

MAPPING A ROUTE TO BUSINESS SUCCESS

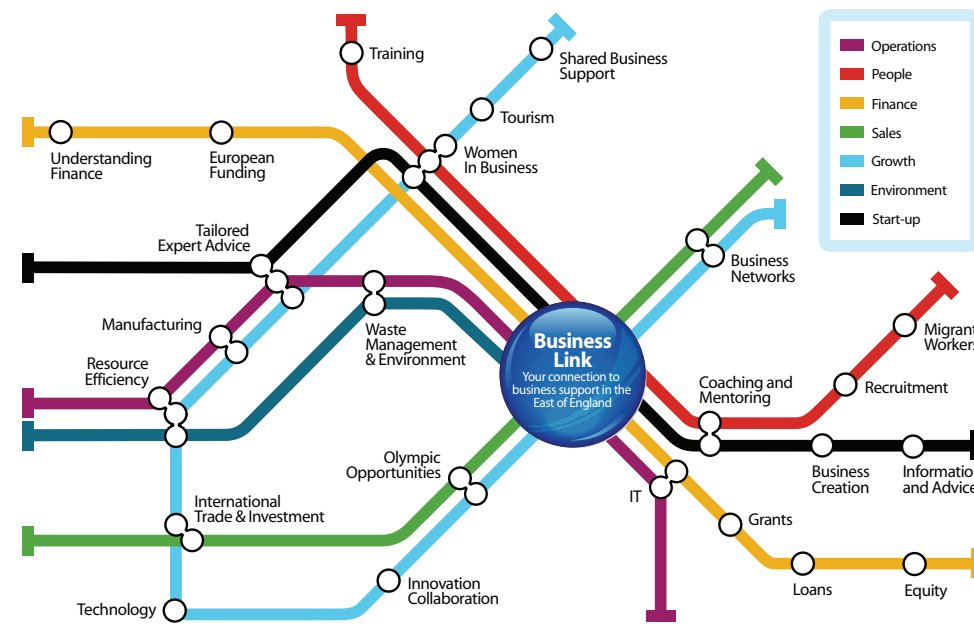
The Business Map – EEDA’s own take on the iconic Underground Map – plots all forms of support available to businesses in the region, whatever their shape, size or sector.

The Business Map is playing a critical role in signposting businesses to over £30 million worth of EEDA support, which is particularly critical during the recession.

From waste management advice to funding for manual skills training, there is a diverse range of support geared towards rural businesses.

Business Link is the central station on the Business Map.

Funded by EEDA, Business Link should be the first stop for any business seeking advice. With over 90 advisors based throughout the region, Business Link employ specialists in the food and farming industry to work alongside rural businesses, tackling all sorts of business challenges.



Start your journey today at www.bizmapeast.co.uk



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2020 VISION FOR FOOD AND FARMING - LEADING DELIVERY

See inside for a snapshot of the many ways in which EEDA is supporting the strategic aims for the food and farming sector across the East of England.



THE 2020 VISION FOR THE EAST OF ENGLAND FOOD AND FARMING SECTOR

The '2020 Vision' sets out both the ambitions and growth targets for the East of England's food and farming sector. It brings challenges for production growth, maintaining a sustainable environment and raising public awareness.

EEDA helped to lead a region-wide consultation process on the Vision, and as a result, business, public and private sector organisations are now aligned to deliver what is a challenging plan.

Visit www.eeda.org.uk/2020vision for more information.

Through funding like the Rural Development Programme for England (RDPE), targeted business support packages and a region-wide influence to bring partners together on big projects, EEDA is putting its own resources right behind the 2020 Vision.

www.eeda.org.uk/ruralbusinesses



RURAL DEVELOPMENT PROGRAMME FOR ENGLAND

The Rural Development Programme for England (RDPE) is jointly funded by the EU and the Department for Environment, Food and Rural Affairs (Defra).

Administered by EEDA, there is over £65 million available to rural businesses in the East of England. RDPE also plays a big part in supporting the region's low carbon growth agenda, as resource efficiency is a key element of RDPE projects.

Camgrain

Linton, Cambridgeshire

The UK's first Advanced Processing Centre for storage and processing of locally grown cereals - and winner of a prestigious flour-supply contract with a major supermarket chain.

A £12 million project supported by £4 million of RDPE funding managed by EEDA, the centre was operational two years ahead of its original schedule.

