

Submission from Feast Marlborough Charitable Trust

The proposed 2021 LTP has **added the Food, Technology and Screen sectors** to the **Economic Development** strategy of the region, recognising the importance these industries have alongside existing supported sectors of wine, aquaculture, retail, tourism and hospitality.

Specifically, the Council has offered its support to grow these sectors and stated in the LTP:

"Marlborough is home to small and large food producers, bringing the opportunity to help these businesses grow, export and highlight the region as a tourist destination. Council can help this sector to develop its story and connect businesses with Government support through the Ministry for Primary Industries and Ministry of Business, Innovation and Employment."

Feast Marlborough believes it can help deliver this goal for MDC in a very cost-effective way through establishment of a lean, annually funded model similar to that of 'Marlborough for Fun'. The Activities of Feast Marlborough cover not only the Food sector, but are also strongly inter-connected to the other sectors MDC supports, particularly tourism, hospitality, wine, aquaculture and retail. This creates a number of synergies and would enable MDC to deliver on a number of pillars in the LTP within the one budget. Due to the extensive work already conducted over the last 3 years by Feast, such as a regional F&B database and partnerships and collaborations, outcomes for the region can be delivered quickly and in an agile way, responding to the fast-paced change in the F&B sector, particularly in a post-covid environment and with the pace of change of related F&B technology.

Feast Marlborough Charitable Trust (FMCT) was established in 2019 to promote, support and tell the story of Marlborough's Food and Beverage (F&B) producers. A key driver is to support the financial sustainability of our F&B sector thereby contributing to economic development, ensuring both the longevity of this sector but also to increase chances of success on both a national and international level, highlighting Marlborough as a premier food producer as well as a premier wine producer.

Originally established to run the very successful Friday Night Feast, the activities of FMCT now support numerous events throughout the year over all the seasons - for example the new South Island Cheese Festival, Summer Vines, and the Summer Feast Programme to name a few.

FMCT also has many other initiatives in the pipeline to support, promote and grow our Marlborough F&B industry:

- Regional F&B hui with guest speakers, creating a network for the sector
- Matariki celebration
- Seafood festival
- Food trail
- New and expanded offerings at the Marlborough wine and food festival

- Annual cheese festival, expanding on the success of this year's inaugural South Island Cheese Festival at Clos Henri
- Start-up business incubator for Marlborough F&B businesses

To deliver these initiatives - both current and pipeline - we seek annual funding of a minimum of \$200k that would cover:

1. A dedicated Manager
2. Marketing and communications
3. Events delivery
4. Events support and advice
5. Advocacy and partnerships, for example with organisations such as MPI, NZTE and MBIE
6. Running a start-up business incubation program, leveraging the pilot currently being run out of Nelson in collaboration with the Mahi Tahī co-lab. In leveraging the already-developed Nelson program, we can offer a lean model whilst ensuring Marlborough is not left out of the Top-Of-The-South for start-up support
7. Maintaining a regional database of the F&B sector, data analysis and feedback

Due to the cross-over with many other sectors as noted above, one consideration would also be to allocate a small amount of funding from each sector, as well as the economic development budget for the Food sector. An annual budget of \$200k would deliver on the goals set out in the LTP for the Food sector, as well as delivering on goals for adjacent industries.

For further information please contact FMCT Board Member Tracy Atkin
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