



AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

The Irish Agriculture and Food Development Authority

On Farm Starting a new Business

Mr Edward O'Neill
Teagasc
Moorepark
Fermoy
Co. Cork



What are our farmers Saying?

58% want to Diversify

They want to work for themselves

They want an excellent mainstream enterprise

Plus

Another on-farm venture to supplement income

Quality Food

Quality vs. Commodity

Commodity – One Size Fits All

Farmer, Field, Place
have become redundant

Clean and Green Image



Quality Food



From Moo to you in an Hour or Two!

Quality Food

Over 350 Speciality Food Producers in Ireland

Employing >3,000

Worth almost €0.5bn

70+ Artisan Food Producers

Source Bord Bia

Quality Food

Over 2000 Speciality Food Producers in NZ

Employing >33,000

Worth almost \$7bn

Ireland >50 Cheese Producers

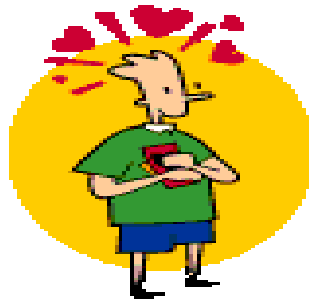
Holland >100



Where do I start?



Where do I start?



4P's; Passion, Product, Place, Person

Concept / Idea



What are the positive aspects?

What are the negative aspects?

What is interesting about this idea?

Types of New Products

- **A radically new invention/innovative product**
- **An adaptation of an existing product**
- **A line extension of an existing product**
- **Innovative imitation**

Reasons for Product Failure

- **Poor Market Research**
- **Technical Problems**
- **Lack of expertise**
- **Bad Timing**
- **Insufficient funds or cash**

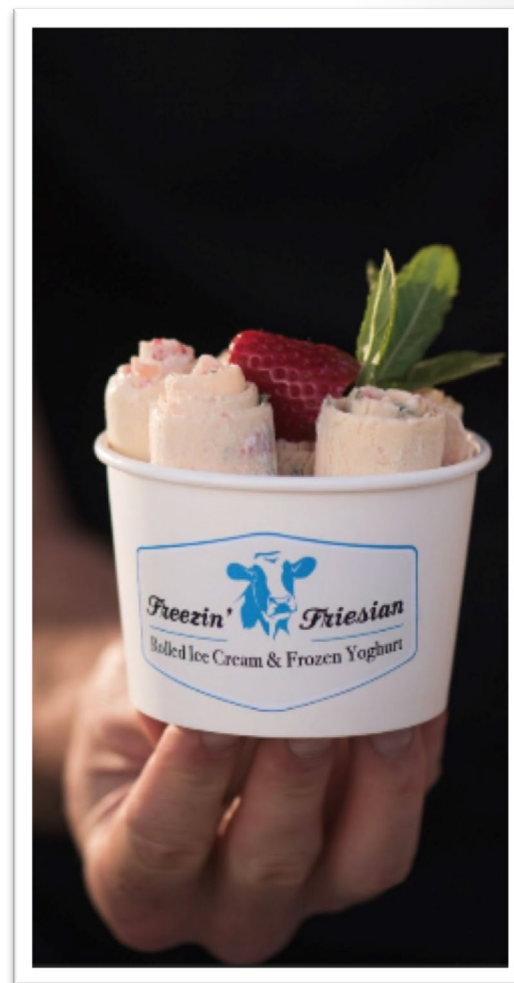
Success Factors

- **Product uniqueness**
- **Resources match project needs**
- **Speed from concept to launch**
- **Product targeted at attractive markets**
- **A good quality, well managed NPD process**

NEW PRODUCT DEVELOPMENT





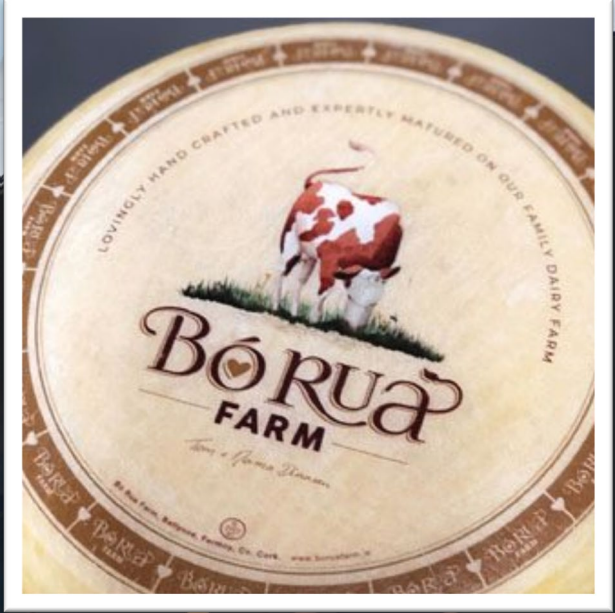




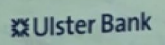
ARAN ISLANDS
goats' cheese
CAIS GABHAIR ARANN



