



Measure:

Business & Economic
Development

Promoters:

Beatha Brea / NWIFHE

Title:

Midas ag Forbairt

The Midas ag Forbairt Project was established to address the need for a skills enhancement and business development support intervention aimed at speciality food producers in the border region. There were 2 main elements to the project ie

1. Research comprising of the structured research of 20 artisan food producers, covering a range of products leading to the production of a comprehensive 'guide to getting started'. This guide is a pre-incubation resource addressing issues like developing concepts, undertaking market research, identifying the knowledge and skills requirements and initiating small business development.
2. The Practical element involved a programme of training modules aimed at promoting entrepreneurial activity within the rural economy, raising awareness of and promoting the development of a high quality regional cuisine which will ultimately contribute to the overall tourism produce in the North West Region.

Courses were delivered in areas such as Food Marketing, Food and Hygiene Regulations, Food Labelling and HACCP Training and Regulations in Food Production, as well as Business set up and Accounts, Finance, Costing, Marketing and Branding.

It is anticipated that the programme will stimulate the incubation of small-scale food manufacturing enterprises producing quality speciality food products based upon local natural resources and take the fear out of business start-up.

Total Project Cost: €399,850

Grant Awarded: €289,566

Contact Details

Helena Mhic Laifearthaigh, Beatha Brea, Gortahork

Tel: 00353 74 9165777

Email: beathabrea@eircom.net



MFG Launch

