



AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

The Irish Agriculture and Food Development Authority

On Farm Starting a new Business

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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**

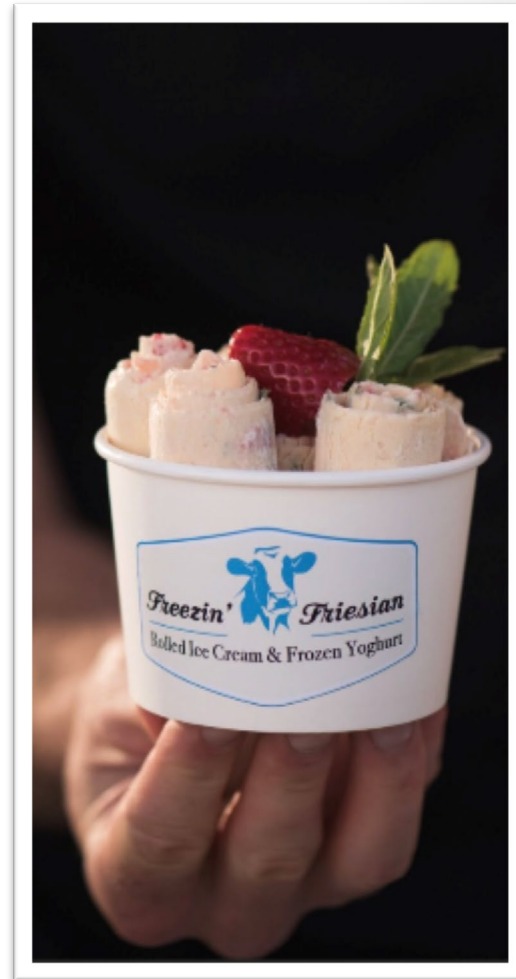
Success Factors

- **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









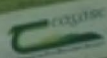
ARAN ISLANDS
goats' cheese
CAIS GABHAIR ARANN

