

Norfolk and Suffolk
Food, drink & agriculture

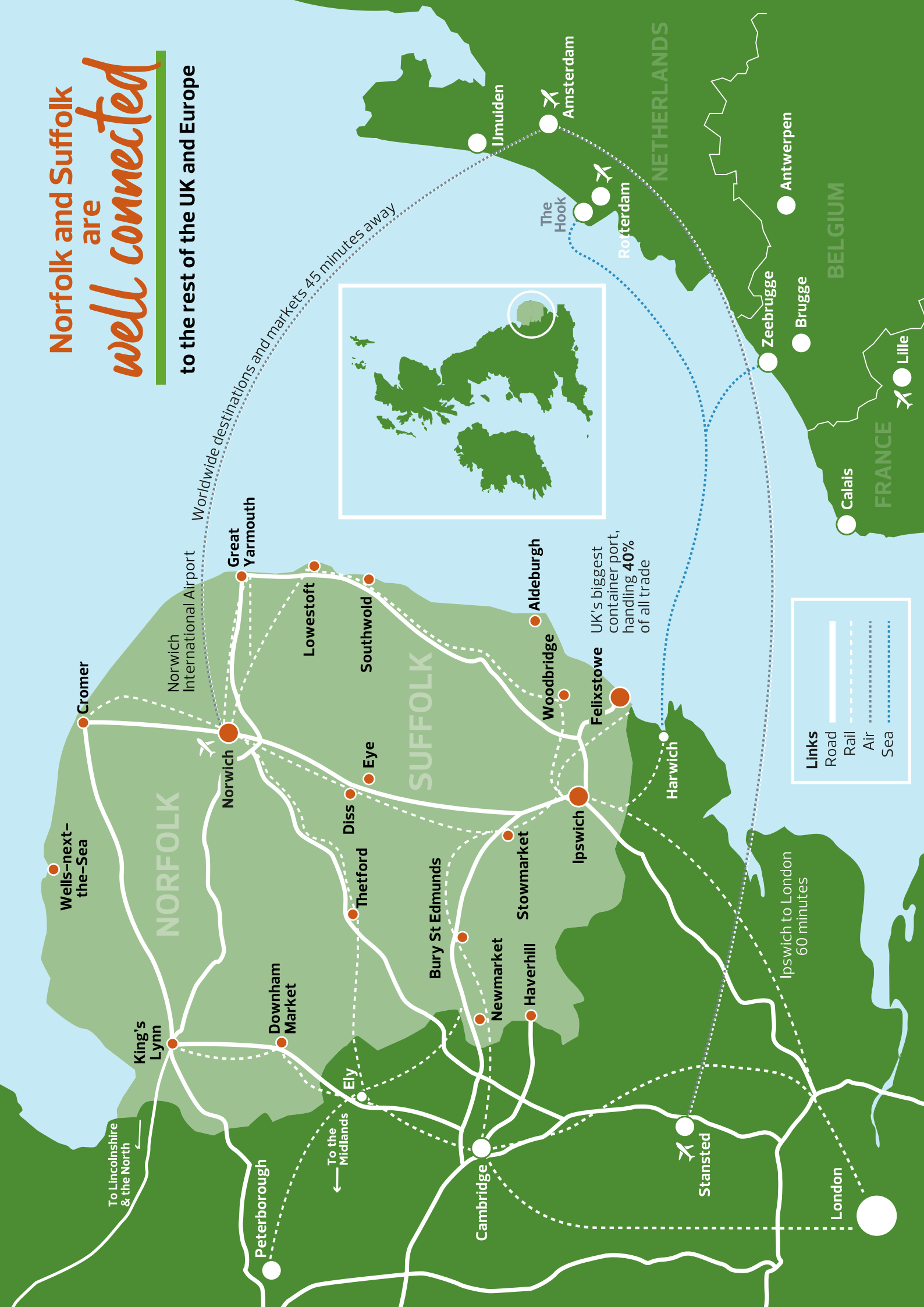


Norfolk

Suffolk

Norfolk and Suffolk are well connected

to the rest of the UK and Europe





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**With only 2%
of the UK's
population,
we produce
11% of its food
and drink**

All the ingredients

for high-growth food & drink businesses

Norfolk and Suffolk is ideally placed as Europe's largest, most eastern gateway to the UK. It's a food lover's paradise, with mouth-watering produce made by artisan producers and global brands.