Creating 27 new jobs, with 60 more likely amongst member businesses, it enables more than 350 local farmers to compete globally, increasing revenue through quality assurance and building capacity. Nonetheless, carbon savings will still rise to 1,000 tonnes per year on completion.



DELIVERING THE VISION

Here are some examples of RDPE-supported projects which targeted production challenges and worked towards a sustainable environment.

Woburn Country Foods

Haynes West End, Bedfordshire

Woburn Country Foods received over £300,000 to build a large integrated meat-cutting plant and new retail outlet, helping local enterprises to develop and satisfy their customers' requirements for high quality, locally-produced products. Furthermore, the project safeguarded six jobs and created a further four full-time positions.

Food Ingredient Chain

Wimblington, March, Cambridgeshire

Fengrain Ltd was awarded over £400,000 to expand and upgrade their grain processing facility, adding value and increasing efficiency for a farmer-controlled co-operative.

Ellingham Grain Store

Bungay, Suffolk

This grain store expansion project received nearly £1 million of RDPE funding to improve its competitiveness and sustainability. It's having a big impact on the overall competitiveness of the farming industry in this region, enabling rural businesses to collaborate on projects and access premium markets.

Abattoir developments

A world-class new abattoir at Eye in Suffolk will support a sustainable food producing sector. At Marston Moretaine in Bedfordshire an existing abattoir is expanding to meet huge demand.

Radwinter Game Handling Facility

near Saffron Walden, Essex

Radwinter Wild Game Company was awarded a grant of just over £96,000 to convert a redundant grain store into a state-of-the-art game handling facility, improving the collaboration in the local meat trade creating new jobs as well as income for many farms and estates.

Reservoir development

at **Great Waltham in Essex**, repairs to and the new construction of reservoirs will improve water efficiency and expand opportunities for local growers to farm land. At **Great Bromley in Essex**, a 50,000 m³ winter storage facility will ensure sustainability and improved profitability for a group of collaborative farm businesses - and at **Oulton, Norfolk**, a new 168,000 m³ reservoir will conserve water supplies and allow crop diversification.

Woodfuels East

A major £4.3 million investment towards a project enabling a rapid increase in the capacity of the supply chain to produce quality woodchip from local woodlands. It's a regional programme involving collaboration between 25 organisations and will provide heat and hot water from locally-grown wood chips while dramatically cutting carbon emissions.

Pig Disease Mitigation

500 pig farmers will take part in an RDPE-supported consultation exercise about a collaborative disease eradication programme which will work towards reducing the effects these have on regional production.



Rebecca Rayner, managing director, Glebe Farm

Glebe Farm Foods

King's Ripton, Cambridgeshire

Producers of a range of organic flour and gluten-free products, Glebe Farm Foods used the Passport to Export programme from East of England International (EEI) - funded by EEDA and UK Trade and Investment - to research and develop new export market opportunities.

EEI's HELIX project, which is also funded by EEDA, helped Glebe Farm Foods develop an understanding of market positioning and strategies.

International trade development is key to future sustainability within the 2020 Vision and EEDA has assisted projects in other segments of this sector - including processed products, cereals and technological development.



IMPROVING TECHNOLOGY AND SKILLS

Landskills East

The Sector Skills Council, LANTRA, is co-ordinating the delivery of an ambitious £6 million training programme (which includes a £4 million RDPE contribution) to improve the vocational, management and leadership skills of rural businesses.

17,000 training days will support over 3,500 learners and attract £2 million in private sector partnership funding with the ultimate aim of enhancing the competitiveness and efficiency of rural businesses in this region.

Sustainable Tourism East

An RDPE-supported programme which helps tourism businesses to adopt environmental best practice and promote 'responsible tourism' around local food and drink and greener business methods.

Eat East

EEDA continues to support opportunities for the co-ordination and marketing of this region's superb food and drink offer, encouraging increased consumption of local food and the development of key external markets such as London.

Other projects which are currently under development will create new enterprise through the recovery of energy from waste resources, combat climate change through the development of high-flow reservoirs and recycled water projects, and establish food hubs for improved efficiency in logistics operations.

Visit www.eeda.org.uk/ruralbusinesses to find out more.



Dr John French, director, InCrops

InCrops Project

University of East Anglia, Norwich

An exciting new venture backed by nearly £2 million of EEDA funding, the InCrops project will focus the region's world-class research potential on developing new, bio-renewable and low-carbon products from alternative non-food crops.

The project will ensure they can become commercial reality through supply chain development and better market integration. Over 140 new low-carbon products and services could be developed.