



# DUBLIN FOOD CHAIN



Dublin City | Dun Laoghaire-Rathdown | Fingal | South Dublin County



***The Dublin Food Chain network is dedicated to cooperation within the Dublin food sector, as a means of increasing the members profile, and increased sales opportunities, for food products from across Dublin County.***

## About Us

The network is the brainchild of the Dublin County & City Enterprise Boards, the Irish Exporters Association and Bord Bia, to develop the 'Dublin Food Chain' network.

Since then, the network has grown. Today, we continue to warmly welcome new members from all areas of the local Dublin food production, supply, foodservice, retail and distribution sectors.

Our network offers free group training initiatives, food forums, sector networking events and group marketing initiatives, all designed to equip Dublin Food Chain members with the tools to achieve increased sales and brand recognition of their products.

If you produce or sell local food or food ingredients in Dublin County, and are interested in maximising your sales, then talk to us today about joining the Dublin Food Chain.

If you're keen to develop your sales growth potential and achieve improved market reach, then the Dublin Food Chain is the ideal platform for your food sector business!



***Networking for Food Businesses***  
**DUBLIN FOOD CHAIN**



## Who We Are

- Dublin based food and drink producers and processors.
- Food and drink retailers and distributors.
- Foodservice, cafés, deli's, restaurants and bars, keen to support and use locally-sourced Dublin food ingredients.
- Food sector suppliers: ingredients, packaging, services, equipment...etc.
- Anyone in the Dublin food sector who is passionate about supporting and developing local food and agri-business.



## Why Join Us?

- Networking opportunities – Free Networking opportunities and events. Meet with and learn from, others in your same area of business.
- Training – Free seminars and tailored training and business development events regionally throughout County Dublin. We will keep you informed of locally-run training and information seminars that are relevant to your needs.
- Directory – Inclusion in the Dublin Food Chain business directory, our online Dublin food sector directory. The Dublin Food Finder directory will be communicated to key trade buyers, distributors, agents and brokers, both at home in Ireland and abroad.
- Sales – Increased sales opportunities through exposure to potential new customers.
- Group marketing – We will endeavour to take a collective approach to marketing which will save you time and money. Our group marketing activities will also broaden your exposure to potential new customers.
- Regional Branding – Members are invited to participate in regional and national food events under the Dublin Food Chain brand.
- Have a say – Getting involved means you can help to shape the future development of your local Dublin food sector.

### **Membership Cost:**

***All this for a membership fee of €50 per year.  
(which is less than €1 per week).***

# Our Mission

The core aim of the Dublin Food Chain is to support a sustainable local food industry in County Dublin.

Aligned and integrated with the overall national strategy implemented by Bord Bia and other related agencies, we also aim to underpin the fundamental objectives set out in Ireland's 'Food Harvest 2020' strategy document. Encouragement, education, networking and the promotion of sustainable regional food production, sales and consumption are key elements of our on-going support activities.

*Signposting existing local and national resources available to Dublin food producers, we're committed to significantly growing the commercial and public profile of the local Dublin food sector over the next decade.*

# Our Goals

- To promote food business networking and communication.
- To provide networking opportunities for the Dublin food sector among producers and retailers, as well as the food service and hospitality sector.
- To ensure a comprehensive support structure for SMEs, particularly those that don't have access to the internal resources normally present in larger businesses.
- To increase the consumer profile of Dublin food producers.
- To grow local food sales.
- To create new employment.
- To create a strong regional Dublin food brand identity.
- To build regional food exports.
- To increase sustainable local SME food production.
- To attract additional food tourism to the Dublin region.
- To promote regional food products at home and abroad.
- To increase regional food tourism.
- To increase food innovation and new product development.
- To increase consumer awareness of locally-produced food.
- To improve sales and consumption levels for local Dublin food.
- To create an integrated approach involving local and national agencies in order to support Dublin's diverse food industry.
- To widen the reach and scope of Dublin Food Tourism.
- To optimise routes to market for producers and food entrepreneurs.
- To promote consumer experiences with local food producers.
- To promote the use of local Dublin food produce.

## Our Support

- The Dublin Food Chain project is a joint initiative between the Irish Exporters Association and the four County and City Enterprise Boards in the Dublin region – Dublin City, Dun Laoghaire Rathdown, Fingal and South Dublin, with the sponsorship and support of Bord Bia and AIB.
- The Dublin Food Chain Network is being co-ordinated by Bullseye Food Marketing ([www.bullseye.ie](http://www.bullseye.ie)).



## Our Activities

- The Dublin Food Chain network is part of an on-going effort to harness the power of the Dublin food sector 'collective', in order to ensure that County Dublin's unique food heritage and location benefits from the attention it deserves.
- Throughout the county off Dublin, a diverse selection of crucial food training and food marketing initiatives are already underway.
- Now, through the Dublin Food Chain network, these programmes can enjoy better linkages and cross-promotion.
- Whether, it's through training, networking or collective marketing, our key aim is to work together towards promoting and expanding our valuable Dublin food sector.
- With the support of local consumers, trade buyers and food producers (combined with supports from the County Enterprise Boards, Bord Bia, The Irish Exporters Association, AIB, and other state agencies), we endeavour to continuously champion and encourage the flourishing County Dublin food sector.

The Dublin Food Chain, 28 Merrion Square, Dublin 2.  
Kieran O'Connor (087 2781044) / Conor Hyde (087 6539676)  
Web: [www.dublinfoodchain.ie](http://www.dublinfoodchain.ie) E-mail: [info@dublinfoodchain.ie](mailto:info@dublinfoodchain.ie)