It's hard to imagine a more suitable place to have a food and drink business than here.

Our historical agricultural strengths mean we are blessed with national and international food and drink companies, as well as the manufacture of machinery to support them. We're award-winning experts in sugar, cider, wine, beer, chocolate, potatoes, and poultry and pork production, to name but a few. The sector is a significant contributor to the British economy, with trade in food, drink and agriculture worth £3.9bn. With only 2% of the UK's population, we produce 11% of its food and drink.

We're also home to a successful and groundbreaking agri-tech sector, leading global innovations in hi-tech data, drone technology, plus robotics in food production and growing techniques. At the heart of it, we have Norwich Research Park, home to world-leading research institutions specialising in food and bioscience. Our researchers hold the keys to functional foods and nourishing people in the best way possible to live healthy lives.

Food, drink and agriculture sectors flourish here because we have all the right ingredients to support our businesses. We've established a highly effective network of support to help innovators, entrepreneurs and investors create high value opportunities and employment – whether it's through helping them access investment to grow, providing support to trade overseas, or helping them to find the right premises.

This is an attractive part of the world, and with great pride, I invite you to find out more about the great possibilities to trade with us, set up a business here and become part of an ambitious global business and research network.

We're very much looking forward to working with you.

Doug Field

Chair, New Anglia Local Enterprise Partnership

Pioneers

LEADING GROWTH

With all the advantages and support on offer here, an increasing number of companies leading their fields have put Norfolk and Suffolk at the centre of their operations

Our two counties offer innovative agri-tech businesses an extraordinary environment in which to grow.

Norwich Research Park is one of Europe's major centres for agricultural research and development, combining food, plant and health research expertise with innovative farming methods. Our scientists are working on new technologies, from gene editing for disease control and prevention, to vertical farming and precision irrigation and fertilisation.

Subsequently, investment in research and development in the local agri-tech sector has recently exceeded other UK regions, accelerating growth in science and R&D employment by 50% since 2007 – compared with 19% nationally. This is in part thanks to the growth of Norwich Research Park and its wider academic cluster, as well as the work of Agri-Tech East in facilitating knowledge transfer from 'lab to field' across the region.

We've ambitious plans for the future, too: our AgriFood Tech Sector Skills Plan aims to meet the region's projected demand for more than 7,000 new workers in the sector by 2024.

These are some of the reasons why ours is one of the UK's strongest areas for food, drink and agriculture, and home to some of Europe's most significant food and drink companies, including Adnams, British Sugar, Kettle Foods, Greene King and Muntons.

What's more, the UK's largest agricultural sector is here, too. We generate over £500m in food and drink exports and employ over 50,000 people – double the UK average – in an increasingly hi-tech and automated local sector.

Meanwhile, companies in our successful agri-tech sector export and manufacture accessories to agricultural machinery, such as feeders, spreaders and pesticides.



Our area is home to some of Europe's most significant food and drink companies

Paddy & Scott's



***Here, even small businesses
enjoy global ambitions***

REAL INGREDIENTS, REAL IMPACT

From its base in Rendlesham in Suffolk, Stokes Sauces has grown steadily since it launched in 2004, supplying farm shops and delicatessens both locally and across the UK with its artisan ketchups, mayonnaises and red onion chutneys.

Today its condiments are also sold by the UK's leading food retailers, and can be found in many hotels, restaurants and other eateries.

Chris Reeve, commercial director, says: "Working with the food services sector has been really good for us. It's a way of getting more of our products out to people in an environment where they're enjoying food and looking to try new things."

Using real ingredients for real food flavour, Stokes Sauces are now sold in 40 different countries. And there's a healthy appetite for its products in Denmark, Germany, Norway and Sweden, as well as the Middle East, China, and Australia.

COMMERCE WITH A CONSCIENCE

Scott Russell, founder and CEO of Suffolk-based business Paddy & Scott's, and craft coffee pioneer, has global ambitions.

Paddy & Scott's grow, roast and distribute coffee, machinery and ancillary products.

"Commerce can be a driver for good," he says.

So they support a housing project for their growers through their Kenyan Meru Farm and Community Project, and are looking to support an orphanage in Rwanda.

Scott's dynamic and enthusiastic approach has caught the eye after he was listed as one of the country's top 100 influential business leaders by Grant Thornton and named by Lord Young and former Tesco CEO Sir Terry Leahy as one of the UK's top companies geared for growth.

