



Food and Drink in the Cairngorms

Chris Bremner
Sustainable Economy Manager
Cairngorms National Park Authority

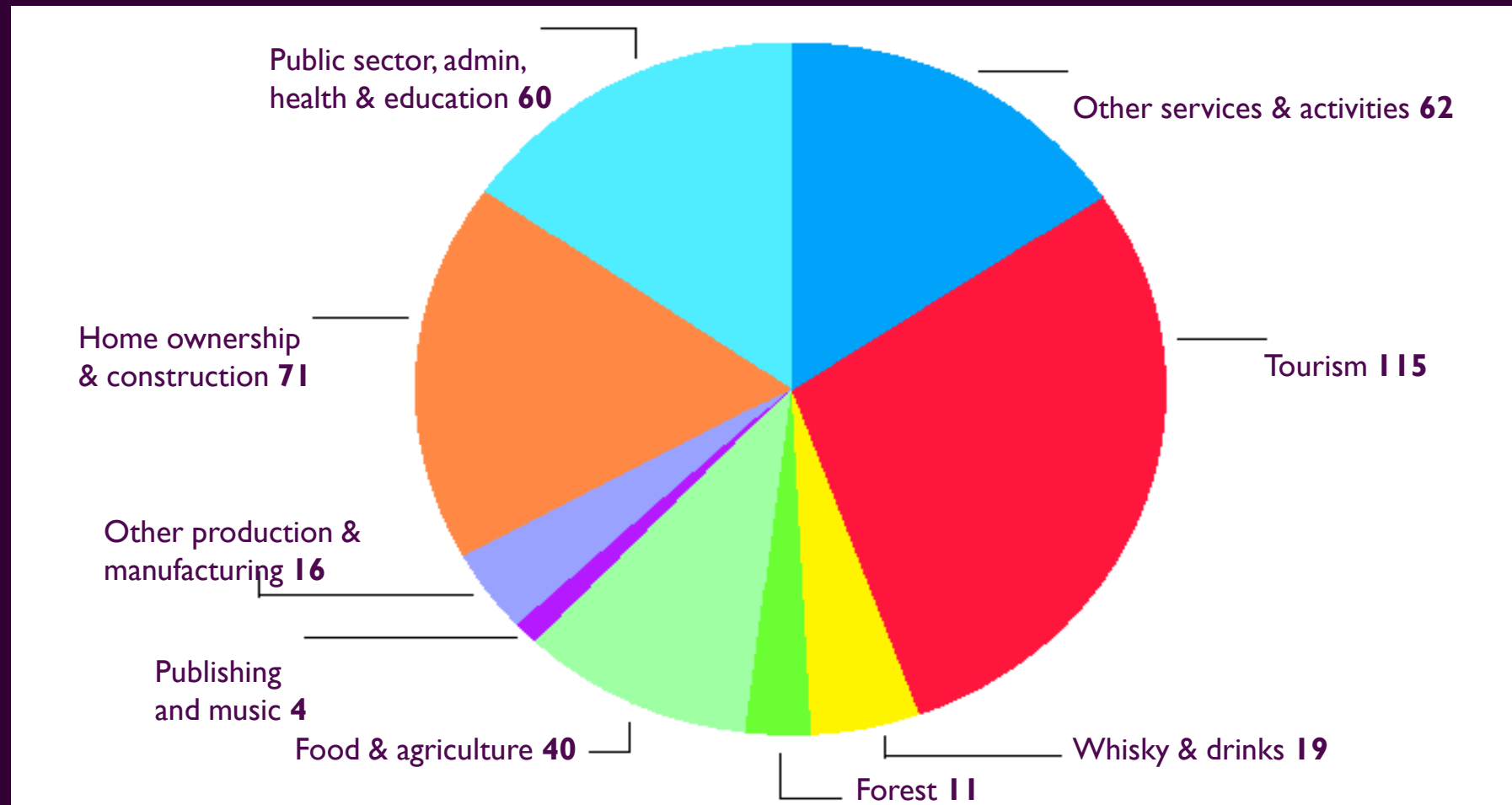


- Working landscape
- People, place, work



Economic impact

Food and drink accounts for at least 15% of the Cairngorms National Park's GVA (£59 million).



