

## Food and Drink – a global sector with global opportunities



**Kate Mathieson**

Food & Drink Subject Mentor - CDN

**Moir Stalker**

Skills Manager - FDF Scotland



# What's all the fuss about food and drink?

- Dynamic and growing sector- over £14bn value with Exports up 56%
- Scottish food & drink manufacturing growth rate twice the UK average
- Central to Scotland's economy - supporting the whole supply chain from farmers and fishermen to local consumers and visitors.
- Increasing importance of local food and drink (est. £600m)
- Ambitious for the future
- People and skills – key pillars of growth



## Food & Drink Network – what do we do?

- Raise the profile of the whole food and drink supply chain in our colleges
- Raise awareness of the links between industry needs, curriculum areas and career opportunities for school, college and university students
- Create the motivated, skilled workforce of tomorrow
- Promote study of industry-relevant subjects in schools and colleges
- Help develop relevant qualifications and articulation links
- Develop professional development and resources for teachers and lecturers
- Facilitate supportive school, industry, college and university working relationships

## Challenges

- An ageing workforce
- An image problem
- Skills shortages in technical disciplines e.g. food science and technology and engineering
- Need to attract the best talent to our industry through a pipeline of employment-ready individuals
- Retain and develop our workforce



## Opportunities

- 27,000 job openings in next 10 years at SCQF Level 7 and above
- The long-term shift towards occupations requiring higher-level skills and qualifications is set to continue.
- Foundation Apprenticeship in Food & Drink
- Graduate Level Apprenticeships
- Modern Apprenticeship Programme 12,000 pa – ‘earn while you learn’
- Skills shortages in scientific, engineering and technical disciplines – STEM

# Job opportunities where foreign languages important

## *Supply chain:*

LOGISTICS COORDINATOR, RAW MATERIALS PLANNER, SUPPLY CHAIN MANAGER, TRANSPORT MANAGER

## *Import/Export:*

EXPORT ADMINISTRATOR, EXPORT MANAGER, CUSTOMS SPECIALIST, EXPORT SALES, IMPORT ADMINISTRATOR, IMPORT MANAGER

## *New Product Development:*

LAB TECHNICIAN, DEVELOPMENT CHEF, FOOD SCIENTIST, RESEARCH TECHNOLOGIST, NUTRITIONIST

## *Packaging & Marketing:*

RESEARCH EXECUTIVE, DESIGNER, TESTING ENGINEER, BRAND AMBASSADOR, COMMUNICATIONS MANAGER

It's time for our Food and Drink quiz 2018 or

Ready, Steady, Who wants  
to Chase the  
Pointless, Mastermind  
Egg Heads?



Get yourselves into teams – minimum 3 maximum 5



Agree a team name and write it on your team's Answer Sheet



You have 3 minutes

**Bragging rights only – just for fun!**

## FACTS AND FIGURES

Q1	In 2016, according to The Scottish Government, food and drink exports from Scotland grew to a record figure - what was that figure? £ 1.4 Billion    £2.8 Billion    £ 4.2 Billion    £5.5 billion.	
Q2	According to the Food & Drink Federation Scotland— how many businesses in Scotland in 2016 were directly involved in food production?	
Q3	According to a Scotsman Survey, at the end of 2015: a. How many of Tokyo's Michelin Starred Restaurants featured Scottish Salmon on the menu? b. To how many countries did Scotland export seafood in 2015?	
Q4	Small is also beautiful! How many craft breweries were operating in Scotland by the end of 2015?	
Q5	What % of the UK's gin production now comes from Scotland?	
Q6	According to The Bank of Scotland Food & Drink sector survey 2016 how many new job roles (net) will be created by food & drink companies in Scotland by the end of 2020	