"Our business is about fuelling ambition," explains Scott. "It started off in my garage with a £2,000 roaster, and it was not that long ago that I decided to take the business international."

Dubai, China, Sweden and the Netherlands are now its customers, and Scott is now looking to Expo 2020 in Dubai, having recently opened up an office there.

Stokes Sauces



***And now its ketchups and
mayonnaises are sold by the
UK's biggest food retailers***

Real-World

SCIENCE & INNOVATION

Connecting research to real-life food production is crucial if innovations are to become mainstream

How we feed our growing population and make sure we eat healthily are some of the biggest challenges facing the world today.

Which is where our region's networks like Agri-Tech East come in, bringing together farmers, growers, and researchers to improve productivity and sustainability in agriculture.

Hundreds of food related businesses form the East of England cluster that spans the supply chain across the region, backed up by the work of world-class institutions on the Norwich Research Park, including the John Innes Centre, Earlham Institute and Quadram Institute.

It's another exciting example of the spirit of innovation and dynamism that exists among food, drink and agricultural businesses across East Anglia.

Beyond this, we're working more closely with our businesses and clusters to tailor and support sector specific plans for training and apprenticeships. Plus, plans are in place through the Local Enterprise Partnership to secure an Institute of Technology for the area.

Our greatest focus is on innovation and productivity to enhance growth in local businesses. Leveraging commercial opportunities from our locally produced research and development activity wherever possible will help drive a more knowledge-based local economy long into the future.

CAMBRIDGE-NORWICH TECH CORRIDOR

The Tech Corridor is one of Europe's largest single-site concentrations of research in food, health and environmental sciences. The corridor earmarks over 100km of land between Norwich and Cambridge as a unique technology conurbation leading growth in the UK for science, innovation and enterprise. The area already employs over 170,000 people working for 12,000 knowledge intensive businesses.

As a collaborative effort between local authorities, local enterprise partnerships, the private sector and MPs, this initiative will forge stronger links between Cambridge and the Norwich Research Park. Along with key technology hubs along the corridor, this will raise the profile of the area as a leading European location for new technology, innovation and research.



***The opportunities here
for groundbreaking,
multidisciplinary collaborations
are extremely exciting***



ANSWERING AMBITIOUS BIOLOGICAL QUESTIONS

The Earlham Institute attracts talented scientists from all over the world, bringing with them vast experience in genomics, bioinformatics and scientific computing. Its ever-expanding research groups are at the forefront of modern life sciences.

Its research can be applied to field, farms and industries from Norfolk to Vietnam. The Institute explores living systems, generating high-tech and sustainable outcomes to increase yields, prevent losses and sustain environmental health and biological diversity.

Spanning six continents, its collaborations include both local farmers and researchers, allowing it to expand its impact on an international scale. Experts are tackling issues that affect not only UK agriculture but also have a significant impact around the world.

For example, research into the dispersal, detection and prevention of wheat yellow rust will help to alleviate global annual losses of around six million metric tonnes. Analysis of the green peach aphid will shed light on how to tackle this important pest. And investigating viruses such as swine flu will aid in the production of a novel vaccine to prevent the disease from spreading.

INNOVATING ACROSS DISCIPLINES

The Quadram Institute is at the forefront of creating new interfaces between food science, gut biology and health, developing solutions to worldwide challenges in food-related disease and human health.

The Institute is another example of our region's interdisciplinary and collaborative knowledge-based network, working together to maximise the unique cluster of academic excellence and clinical expertise here – in this case, working alongside the food and pharmaceutical industries.

Based at the Norwich Research Park, its pipeline of research, from genome to plant to food to the digestive tract to health, is geared to generating new foods with verified benefits to human health through enhanced nutritional qualities or physical structure.

A great example of this is a commercialised broccoli variety with enhanced levels of a compound thought to benefit health.

Researchers are now developing new products based on enhancing the quality of wheat to benefit human health, by exploiting plant genomics or innovative food processing techniques.



We have all the ingredients for growth: emergent sectors, low cost space, infrastructure, networks and a fast-growing economy

Working together, GETTING RESULTS

Wherever you look across our region, you'll find us working together, ready and waiting to help realise your investment plans and aspirations

Food, Drink and Agriculture is the largest economic sector in Norfolk & Suffolk by turnover, by numbers of businesses and employees. To serve our most far-reaching and influential sectors, we've established a network of support that has helped spread the region's business interests across the UK and around the world.