Social impact

- 900 employed in agriculture, hunting/game, fishing
- Isolated rural communities

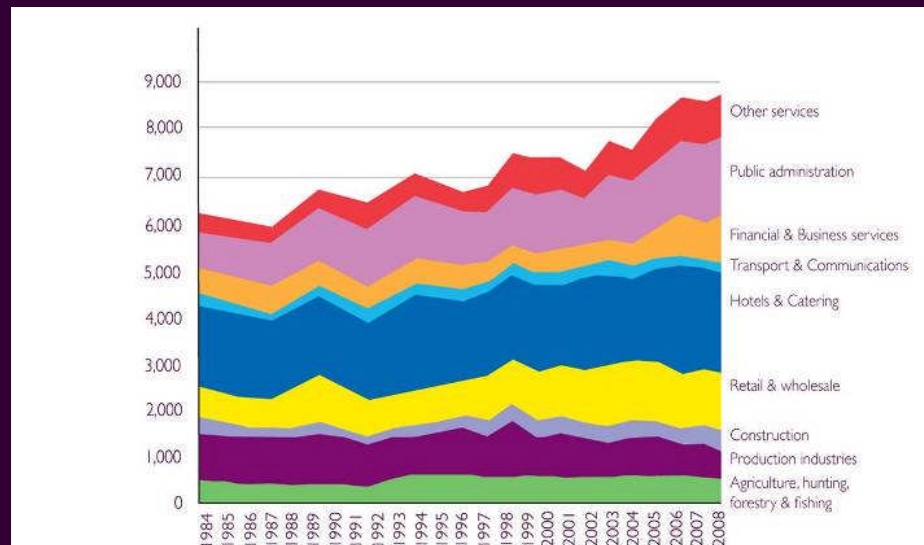


Figure 3 – Employee jobs in the Cairngorms National Park



Food for Life Development Plan

- Framework for a more sustainable food economy
- Integrates work in different sectors:
 - Farming
 - Retail
 - Tourism
 - Education
 - Health



Aims

- Increase food production...through strengthening and developing the viability of producers and processors
- Increase consumption of locally produced food
- Reduce food miles
- Strengthen tourism
- Develop stronger links between sectors
- Provide exemplar model for sustainable regional food strategy

