

Networking to explore Traditional Foods, Regional Support and Social Media Marketing



University College Cork, June 27th, 9.00am - 1.00pm



Artisan and Traditional Food producers: would your business benefit from support in the areas of food safety, pricing strategies, labeling, supply chain, marketing, business models and process upgrading? If so the Food Industry Training Unit UCC (FITU) and our EU TRADEIT* project have a suite of offerings tailored to the needs of your business.

A networking event will take place at UCC on June 27th from 9.00am to 1pm. The session will explore Artisan and Traditional Foods an Irish context, deliver 'Social Media' training for SME food producers, provide information on services available from the TRADEIT project led by IT Tralee, as well as from the Food Industry Training Unit (FITU) in UCC. Attendees will have the opportunity to join the EU-wide TRADEIT Network, and benefit from a programme of training, technology transfer and networking events in Ireland and across Europe. Project activities are funded by the European Commission



Regional Support for Artisan and Traditional Food Producers

- 9.00am **Welcome Address:** Professional Development at FITU for successful food businesses (Ms. Mary McCarthy-Buckley, UCC)
- 9.20am **TRADEIT:** A Network Supporting Traditional Food Producers: How to get involved (Dr. Helena McMahon, IT Tralee)
- 9.35am **Artisan and Traditional Foods:** The Irish Marketplace (Dr. Colin Sage, UCC)
- 9.55am **Artisan and Traditional Food Producers:** Helping you to identify your technology and training needs - what can TRADEIT offer (Dr. Catherine Halbert, Halbert Research)
- 10.40am Tea/Coffee
- 11.00am **Helping Europe to Respond:** Driving the agenda of traditional and artisan food producers (Professor Brian McKenna, EFFoST)
- 11.25am **TRADEIT Electronic Marketplace:** A Tool for Food Producers (Bernard Kelliher, Newsweaver)
- 11.45am **Using Social media to increase sales** (June Carmody, Community Manager/Marketing Advisor)
- 1.00pm Close

TO REGISTER email:
helena.mcmahon@staff.ittralee.ie

Location: Western Gateway Building, UCC, Western Road.
Parking available on site and also at Perrot's Inch
<http://www.ucc.ie/en/visitors/parking/>

**The TRADEIT project is specifically tailored to the needs of the Dairy, Meat and Bakery producing traditional food producers.*



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Co-ordinator: Dr. Helena McMahon, Institute of Technology, Tralee