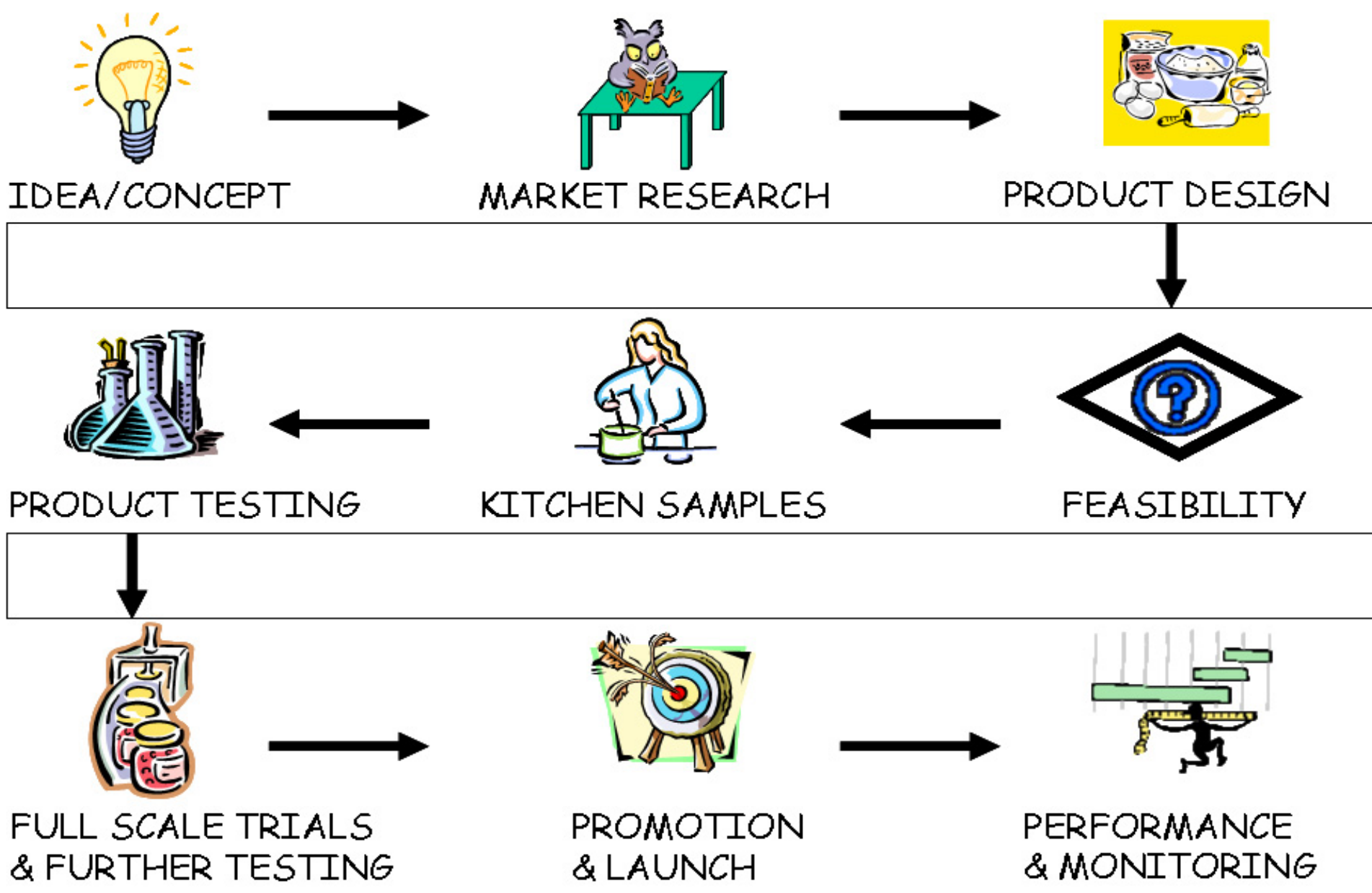




Growing Sustainably



DEVELOPING A NEW PRODUCT



Kitchen Samples

- **Source ingredients**
- **Recipe Development**
- **Optimise processing times/temps**
- **Packaging**



