

SFQC

FOOD WITH
THOUGHT



sponsored by:



The Huntingtower Hotel

SFQC invite you to **Scotland's Larder: Think Local...Buy Local...Eat Local**. It is sponsored by Sopa (Scottish Organic Producers Association) and will be held on April 2, 2009 at the Huntingtower Hotel in Perth starting at 9.30 am. It is free to attend and will highlight the business opportunities available for local food producers and processors via profiled case studies.

This event will also feature the launch of **The Larder: A Guide to Scotland's Food & Drink** in which SFQC and The List have been working closely to create the definitive guide to Scotland's fine food. This guide, which is also sponsored by SOPA, is aimed at consumers and caterers. It will showcase 250 places to buy good, local food and drink throughout Scotland, as well having various stories and features throughout.

Below is the order of speakers that will be contributing their wealth of experience in their respective industries for this event.



SFQC is involved in assessment and certification of farming and food businesses and provides advisory and consultancy services to the farming and food sector. More information is available at: www.sfqc.co.uk



Douglas Ritchie of Slow Food Perth gives his take on the importance of local food. Douglas has many years experience including helping to get Perth recognised as Scotland's first Cittaslow town in 2007.



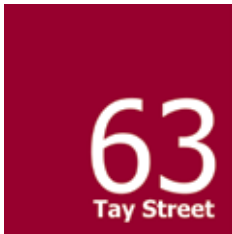
John Sinclair, owner of Craigie Farm, will be covering the farmers point of view. He has many years experience in adding value to farm produce via his business, The Jam Kitchen. They make jams, marmalades and chutneys from their home grown and locally sourced produce.

-Mid morning tea/coffee break-

2nd April 2009 @ 9:30am



Mark Phippen will talk about the company's innovative new business model whereby they source local producers' food to supply larger contracts. This results in local food being made available to wider markets.



Graeme Pallister is a highly experienced chef who has worked with some of the top chefs such as Andrew Fairlie as well as being head chef at Kinloch House Hotel and Lets Eat. In 2008, he was selected to become a masterchef of Great Britain. Graeme will draw from his experiences to speak from a chef's point of view and talk about the rising importance of using local food in restaurants.



Martin Irons, a former restaurateur in Edinburgh, now spends his time organising events and campaigns such as StreetSmart and other charitable causes. He will be talking about his latest attempt to get restaurants and local producers working more closely with one another via Chef's Markets.



Donald Reid, editor for The List and co-author for the Rough Guide to Scotland, will be discussing [The Larder: A Guide to Scotland's Food and Drink](#) that is being launched at this event as well as giving his thoughts on the importance of local food.

After the speakers finish, we will break for lunch where a 2 course buffet with locally sourced food will be served in the main bar/restaurant area of the hotel. After lunch we will be holding seminars for anyone interested in BRC/SALSA, organics and organic processing as well as a Food Marketing seminar from SAC. These are all free of charge and will last around 1 hour. Event registration is on the back and please tick which seminar you would like to attend. Thank you for your time and we look forward to seeing you at this event!

Event Registration

Please fill in the information below to register for this event. As there are limited places it is important that you get this back to us as soon as possible. If you are interested in attending one of our informative afternoon seminars below please select which one is of interest to you.

- SALSA / BRC Seminar



www.salsafood.co.uk



www.sfqc.co.uk/processing

- Organics/Organic Processing Seminar



www.sopa.org.uk

- SAC Food Marketing Seminar



Name:

Company:

Address:

City/Town:

Postcode:

Telephone:

Email:

Website:

Please return by post to: SFQC Ltd, Royal Highland Centre, 10th Avenue, Ingliston, Edinburgh, EH28 8NF or by fax to 0131 335 6601 or email: owen.freeman@sfqc.co.uk