

TORE PROJECT SEEKS TO PROMOTE PARTNER REGIONS AS GOOD FOOD PRODUCERS AND IT ALSO STRIVES TO SUPPORT LOCAL PRODUCT BUSINESSES IN THE PROCESS OF DEVELOPMENT OF A COMPETITIVE, INNOVATIVE PRODUCT. PROJECT'S „PICK AND CHOOSE” APPROACH IMPLIES THAT PARTNERS CHOOSE ACTIONS, WHICH THEY WISH TO BE INVOLVED IN.

TORE PROJECT OBJECTIVES:



1. REGIONAL QUALITY LABEL

OPERATIONS:

- ▶ Web based communication between partners,
- ▶ Each region develops own quality standards to agreed framework,
- ▶ Develop TORE umbrella label linked to regional labels + EU legislation,
- ▶ Production of a leaflet and starter labels for each partner region.

ACTIONS:

- ☺ Meetings to communicate ideas and develop labels,
- ☺ Define stirring groups in each partner region,
- ☺ Share best practice, study visit in Argyll,
- ☺ Produce a leaflet and starter label.

2. LINKING RURAL STAYS TO LOCAL PRODUCTS

OPERATIONS:

- ▶ Web based communication between partners,
- ▶ Build regional listing (inventory) of local products in each partner area,
- ▶ Web based software to demonstrate regional packages.

ACTIONS:

- ☺ Meetings to communicate ideas on developing competitive rural stay packages,
- ☺ Each region develops a local listing of farm stays with local products,
- ☺ Web portal (in each partner language) will host links to each partners listing,
- ☺ Produce basic flier for each region.

3. TORE WEB PORTAL

OPERATIONS:

- ▶ Web based communication between partners,
- ▶ Build web portal,
- ▶ Joined up promotion of regional food hampers from each region,
- ▶ Produce hard copy TORE best practice book,
- ▶ Trial regional product central hosting in the Polish partner retail outlet.

ACTIONS:

- ☺ Meetings to communicate on web portal,
- ☺ Gather information from each region to enter on site,
- ☺ Develop each region food hamper, mail order across Europe,
- ☺ Summarise all of TORE learnings on local product,
- ☺ Transport of products.

Web portal will serve as a centre point linking partner regions key aspects. It will contain relevant information including marketing, food traditions, labels, farm stays etc.

4. ENGAGING YOUTH IN LOCAL PRODUCT



OPERATIONS:

- ▶ Linking local product businesses with young people, creating opportunities for young people to gain experience,
- ▶ Coordination of students,
- ▶ Web communication between students,
- ▶ Compile best practice report.

ACTIONS:

- ☺ Organise work placements for young people with local product businesses,
- ☺ Setting up a regional coordinator to coordinate placements (number of placements in each region depends on each individual partner),
- ☺ Students will present to each other what they are doing in each area,
- ☺ Produce report.



5. REGIONAL MARKETING

THIS LARGER OBJECTIVES SECTION IS DIVIDED INTO SIX SUBSECTIONS. BELOW.



5A. REGIONAL PROMO FILM CLIPS

OPERATIONS:

- ▶ Engage professionals to produce film clips,
- ▶ Coordination of filming,
- ▶ Sharing best practice with partners,
- ▶ Web based communication between partners,
- ▶ Using partner clips to produce TORE film clip.

ACTIONS:

- Budget for 4 high quality short films for each region,
- Liasing regionally with filmers,
- Partners agree format of filming to common format,
- Sharing ideas on best practice,
- Lead partner cost for editing films to produce TORE film.

5B. REGIONAL FOOD CULTURAL HISTORY-STORY TELLING

OPERATIONS:

- ▶ Engage professional copy writers for key regional food products,
- ▶ Utilise copy in web, media and social media,
- ▶ Coordination of copy writers,
- ▶ Web based communication between partners.

ACTIONS:

- Budget to engage professionals on regional products,
- Budget to convert media to appropriate format,
- Regional coordination,
- Ensure agreement on common formats for selected stories.

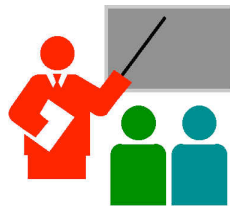
5C. INNOVATIVE MEDIA APPROACH

OPERATIONS:

- ▶ Link strategy, reciprocal linkages,
- ▶ Web based communication between partners,
- ▶ Sharing best practice on social media,
- ▶ Developing regional apps on local product region mapping,
- ▶ Advertising budget for media.

ACTIONS:

- Each region budget for building links to it's site, search engine optimisation,
- Recognition of evolving role of marketing,
- Sharing best practice,
- Mobile phone technology,
- Build a further budget for each region to promote their site on TORE site.



5D. NEW REGIONAL PRODUCTS-FACILITATION AND DEVELOPMENT

OPERATIONS:

- ▶ Developing new products in each region,
- ▶ Web based communication between partners,
- ▶ Each partner region shares best practice.

ACTIONS:

- Development work for new regional local product involving trial, marketing etc.,
- Facilitation and coordination,
- Sharing best practice to approaches,
- Produce best practice guide on developing new products for market.

5E. MARKETING CASE STUDIES- REGIONAL STRENGTHS

OPERATIONS:

- ▶ Web based communication between partners,
- ▶ Collate key case studies form each region to share best practice,
- ▶ Each partner region shares best practice.

ACTIONS:

- Meetings to communicate on case studies,
- Online workshop,
- Sharing ideas on best practice,
- Produce a TORE publication on best practice.

5F. REGIONAL FOOD FESTIVALS

OPERATIONS:

- ▶ Representatives of each partner attend a key event (5) in each partner region,
- ▶ Coordination of events attendance.

ACTIONS:

- Web based communication to coordinate meetings attendance,
- Regional coordination of attending chosen events,
- Sharing ideas on best practice.