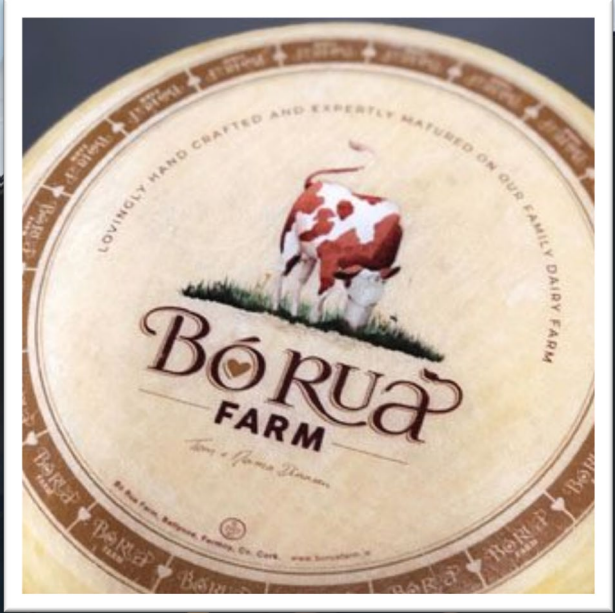




#MOOREPARK19

Growing Sustainably





#MOOREPARK19

Growing Sustainably



DEVELOPING A NEW PRODUCT



IDEA/CONCEPT

MARKET RESEARCH

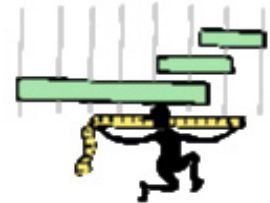
PRODUCT DESIGN



PRODUCT TESTING

KITCHEN SAMPLES

FEASIBILITY



FULL SCALE TRIALS & FURTHER TESTING

PROMOTION & LAUNCH

PERFORMANCE & MONITORING

Kitchen Samples

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



Product Testing

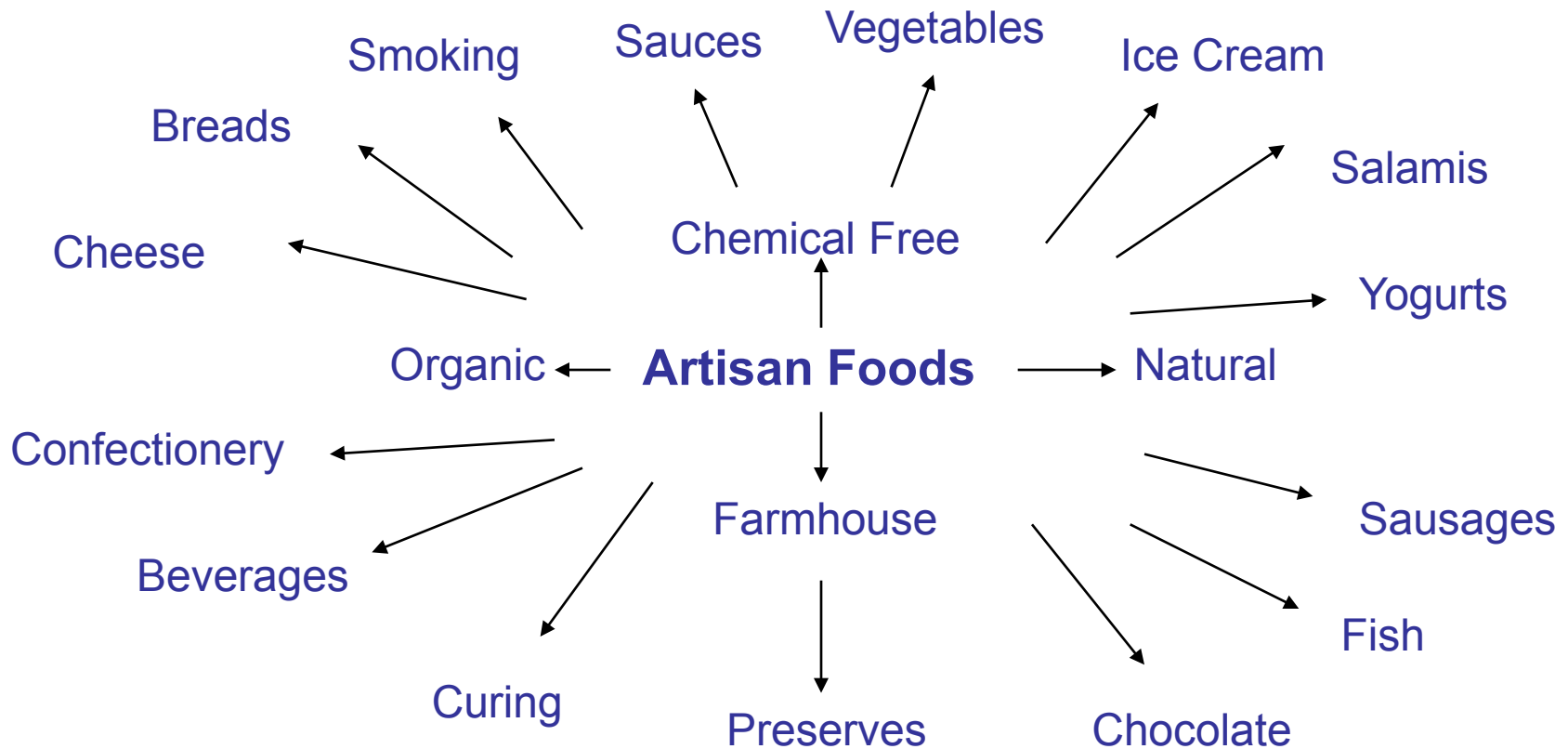
- **Sensory Analysis**
- **Shelf-life testing**
- **Compositional analysis**
- **Consumer/retail feedback**



Scale up

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

Food Options for the Future





**There is no love sincerer than the love of food'.
G.B. Shaw**

☺ **Thank you** ☺

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