

Food and Rural Marketing

SAC has specialist business consultants able to offer professional services to corporate clients, rural businesses and food producers. These services are aimed at increasing market knowledge, assisting them in marketing their products and services and in business planning.

Market Research

SAC offers specialist knowledge and insight into all sectors of the food market, and can assist companies in sector and market analysis at all levels of the supply chain, using sector specialists and marketing professionals. Information sources can be located on all aspects and sectors of the food supply chain, enabling businesses to assess appropriate routes to market, and to gain sector knowledge and customer and market environment information.

Marketing

The range of services available through SAC can help your business assess various options in marketing your products or services such as branding, packaging and product development. Advice can be given on how to promote both products and services. The food marketing team also have experience in finding routes to market at all levels from farm shops to multiple retailers and foodservice providers.

SAC's marketing team can assist in:

- Developing product propositions
- Locating market information
- Developing marketing strategies
- Creating marketing plans
- Working out the best route to market



Routes available to producers include local and regional food marketing, other direct marketing via farmers' markets or the internet, through retail outlets or through foodservice options such as hotels, restaurants or through public procurement.



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Local & Regional Foods

The development of the market for local and regional foods gives options for producers to create high quality, fresh and differentiated products. SAC's specialist consultants have worked in diverse food sectors, and are well placed to offer skilled market development and analysis options. SAC food marketing staff have experience specific to local food marketing, and are well placed to give advice on this growing sector.

Rural Marketing

Using the resources of specialist knowledge within SAC, development of diversified products can also be enhanced, from product development through to promotion, including services development and an examination of the extended marketing mix, incorporating the role of processes, environment and staffing. Business feasibility can be examined and market research on products and services offered carried out.

Marketing Chain & Network Development

Using SAC's own network of sector specialists, SAC can assist in the development of integrated marketing chains which focus on efficiency while retaining value to the final consumer. Relationship assistance can be given between any links in the marketing chain from producer to consumer, including direct relationships. The development of food or rural networks, informal or formal can also be undertaken across sectors or regions.

Collaboration between marketing chain elements can be also be developed, through the use of SAC's breadth and depth of commercially experienced consultants.



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