## FACTS AND FIGURES

Q1	In 2016, according to The Scottish Government, food and drink exports from Scotland grew to a record figure - what was that figure? £ 1.4 Billion    £2.8 Billion    £ 4.2 Billion    £5.5 billion.	£5.5 Billion
Q2	According to the Food & Drink Federation Scotland— how many businesses in Scotland in 2016 were directly involved in food production?	891
Q3	According to a Scotsman Survey, at the end of 2015: a. How many of Tokyo's Michelin Starred Restaurants featured Scottish Salmon on the menu? b. To how many countries did Scotland export seafood in 2015?	20 71
Q4	Small is also beautiful! How many craft breweries were operating in Scotland by the end of 2015?	115
Q5	What % of the UK's gin production now comes from Scotland?	70%
Q6	According to The Bank of Scotland Food & Drink sector survey 2016 how many new job roles (net) will be created by food & drink companies in Scotland by the end of 2020	14,000

Q7	Suntory is a huge Japanese whisky brand but which two iconic “British” drinks that you might get if you are a bit off colour do they own?	
Q8	Knitting needles and crochet hooks are just two products now made from an edible milk protein – what is it called?	
Q9	According to the British Coffee Association which 3 countries are the main suppliers of coffee in the world?	
Q10	What modern technology is helping farmers with crop planting, spraying, weed detection, land mapping, irrigation, & disease management?	
Q11	<p>International Food Trends:</p> <ul style="list-style-type: none"> <li>a. USA brand of vegan mayonnaise, Sir Kensington’s, is made with “aquafaba” what is aquafaba?</li> <li>b. Australia – a new product has the catchphrase “shake the can; wake the wobble? What do you think it is?</li> <li>c. Thailand – mango flavoured crispy snacks are made from .....what?</li> <li>d. Chile – what is the main ingredient in the Chilean product “Not Milk”?</li> </ul>	

Q7	Suntory is a huge Japanese whisky brand but which two iconic “British” drinks that you might get if you are a bit off colour do they own?	Ribena and Lucozade
Q8	Knitting needles and crochet hooks are just two of the innovative products that are made from an edible milk protein – what is it called?	Casein
Q9	According to the British Coffee Association which 3 countries are the main suppliers of coffee in the world?	Brazil, Colombia and Vietnam
Q10	Which single piece of modern technology is helping farmers with crop planting, spraying, weed detection, land mapping, irrigation, & disease management?	Drones
Q11	<p>International Food Trends:</p> <p>a. USA brand of vegan mayonnaise, Sir Kensington’s, is made with “aquafaba” what is aquafaba?</p> <p>b. Australia – a new product has the catchphrase “shake the can; wake the wobble? What do you think it is?</p> <p>c. Thailand – mango flavoured crispy snacks are made from .....what?</p> <p>d. Chile – what is the main ingredient in the Chilean product “Not Milk”?</p>	<p>a. Liquid drained from cooking chickpeas</p> <p>b. Jelly textured sour berry Fanta</p> <p>c. Seaweed</p> <p>d. Almonds</p>

## ICONIC SCOTTISH BRANDS

Q12

This brand featured in an Elvis Costello single, on a Billy Connolly Album in 1985 and was chosen as his “celebrity exhibit” by Sir Sean Connery for the national Museum of Scotland. What is it?

IRN-BRU

Q13

Baxters is one of Scotland’s best known brands. In 1916 which iconic Baxters Product made from humble local vegetables started in production and was first sold just to other regional grocers?

Baxters Pickled  
Beetroot

Q14 Despite finding a market in 1929 for their Game Soup in smart London stores such as Harrods and Fortnum and Mason sales of what helped Baxters survive the second world war?

b

- a. Shortbread to the American Airforce for emergency rations
- b. Jam to the British Army Catering Corps
- c. Tinned plums to the British Navy to ward off scurvy

Q15

“Iron Brew” was launched by AG Barr in Scotland in 1901 – Name 2 out of the 4 other countries that have Irn-Bru production plants

Canada, Norway, Russia and USA

Q16

- a. How many calories are there in a Tunnocks Teacake?
- b. Which Hollywood Star said she couldn’t get enough Tunnocks Caramel Wafers after they featured in her film “Crash”?

