



**Food Tourism Project for South West Wales -  
Helps strengthen the links between food  
producers and hospitality industry  
- Lowri Edwards**



# Ffres – The background

- Funded - SWWTP and Welsh Government
- Launched in February 2010
- Chair of the group – Simon Wright – Food critique
- Steering Group – Food producers, Hospitality, WG, LA's, Tourist Associations



# Why was Ffres formed?

- Showcase the local produce available in the area
- Encourage Food Producers and Hospitality Providers to work closer together
- Promotes and encourages the use of local produce – incorporate a sense of place within businesses.
- Links into National Strategy – Food Tourism Action Plan

# Ffres

- Business to Business on line community
- 280 registered users on the site
- Food Producers
- Hospitality Providers
- Support Organisations

# Ffres is a place to:-

- Source Local Produce – Looking for a particular product
- Promote your business – Local producers, B&B's, Restaurants, special offers
- Establish better links
- Promote and find out about local Food Events
- Find local recipes
- Forum – Discussions
- Search for Seasonal Recipes



# Workshops and Events

- 16 workshops/Events
- Over 600 participants
- Demand Led
- Breakfast Ideas
- High Energy Meals for High Energy Guests
- Chefs Let Loose – Chefs and Local Producers
- Fish Filleting Courses
- Cheese master classes
- Dietary Requirements
- Menu writing

# PR Company

- March 2011 –Honey Communications
- Promote Ffres
- PR Schedule – Link into Seasonal Produce, Events, Key Topics
- Press Releases – Various Media Coverage
- Facebook Page – Post stories, events
- Twitter
- Monthly Newsletter
- Ambassadors

# How can you get involved? www.ffres.org

Welcome to Ffres - Mozilla Firefox  
File Edit View History Bookmarks Tools Help  
Welcome to Ffres  
http://ffres.org/

ffres

Home Recipes About Ffres Gallery Contacts & Links Seasonal Charts Events Supplier Map Trade Area

ffres recipes

ffres faces  
2 NEW!

ffres ideas

**Welcome to the Ffres Website**  
Ffres is a web based community designed to showcase the food tourism sector across South West Wales.

Ffres is a place where you can come to find about food producers and hospitality providers, establish better links, learn what's going on in terms of promotions and events, search for seasonal recipe ideas and find out about seasonal local produce in the area. It's a place to find out about businesses who share the principles of Ffres in bringing you good quality locally sourced produce.

[Read more...](#)

**Ffres News September 2011**  
Like Denise Fletcher and 2 others like this.  
Welcome to the latest Ffres Newsletter.

Find local producers by location...  
Find Them!  
or search by products and services  
Search site and men  
Find it!  
Events Calendar

11:21  
26/09/2011

- Free to put your details on the Ffres Website – profile page, pictures, products you offer
- Included on the member map section
- Ffres Faces



# RDP – Cooperation Fund – Axis 4

- Successful in obtaining 5000E Pre Development Fund
- Possible project partners and ideas
- Help become more consumer facing
- RDP Cooperation Axis 4 – pilots, grass roots projects, sharing ideas, innovation
- Looking at ideas such as Customer care, Marketing, Culture and Skills Development

# Digital Tourism Project

- Visit Wales – Convergence
- Possible ideas to take forward relating to food tourism in SW Wales
- Focus groups with chefs and hospitality businesses

# Partnership working

- Local Tourist Associations – organising of food events/workshops and promotion
- Rural Swansea Action – engage with communities
- Food Department within Local Authority's -
  - Carmarthenshire – Barry Davies
  - Pembrokeshire – Kate Morgan
- Wide range of other food related events and activity across SW Wales and Pembrokeshire – Kate Morgan

# To find our more.....

- Contact the Ffres Co-ordinator on – Lowri Edwards [lowriedwards@gallu.org](mailto:lowriedwards@gallu.org) /or mobile: 07977989723
- [www.fffres.org](http://www.fffres.org)



Llywodraeth Cymru  
Welsh Government