Product Testing

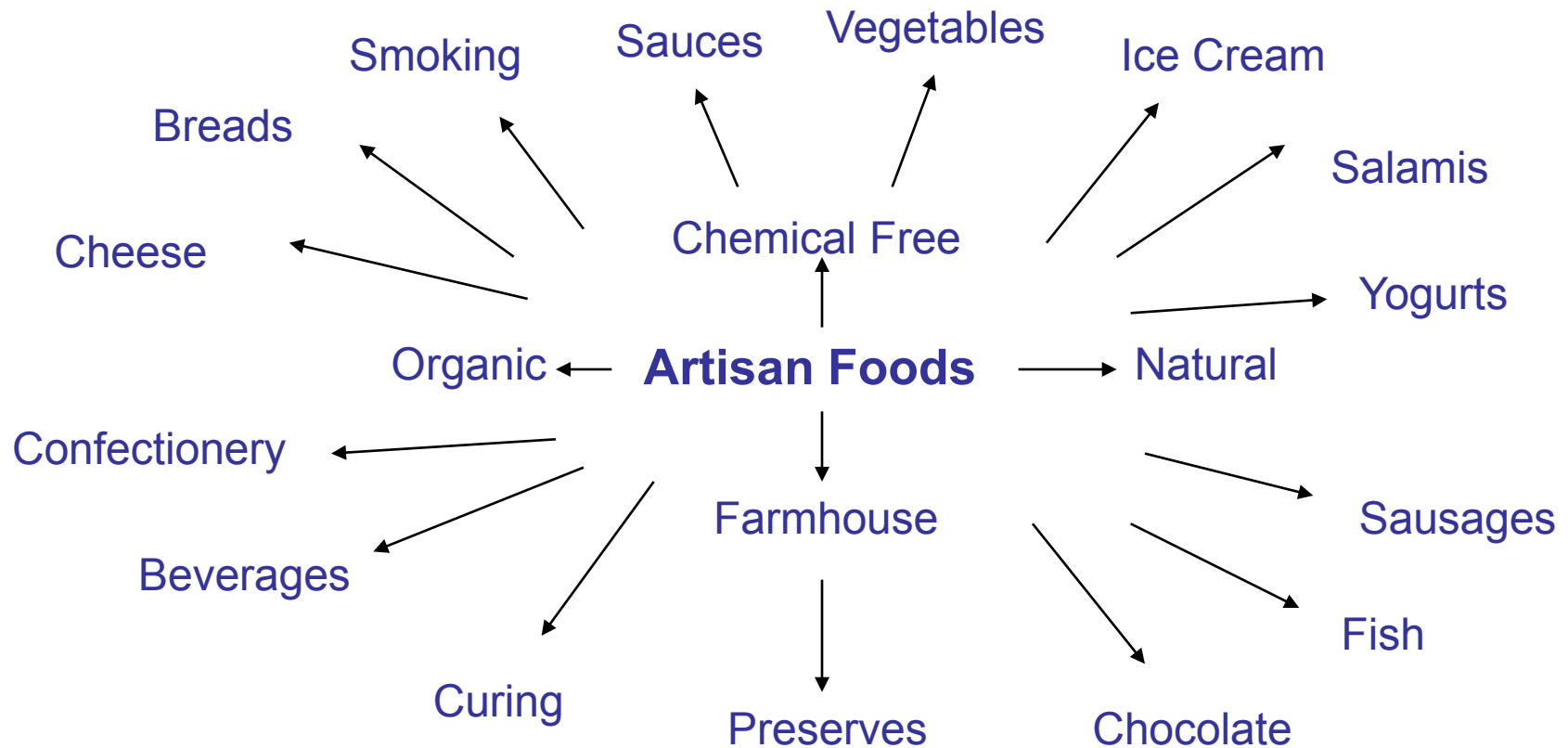
- **Sensory Analysis**
- **Shelf-life testing**
- **Compositional analysis**
- **Consumer/retail feedback**



Scale up

- **Where? How?**
- **Repeatability**
- **Quality control**
- **Cost**

Food Options for the Future





☺ **Thank you** ☺

Mr Edward O'Neill

Artisan Food Specialist

Teagasc

Moorepark

Fermoy

Eddie.oneill@teagasc.ie