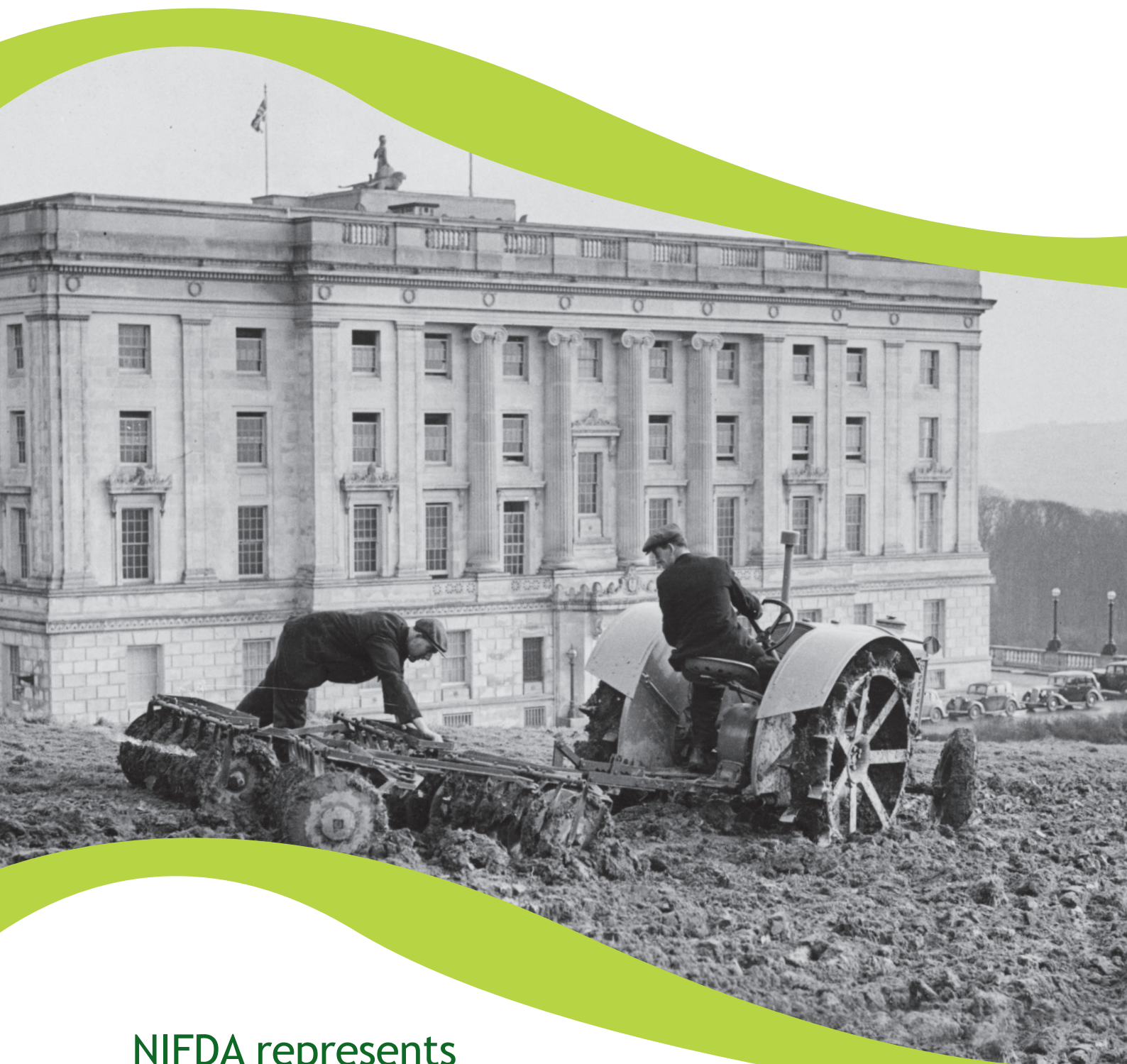


Manifesto 2011



NIFDA represents
Northern Ireland's biggest
manufacturing industry

“ I believe there is a huge untapped pool of talent and energy, that if resourced properly and encouraged will build a significant agri-food industry for the twenty first century in Northern Ireland. This will bring our children the security and prosperity they need.