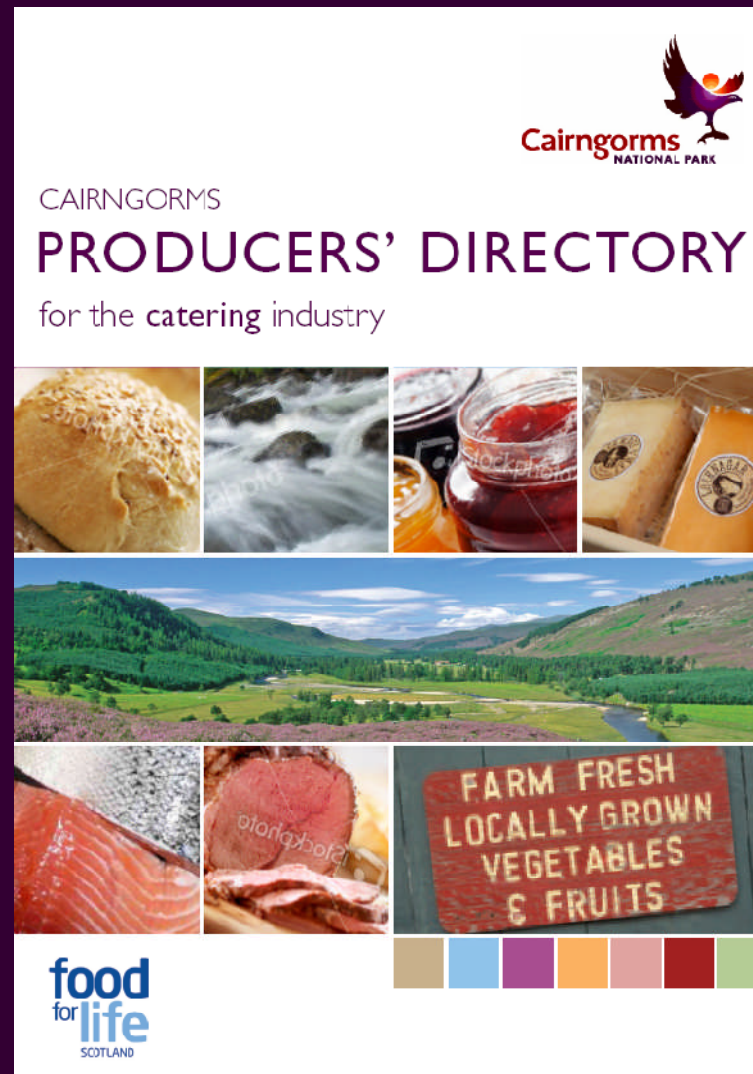


Action

- Market intelligence
- Improving distribution



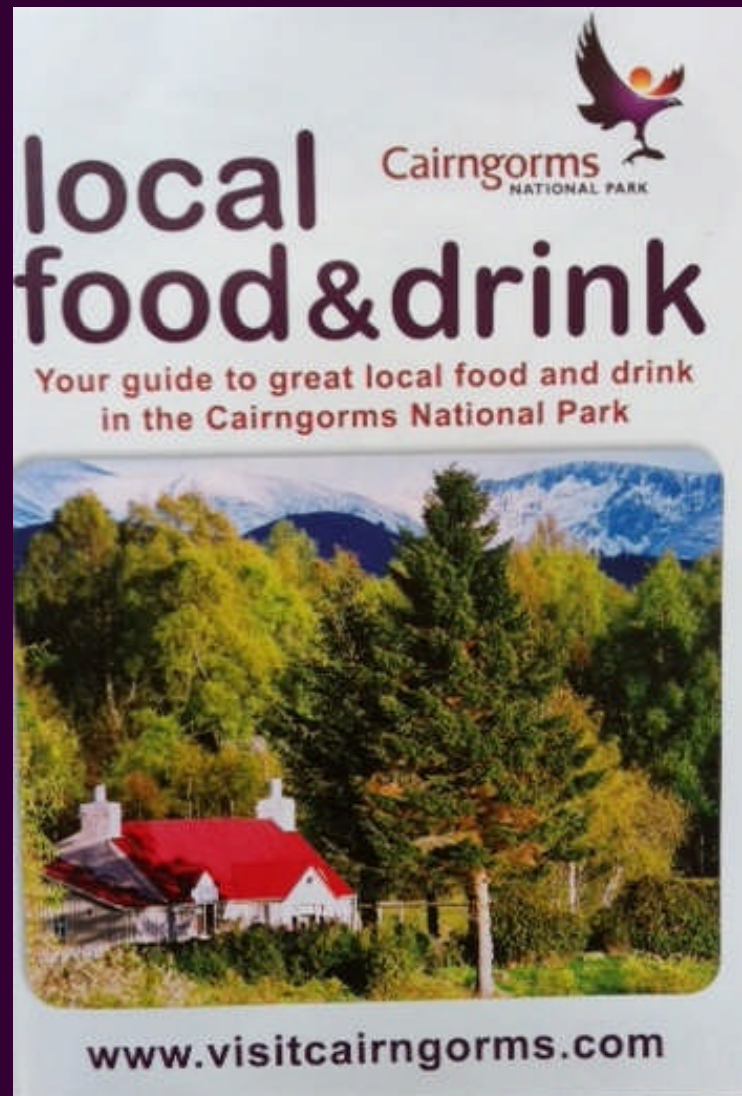
- Improving supply and availability
- Increasing demand



Cairngorms
NATIONAL PARK



- Food tourism





- Skills and collaboration
- Schools and communities





Chris Bremner

Sustainable Economy Manager

chrisbremner@cairngorms.co.uk

01479 870405

