

ROADMAP TO 2030

It is 2030, food & drink from the Outer Hebrides is recognised at home and nationally as high quality, artisan, rich in heritage and culture. Its uniqueness is celebrated and a draw card for visitors to the Islands.

GROWTH MARKETS

LOCAL

TOURISTS

SCOTTISH

REST OF UK & EXPORT

OUR FOOD & DRINK

AQUACULTURE

Salmon
Mussels
Oysters

SHELLFISH

Scallops
Langoustines
Lobster

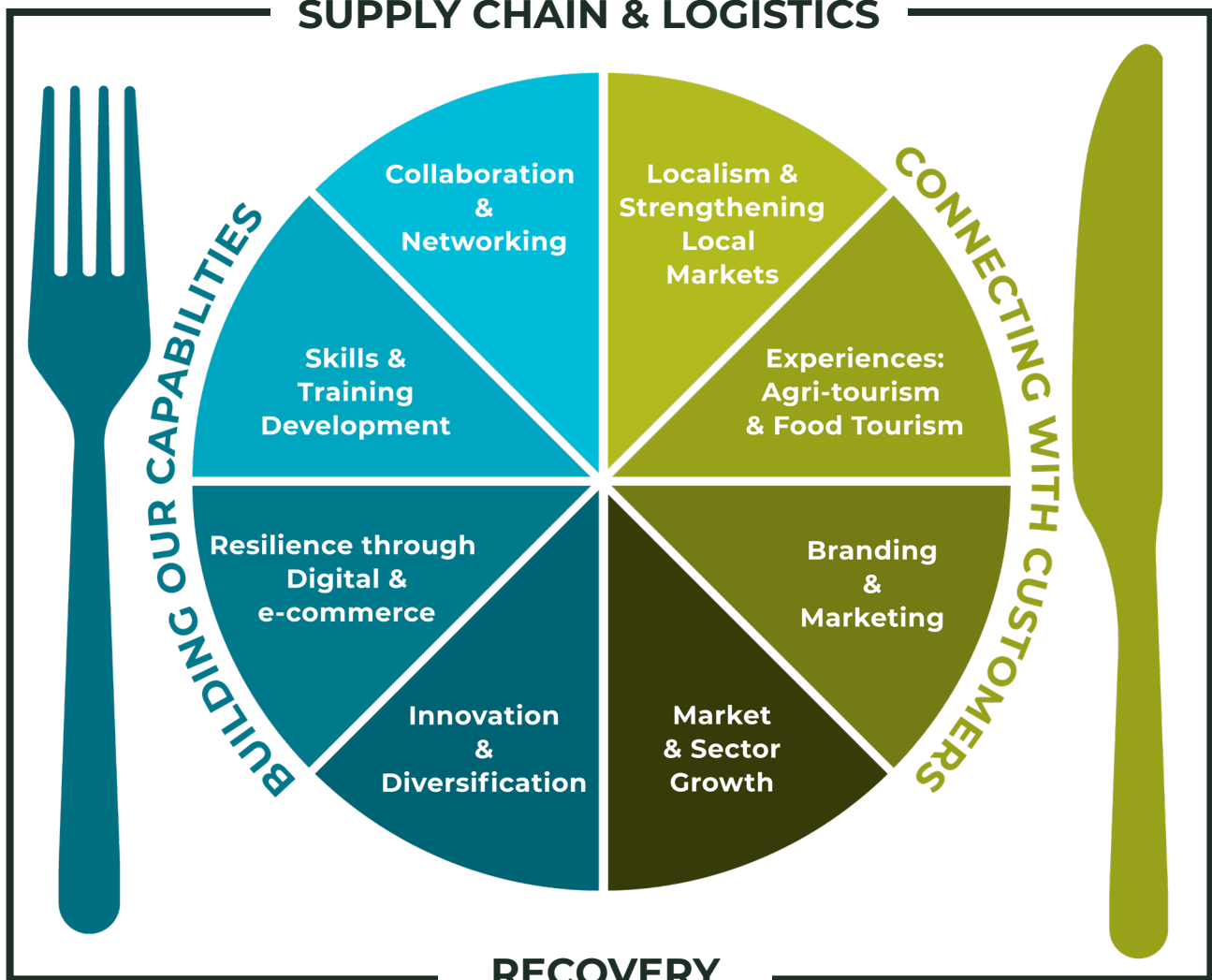
CROFTING & WILD

Lamb
Beef
Venison
Seasonal

HERITAGE & ARTISINAL

Black Pudding
Whisky & Gin
Preserves
Breads
Sweets

SUPPLY CHAIN & LOGISTICS



SHORT-TERM DELIVERY PRIORITIES

1

SUPPLY CHAIN & LOGISTICS

Progress Food Hub
Proposals in Harris and Uist

2

COLLABORATION & NETWORKING

Establish Sector
Leadership Group

3

FOOD TOURISM

Activity Programme
in 2021 Season

4

BRANDING & MARKETING

Proposal for branding of
Outer Hebrides Produce

5

DIGITAL & E-COMMERCE

Run series of
E-commerce workshops

6

SKILLS & CAPABILITIES

Strengthen Links to
schools and colleges

7

EVENTS

Profile-raising Events
in Central Belt

8

AMBASSADORS

Appoint series of Outer
Hebrides Ambassadors