If you're unsure of where to start accessing any of this support, contact Nicole Kritzinger (details opposite) and she'll point you in the right direction.



***We're committed to
developing partnership-
working strategies that will
help future-proof our
local economy***

NEWANGLIA GROWTHHUB

for Norfolk and Suffolk

As one of the New Anglia Local Enterprise Partnership's initiatives, we bring together the best of public and private sector partners to promote, co-ordinate and deliver business support based on local needs. We help business access a range of business support services from hundreds of sources to help them thrive and grow.

Our service is free and impartial and can help businesses access grants, finance, start-up support, international trade support and other specialist advice via a single point of contact.

Nigel Best, Head of the Growth Hub, said: "We're helping to transform the economy by providing specific support to businesses with robust growth plans through the delivery of ambitious programmes. These include helping them to secure finance from the Small Grants Scheme and Growing Business Fund for part-funding of growth projects. Both funding schemes are supported by the European Regional Development Fund."

For more information contact our Growth Hub advisors on +44(0)300 333 6536, or visit www.newangliagrowthhub.co.uk

NEWANGLIA

Local Enterprise Partnership
for Norfolk and Suffolk

We work with business, education and local authority partners to drive growth and enterprise in the East of England. It's our job to help develop the environment that supports high growth and economic progress in the food, drink and agriculture sector.

We've established a New Anglia Food, Drink and Agriculture board to bring key industry and government leaders together to drive growth in the sector. This means that businesses in Norfolk and Suffolk can be assured that there's alignment at the highest levels supporting their interests.

Inward investment and exports play a crucial role in creating jobs, increasing productivity and driving growth. We work with our partners to offer a range of initiatives that help support growing businesses. And because food, drink and agriculture are such a large part of our region's local economy, we're working proactively to ensure each sector is able to take advantage of all the support available.

We welcome inward investment and are ready and waiting to encourage your interests in this region.

To find out more about how we can help you, visit www.newanglia.co.uk/inward-investment

THE > EAST

Team East is here to help businesses move to and expand in Norfolk and Suffolk. Whether you're an SME or a global company, our experts can help you realise your relocation and development ambitions.

Our bespoke and confidential service is free, so ask us for help and advice with:

- Relocation and expansion plans
- Commercial property search
- Economic data
- Sector specific information
- Access to finance, including grants and funding
- Introductions to business networks and supply chain partners
- Skills and training providers

We have the local knowledge to help you find your ideal commercial property, source skilled employees, and meet local suppliers who can help your business grow.

For more information contact Nicole Kritzinger, Team East's Inward Investment Manager on +44 (0)1603 510080 / +44 (0)7384 252569, or email nicole.kritzinger@newanglia.co.uk



As a member-led organisation, we bring together farmers, food producers and growers with scientists, technologists and entrepreneurs to create a world-leading innovation hub in agri-tech, with a shared vision of improving the productivity, profitability and sustainability of agriculture.

Working alongside our colleagues in local and national government, we aim to help turn challenges into business opportunities and facilitate collaborations that benefit all parties involved.

You can become a member of our network and gain tailored access to our large number of business and research experts through our Agri-Insights programme.

Our Agri-Tech Week partnership programme is our flagship 'open-doors' opportunity for future partners, collaborators and customers to come to the East of England, where we host delegations from overseas.

So if you're interested in accessing the UK market, along with its innovators, investors and ideas-generators, or want to find out more about our Agri-Tech Week programme, email info@agritech-east.co.uk

Innovate UK

If you have a great idea for an innovative product or service, we can help you develop it and make it successful. We're especially keen to hear from you if you need help to develop and realise the potential of new ideas, including those from the UK's world-class research base.

With a strong business focus, we drive productivity and economic growth by working with companies to de-risk, enable and support innovation. We'll help you access expertise, specialist support and facilities, and can also help you access funding and finance.

And to help turn ideas into commercially successful products, services and business growth, we connect businesses to the partners, customers and investors that can make a difference to your success.

We also fund business and research collaborations to accelerate innovation and drive business investment into research and development.

Our support is available for all UK based companies – from pre-start up to large multi-nationals. You may also be able to get help if you're an individual or an organisation.

To find out more about how we can help, call us today on +44 (0)300 123 4587.



Department for International Trade

We exist to help businesses export and grow into global markets. We also help overseas companies locate and grow in the UK.

