erne (22nd-23rd September), Potential Vegetable Event (29th September TBC), Blas na hEireann, Causeway Potato Festival (13th October), Richhill Apple Festival (26th-28th October), Sparkling Seasonal Supper (7th November).

Membership starts from as little as £250+VAT for 12 months membership from the time of joining. Please feel free to email us if you have any queries or would like more information.

Thank you.

Lindsay Curran Lindsay@nigoodfood.com

Alana Pell Alana@nigoodfood.com

Food NI Office: 028 9024 9449