We are good at Food and Drink. ”

TONY O'NEILL

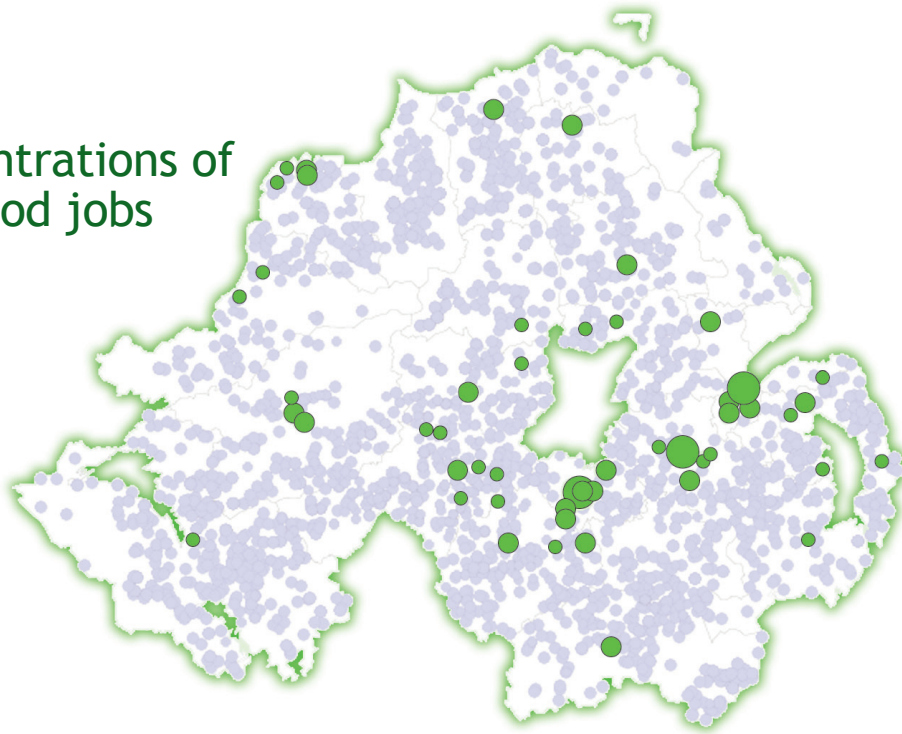
Chairman

Northern Ireland Food and Drink Association

We are good at Food and Drink

Front cover shows a tractor ploughing land beside Parliament Building on the Stormont Estate. The Northern Ireland Government is having the land ploughed as part of the 'Grow More Food' campaign. 18 March 1940. (Photo by M McNeill/Getty Images)

Concentrations of
agri-food jobs



No. 1 We are the largest contributor to the sales, external sales and employment of the Northern Ireland manufacturing sector.

3 for 1 Every Job in a NIFDA member generates 3 more in the supply chain.

£3.2 billion We sold £3.2 Billion of local produce last year, of which over 67% was sold externally.

92,000 jobs We employ 20,000 directly and 72,000 more in farming and support services right across NI as illustrated above.

The economic and policy context

Agri-food is part of the DNA of the Northern Ireland economy. 100 years ago the ship building, textiles and agri-food sectors formed the cornerstones of a dynamic economy. Agri-food has proven itself to be the most resilient of all three. We are good at Food and Drink!

- Northern Ireland's food and drink sector buys 90% of the local agricultural output
- It supports one in five of all private sector jobs
- From 2007 to 2009 it grew its turnover by £429 million to £3.2 Billion. This at a time when other industries went into reverse!

The Northern Ireland agri-food sector has shown the ability and tenacity to grow in the most difficult economic climate experienced for many years. By building on this proven ability, agri-food can help take the Northern Ireland economy forward into a new era of prosperity and employment.