If you're looking for information about investing in the UK, we'll help you assess the reasons why overseas businesses should invest in Norfolk and Suffolk. We'll also supply you with the latest, sector-specific data on the local economy.

If you're a UK-based company, we can help you expand into overseas markets. And our find a supplier service allows international buyers to connect with UK businesses. So if you're a UK buyer looking to be listed on this service, you can sign up to be listed in our online directory.

Plus, whenever you need access to exporting, our Passport to Export service can help you assess your company's readiness for international trade, and start exporting.

For more information, visit www.great.gov.uk

Writing stories

TO BE PROUD OF

Not all regional economic support networks are as proactive, good to work with, or as dedicated to giving investors and entrepreneurs the best possible opportunities

One of the reasons we're so enthusiastic about Norfolk and Suffolk is because we benefit from 'a second pay cheque' – an enviable quality of life. With an abundance of world-class food, leisure, retail, arts, and cultural attractions, Norfolk and Suffolk are simply very special places to live and work.

This deep-seated connection with our region drives a loyalty and passion that's sincere and genuine. And when you begin to work with us, these are traits we trust you'll experience first hand.

You'll find us very helpful and straightforward to deal with. But we're ambitious too: ambitious to capitalise on our region's many strengths and to keep improving on our impressive selection of significant assets.

As you look to invest in the region's food, drink and agriculture, we believe you'll welcome the

opportunity to appreciate what we see every day: a fertile region with a rich and extensive skills base, stunning cultural attractions, high value knowledge capital, world-leading educational bodies, with strong and vibrant industry sectors – all ideally placed to deliver major economic growth.

We're entirely committed to getting behind businesses both big and small to ensure each one exceeds its goals and ambitions.

As you can see from this brochure, we have much to be enthusiastic about. And we'd be delighted to help you to experience for yourself the exciting conditions for growth this region can offer your operation.

If that sounds like a place where you could do business, then please read on to discover some stories our interventions have helped write.



***Proud to work with you,
ready to work alongside you***

Writing stories that transform fortunes

Two examples of how the New Anglia Growth Hub has supported business:

HUBBARD PRODUCTS, IPSWICH

It secured a grant to design a new infrastructure (total cost £600,000) to manufacture and test its revolutionary new cryogenically-powered refrigeration units for the food transport industry – units that are more economical and environmentally responsible than the diesel-powered equivalent.

GNAW CHOCOLATE, NORWICH

Gnaw has experienced rapid growth from its successful manufacture of a new type of chocolate product. An opportunity arose to supply its French distributor with a new-sized, healthier “grab and go” bar featuring Norfolk granola as a key ingredient. It was able to purchase a new wrapping machine to cope with the new demand thanks to the part-funding it received.



Gnaw Chocolate



There are also grants to support low energy or carbon reduction measures, or non-mandatory training

SMALL GRANTS SCHEME



The Small Grant Scheme offers grants from £1,000 to £25,000 for businesses looking to improve productivity, efficiency, or launch new services.

The grant can pay up to 20% of the total costs of your plans, while some areas in Norfolk and Suffolk may be eligible for up to a 30% contribution.

ACCESS TO EXPERT ADVICE

Our network of business support agencies, such as Innovate UK, Intellectual Property Office and Enterprise Europe Network, can put you in contact with specialists in your field.

You can discuss your growth plans with us in detail and find the right support to help. We'll help you create a detailed action plan, assist with market research and can even help fund visits to your target market.

THE BEST POSSIBLE *taste*

Food and drink talent so often trains around the world, then heads to our region's kitchens to take advantage of the extraordinary local produce on offer

Benefiting from sweeping landscapes, bathed in a unique quality of light from unusually clear skies, our region's hospitality industry glistens with a vibrant and eclectic mix of food and drink experiences.

We sustain a vibrant tourism trade, enhanced by special produce from dedicated and reliable suppliers. We're famous for producing wonderful fare, prepared with the finest, seasonal, locally sourced ingredients.

We produce legendary hams, exported around the globe. Local vineyards produce wine, winning plaudits internationally. Iconic beers using locally malted barley and the finest English hops are taking on the world, too.

East Anglia is also celebrated for its seafood. A current of cold water sweeps down from Norway, teeming with rich nutrients, drawing a swathe of marine life chasing its bounty. As it hits the top

of the North Norfolk coast, it drifts southwards, blessing our coastline with miles of local fish and shellfish – not just throughout the summer, but also in the winter months.

