



MEMBERSHIP



SOUTHERN IRELAND
FOOD &
DRINK
AWARDS 2019
Ulster Bank

NIFDA

Helping our Vibrant Food & Drink Industry to Grow

NIFDA is a voluntary organisation which represents and promotes the interests of Northern Ireland food and drink companies at home and abroad.

We are passionate about our world class food and drink sector, and together with our members we are committed to growing a sustainable, internationally competitive food and drink industry in Northern Ireland.

We provide services to **enhance, promote, inform, educate** and **develop** our members' businesses. Whether you are a burgeoning SME with big plans, or an established global brand, we can help support you in achieving your business goals.

Our Role

NIFDA's role is to work in partnership with existing providers, associations, government and companies to promote the competitiveness of the industry. We adopt a '**One Voice**' approach to industry matters including:



Exporting



Research &
Development



Regulation



Technology &
Innovation



Marketing &
Promotion



Sector Attractiveness
& Skills Development



Food & Drink
Sector Strategy

A Flavour of What We Do

Your voice, where it matters

NIFDA is actively engaged in **lobbying government on key issues** affecting the sector, including migrant labour shortages and sector attractiveness.

We commissioned a detailed report into the expected impact of Brexit in 2016 and this has been a vital tool in engaging with key stakeholders as we seek to influence government policy. We frequently travel to Westminster and continue to lobby government on behalf of our members to make sure their voices are heard at this crucial time.

We also work closely with our local public representatives to ensure agri-food is given the focus it deserves.



Market Development

NIFDA is involved in a number of export programmes including **Access 6** and the **Atlantic Area Export Programme** which have been hugely successful in helping local SMEs to grow and expand into new markets.

We are also involved in an industry wide programme called **Harvesting Tomorrow's Skills**. This is a network of companies and organisations which are working together to tackle the people and skills shortage within the agri-food industry and, in doing so, drive growth for the future. Led by NIFDA and supported by Invest NI, the aim of the programme is to help recruit an additional **15,000 people to the sector by 2020**.

Training

We were the first organisation in Northern Ireland to offer **Grocery Code of Practice Training**. This is proving to be a valuable resource for our members and training is ongoing at various locations across Northern Ireland.



Partnerships

NIFDA is a partner in the **Agri-food Quest Competence Centre** – which is playing a vital role in supporting the industry with world class research and innovation.

We support the future talent of the industry with the **NIFDA Educational Trust Fund**, and we are actively involved with the farming community through our work with **Agri-Search** and the **Open Farm Weekend** initiative.

For more details on our work with partners please visit nifda.co.uk

Membership Costs

We are funded by membership subscription. Membership fees are calculated based on number of employees and start from just **£350 per year**.

Membership gives you access to leading research, strategic thinking, networking events, industry news and expert advice.

Alongside our core membership we also offer **Affiliate membership**.

To find out more about joining NIFDA, contact Jill Devenney:

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t 028 9024 1010

What our members say...

NIFDA represents producers right across the spectrum, from the smaller artisans to Northern Ireland's largest food companies. We all face challenges and issues in our businesses from time to time and I find that NIFDA is the perfect forum to discuss these and seek solutions. The wealth of knowledge and experience within the association is an asset that all members can tap into - advice and guidance which can be invaluable to any small manufacturer.



Arnaldo Morelli, Managing Director

NIFDA has become the “strong voice” of our Food and Drink Industry. The organisation has helped enhance the reputation of our members and it continues to promote the importance of the industry and their products within Northern Ireland and beyond. It plays a pivotal role in our discussions with governments and other organisations.



Gerry Maguire, Managing Director



By lobbying on our behalf, NIFDA works tirelessly to improve the Food and Drink industry. Its “Harvesting Tomorrow’s Skills” programme is a great initiative to promote the Food and Drink sector as an exciting industry for prospective employees to work in, especially after the loss of migrant workers due to the uncertainty of Brexit. I also benefit from the networking opportunities provided by NIFDA and love getting the email updates on what is going on in the industry.



Eileen Hall, Director



NIFDA provides support to food companies, and valuable expertise, knowledge and information to its members through dedicated seminars and events. Lobbying is vital across issues that are peculiar and potentially threatening to this region. These initiatives, combined with strong business networking opportunities offer real and tangible benefits to companies.



Ross Thompson, Managing Director

Membership Benefits

- **Keep up to date** with the latest industry news and developments
- **Lobbying of government** on key issues affecting the industry
- **Network and build relationships** with industry colleagues, hear from expert speakers and share best practice
- **Develop your business** with insights and trends, member discounts on relevant events and training courses
- Access relevant **grants and support** programmes for your business
- Understand the retail environment with **specialised training and reports**
- **Help** with challenging media issues and crisis management



www.nifda.co.uk

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