Northern Ireland's food and drink sector supports one in five of all private sector jobs

What is Our Goal?

Create 15,000 new sustainable jobs by 2020 by investing in the overall agri-food supply chain from the farm to the store.

What makes our contribution to the economy unique?

- We will create sustainable jobs in every city, town and village in Northern Ireland
- Our export led growth, will bring new money into NI that will be spent in the local economy, stimulating local businesses across all the sectors, helping to offset the reduction in public sector spending
- Much of the investment in the sector includes investment in factories and infrastructure which assists other service sectors such as construction
- Agri-food generates investment in diverse areas such as the transport sector with hundreds of vehicles taking product to the UK markets daily
- Every job in Food and Drink manufacturing supports 3 more



We are good at food and have a clearly defined market with a current need

What do we need from Government?

We call on the Northern Ireland Executive to make the growth of Food and Drink Manufacturing a central pillar of its economic policy and to partner us in the delivery of these targets. We call on the Executive to work with us to remove the barriers that constrain development and help us accelerate new sustainable growth and employment. The Executive needs to adopt our five step approach to employment creation, if it is to help to create new jobs quickly.

- 1 Prioritise agri-food in the economic strategy - we are good at food and have a clearly defined market with a current need
- 2 Support the creation of sustainable jobs - our roots are embedded in the local community making jobs in agri-food long term and not easily transferable to other locations
- 3 Replace those policies that are barriers to employment growth with policies that actively underpin employment growth
- 4 Encourage Green Competitiveness and freeze the cost of regulation
- 5 Help Northern Ireland Food and Drink Manufacturing Industry to add value

Action is required now — Standing still is not an option. Our nearest competitors in the Irish Republic and in Scotland have already committed significant resources into the growth of their agri-food sectors. Recent developments in the Irish economy will clearly result in added momentum in the drive to achieve growth. Their success will only threaten our future. (*The Value of Food and Drink Industry to Northern Ireland, October 2010*).



*Action is required now —
Standing still is not an option*

How to create 15,000

Agri-food has always been the cornerstone of our economy



1. Prioritise agri-food: we are good at Food and Drink

- Agri-food has always been the cornerstone of our economy. We call on the Northern Ireland Executive to make the growth of the agri-food sector a central pillar of its economic strategy
- We call on the Northern Ireland Executive to work with the main stakeholders in agri-food, including representatives of DARD, DETI, Invest NI, NIFDA and the UFU in order to draw up a 'roadmap' for the future growth of the sector. This initiative should be outcome focused, with the findings then to be adopted by the Executive as a centre-piece of its economic strategy

2. Support sustainable jobs

- Establish ring fenced funding to accelerate added value, export led, sustainable food production, delivered through DARD, Invest NI, DETI and DEL with oversight by the Industry Advisory Panel
- The Executive needs to work with the agri-food sector and the banks to ensure that rapid growth is not curtailed by the absence of adequate funding
- Put in place risk sharing mechanisms to provide security to banks in order to free up working capital and investment funding
- Lower corporation tax
- Retain industrial rate cap
- Export Marketing Support

3. Remove barriers to growth

- Reduce the cost of the regulatory burden
- Prioritise the economic case of planning applications - planning needs to be faster, and recognise the true value of job creation
- A Skills development policy to underpin the agri-food sector growth in production and in R&D so we can employ the full spectrum of the local workforce

new jobs in five steps

*Support innovation
in new products to
grow the export
market*

4. Encourage Green Competitiveness - input costs

- Energy - Develop the reach of the gas pipeline further into the west of Northern Ireland
- Electricity costs need to support export competitiveness
- Encourage micro-generation of energy on site \ farm
- Encourage Commercial and environmental Sustainability

5. Help Northern Ireland food and drink add value

- Support innovation in new products to grow the export market
- Help the sector to develop new processes to boost farm and factory productivity
- Health, Dietary balance and special Nutrition focus



NORTHERN IRELAND FOOD & DRINK MEMBERS