Subsequently, luscious lobster and crab, fresh plump oysters and tasty brown shrimps are all now farmed sustainably in waters and inlets up and down our picturesque but hard-working shoreline.

And so the region's hospitality industry enjoys food talent dedicated to producing amazing food and drink experiences full of theatre, atmosphere and fantastic ingredients.

Here are some of their stories, and some of the reasons why they are able to sustain such high standards in a region that helps them to consistently deliver delightful dishes.



You'll find any number of farm shops, independent butchers, fishmongers and delicatessens selling our award-winning fare across the region



Galton Blackiston, Morston Hall



Our region's rural traditions and heritage supports both household names and hidden gems

BETTER INGREDIENTS, BETTER RESULTS

Dave Wall is head chef at the The Unruly Pig, an award-winning Suffolk inn and restaurant. He sources produce and ingredients from suppliers on his doorstep because of the excellent quality on offer.

"Suffolk has a thriving food scene and there is a lot of really good produce available. We're very much a produce-led operation.

"We want to use the finest seasonal ingredients, and our menus change every day based on what we can get our hands on. There are such a lot of good suppliers on our doorstep and slightly further afield.

"Opposite us is Sutton Hoo Chickens. Next door is Dingley Dell Pork farmers. There's fantastic game nearby, such as venison, which is something we put on our menus, and we source wild boar from Bungay.

"Pump Street Bakery in Orford makes fantastic chocolate and sourdough. And Pinney's of Orford has a wonderful smokehouse, using its own day boats to line fish rather than trawl. The fish comes straight off the boat and on to the menu the next day.

"We're proud to source our produce locally, but we don't just do it for the sake of it. If it wasn't better than what you could get elsewhere, we wouldn't use it."

WINNING THE HIGHEST ACCOLADES

Morston Hall in Norfolk is a graceful and intimate country house hotel. Its Michelin-starred restaurant uses locally-sourced ingredients and produce from Norfolk and Suffolk, which chef patron Galton Blackiston has been a proud champion of for decades.

"In the 26 years I've been at Morston, the one thing that has stayed the same has been the quality of the ingredients," he says.

"We have a plethora of fantastic shell fish as well as wet fish such as sea bass in the spring time, and towards the winter we're getting line-caught cod.

"There are brilliant soft fruits, such as strawberries, raspberries and blackcurrants, and wonderful potato varieties such as Maris Piper. It's a great area for vegetables.

"Norfolk is probably best known for pork, which is very strong, as well as Angus beef. We use a lot of game, which needs supporting here. We also use Suffolk produce such as Sutton Hoo chickens and Baron Bigod cheese from Bungay."



Dave Wall, The Unruly Pig



Our food and drink sector in numbers



**AGRICULTURE,
FOOD AND DRINK**
SECTORS GENERATE
£3.9bn
A YEAR



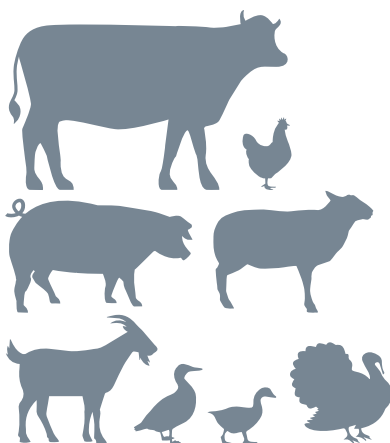
NORFOLK
AND
SUFFOLK
ACCOUNT FOR



OF THE UK'S
AGRICULTURAL OUTPUT –
MORE THAN ANY OTHER
AREA IN THE COUNTRY



THE UK'S LARGEST
PROPORTION OF
LIVESTOCK



EXPORTS OF
£500m (2015)

17% of total exports: a
higher proportion than in
any comparator UK area

**WORLD
LEADER IN
AGRI-TECH**



Felixstowe is the UK's largest container port with premier
global routes, **handling 40% of the UK's container traffic**





THE > EAST

We're here to help you grow your business, so get in touch!

Contact Nicole Kritzinger, Inward Investment Manager,
Team East at New Anglia Local Enterprise Partnership
to discuss opportunities for your business in Norfolk and Suffolk

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Department for
International Trade



European Union
European Regional
Development Fund



Norfolk
County Council

NEWANGLIA
Local Enterprise Partnership
for Norfolk and Suffolk



Suffolk
County Council