



TASTECOUNCIL

The Food Summer School 2016

OUR FUTURE IS FOOD

The Rural Food Community

Micro Focus: Achill Island Co. Mayo

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the slide, creating a modern, layered effect.

Food & Food Tourism Contribution to Sustaining Rural Community on Achill Island

An Examination



- ▶ Outline General Experience of Food Community on Achill Island

- ▶ How the Present Day Community has evolved from a Traditional Farm Base

Role of Different Elements
Farming, Fishing, Process/Product,
Retail, Hospitality, Tourism

Food Story

- ▶ Food History : Tourism
- ▶ Martin Calvey 1962 Achill Mountain Lamb
- ▶ Gerry Hasset 1985 Keem Bay Fish Products
- ▶ Country Markets: Oysters Shellfish Seaweed
- ▶ Achill Sea Salt 2013 Achill Oysters
- ▶ Achill Brewery 2016 Achill Beer

Farming



- ▶ Past: Subsistence
- ▶ Present: 90% Families in Ag Schemes
- ▶ Glas Aim GAEC Mandatory Plan Commonages



Achill Mountain Lamb Martin Calvey

Sustainability

- ▶ Farm Abattoir Butcher
- ▶ High Nature Value Farming
- ▶ Short Food Chain





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Fishing

- ▶ Subsistence Fishing
- ▶ Seaweed Harvesting
- ▶ Transport Goods & Cargo
- ▶ Commercial: Drift & Trawling
- ▶ Wild Salmon Shark Fishing
- ▶ Important in Tourism



Fishing



- ▶ Tourism & Festivals & Water Sports
- ▶ Small Scale Lobster Fishing
- ▶ Farmed Salmon & Trout
- ▶ Smokery 1985
- ▶ Shellfish Sea Salt Seaweeds

Keem Bay Fish Products Gerry Hassett

Gerard & Julie Hassett started smoking **Wild Atlantic Salmon** in 1985, in their Smokehouse based on Achill Island

With the abolishment of drift-netting for Wild Salmon, production is now totally from "Irish Salmon" farmed by Marine Harvest Ltd.



Achill Country Markets

“Freshness and Quality at a reasonable price”



- ▶ Founded in 1946
- ▶ The market aims to provide good quality food from garden and home
- ▶ Achill Country Markets first opened in 1997 with 39 producers
- ▶ 2016 there are 11 producers
- ▶ Variety of goods includes farm eggs, home baking, garden plants, smoked fish, seaweeds and crafts

Achill Island Brewery



- ▶ New 16 barrel distribution brewery July 2016
- ▶ Quality premium beer
- ▶ Locally and Co. Mayo
- ▶ The lager is clean and crisp
- ▶ Local Water and Carrageen

Successes: What has helped Local Food Tourism?

- ▶ Environment
- ▶ Entrepreneurs: Investment Skills Passion Confidence
- ▶ Sharing the Story of our Heritage & Rural Life Style
- ▶ Launch of New Season Achill Mountain Lamb & Tastes of Wild Atlantic Way
- ▶ Seafood Festival Feile Na Mara
- ▶ Gourmet Greenway
- ▶ Achill Tourism Failte Ireland
- ▶ PR/Small Producers /Food Writers/Reviews/etc

Positive Role of the Small Food Producer

- ▶ **USP Genuine Achill Island Experience**
- ▶ **Sustaining Local Economy Tourism**
Critical Mass Producers/Products
- ▶ **Employment & Various Service**
- ▶ **Demand for Raw Materials**
- ▶ **Short Food Chains**

Positive Role of the Small Food Producer

- ▶ Resident in Locality Sets Example
- ▶ Preservation of Skills & Expertise
- ▶ Promotion of Place Branding
- ▶ Local Sponsorship Mutual support

Challenges

- ▶ Food Tourism Intensive Multitasking
- ▶ Small Family Businesses
- ▶ Support? Set up, Food Dev, Access to Markets
Logistics & Distribution
- ▶ Consumer Culture Location Lack of IT
- ▶ Low Critical Mass of Producers/Products
- ▶ Achill Tourism Voluntary & Overstretched

Who Can Help?

Failte Ireland

Mayo Co.Co.

Teagasc

DAFM

Ourselves & Others

How?

- ▶ Food Tourism Officer
- ▶ Action Plan
- ▶ Strategy
- ▶ Targets
- ▶ Collaboration

What?

- ▶ Respect Value & Maintain Local Food Infrastructure
- ▶ Build Local Confidence
- ▶ Create Food Culture
- ▶ Improve Product Range : Food Map
- ▶ Future : Needs Assessment

The Heart of The Matter