- a. 106
- b. Andie McDowell

## Scottish Exports

**Q17**

**a.**  
**Name 4 of the top 10 food and drink exports from  
Scotland 2016/17**

**b.**

**Name 4 countries from the top 20 list of export markets in  
2016/17 for Scotland's food and drink products**

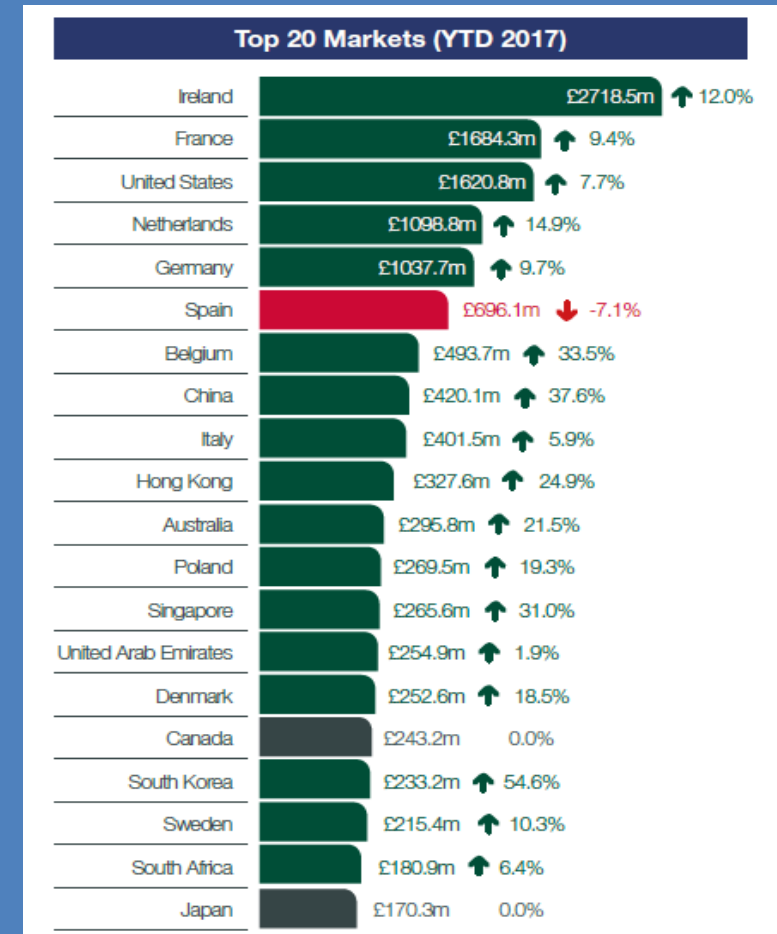
## Scottish Exports

Q17

a. Name 4 of the “top 10” food and drink exports from Scotland 2016/17

TOP 10 PRODUCTS				
	YTD 2017	Change		
		Value	% Value	% Volume
Whisky	£3156.9m	£311.1m	10.9%	5.1%
Salmon	£578.5m	£172.7m	42.5%	21.2%
Chocolate	£501.9m	£30.9m	6.6%	-2.7%
Beer	£475.0m	£50.3m	11.8%	-4.2%
Cheese	£448.1m	£90.8m	25.4%	3.2%
Wine	£412.4m	£72.9m	21.5%	26.8%
Gin	£387.3m	£39.7m	11.4%	7.9%
Beef	£360.9m	£40.5m	12.7%	-3.1%
Pork	£329.7m	£51.1m	18.3%	0.9%
Soft drinks	£320.9m	-£0.3m	-0.1%	-7.4%

b.



END OF QUIZ



# Food Manufacturing CPD for teachers

- 6 Units: Introduction, Food Science or Just Science?, Big Picture Food Production, Sustainability, The Business of Food, Factory Tour
- Support for Classroom projects
- SCQF Credit rated at level 8
- Developed in partnership with UHI Perth College and FDF Scotland
- Piloted 16/17 with 5 Perthshire Schools
- Now available for delivery in other regions





Food and Drink from field to fork, sea to plate and grain to glass

Exciting Times - Exciting Opportunities – Exciting our Young People

**Moira Stalker**

**Skills Manager - FDF Scotland**

[moira.stalker@sdfd.org.uk](mailto:moira.stalker@sdfd.org.uk)



**Kate Mathieson**

**Food & Drink Subject Mentor, College Development Network**

[kate.mathieson@cdn.ac.uk](mailto:kate.mathieson@cdn.ac.uk)