

Galway Feb 2023



A H F E S

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2023

WWW.AHFESPROJECT.COM

2023

SME NEEDS ASSESSMENT &
DEVELOPMENT OF TRAINING
FOR SMES

Harry Hamilton - NIFDA





IDENTIFYING THE NEEDS

Knowledge gaps and access to bespoke focused training.

A well-trained workforce is a fundamental requirement for companies in the Food and Drinks sector.

Helping them to maximise their efficiency and effectiveness
Helping them become more healthy and to achieve sustained growth.

AHFES worked to develop unique training solutions based on the very best intelligence and insight into the needs of the food and drink sector





THE DEVELOPMENT OF THE AHFES TRAINING PROGRAMME WAS LED BY BIC INNOVATION

Alison Hazelgrove created the extensive training matrix.



Stage 1

Firstly, analysing
knowledge and capabilities
of the AHFES partnership



Stage 2

Then allocating the module
creation to the partner best
suited to deliver the training.

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Alison Hazelgrove created the extensive Training matrix.

	A	B	C	D	E	F	G	H	I	J
1				NIFDA		Joining	Joining			
2		An Introduction to Development Critical Path Management Principles	Defining and locking down product quality attributes	Sourcing for New Concepts	Packaging Selection	Mapping a proposed processing method	Planning production trials	Conducting Factory Trials	Replicating the Production Process	Product Testin
3	EIT Food	1	0	0	0	0	0	0	0	1
4	Clusaga	0	0	1	0	0	0	0	0	0
5	BIC Innovation	4	4	2	3	4	4	4	4	3
6	InovCluster	0	0	0	0	0	0	0	0	0
7	INSA	0	1	0	1	0	0	0	1	3
8	NIFDA	2	3	1	1	3	3	0	0	0
9	NUIG	0	0	0	0	0	0	0	0	0
10	Valorial	1	0	0	0	1	0	0	0	2
11	SUGGESTED LEADER	BIC Innovation	BIC Innovation	BIC Innovation	BIC Innovation	BIC Innovation	BIC Innovation	BIC Innovation	BIC Innovation	BIC Innovation
12	KEY CONTRIBUTOR	NIFDA	NIFDA	OUTSOURCING WILL BE NEEDED		NIFDA	NIFDA			INSA
13	REGIONAL INPUT				All Partners					
14	POSSIBLE FORMAT	Illustrated document which introduces the principles and helpful best practices for CP Management. Templates that could be adapted by SME's to map their CP's.	Illustrated document outlining QAS principles. Templates for QAS completion. Helpful glossary / vocabulary builder for QAS descriptions.	Document outlining the key considerations for sourcing inputs needed for new products with a checklist of considerations. Explanation of need for initial & ongoing updates of specifications for inputs and the type of information that is important.		Voiceover document or video explaining the need for efficient process flows. Examples - good & bad - of layout & flows. Template for designing a process. Checklist for selecting an outsourced production partner.	Overview document explaining principles with Checklists including supporting explanations and examples of planning considerations.	Overview document explaining principles of conducting trials with Checklists and/or Templates for data collection and presenting this in useful formats for post trial analysis.	Overview document explaining principles with examples of production trial data to confirm production feasibility, food safety and financial viability, also to identify any remaining information gaps. Signposting links to sources of HACCP training in each partner region/country.	Checklist of testing need progress a product to le with explanation of sign of each aspect and poss testing protocols. Signp sources of services and information in each par region/country.
15										
16										
17		1.Methods to ensure individual development projects deliver against the business plan and product strategy 2.Mapping NPD or EPD Critical Paths to meet the individual needs and circumstances of the business 3.Drafting product development checklists to	1.Understanding the importance of clearly defined target end product attributes 2.Documenting quality attribute standards 3.Acceptable degrees of variance to the standard	1.Finding suitable suppliers of raw materials, packaging, equipment or services. 2.Requesting relevant information from suppliers 3.Documentation requirements for raw materials packaging.	1.Ensuring that packaging selected is an effective & robust vehicle for selling the new product 2.Selecting the packaging which achieves the desired packs per minute run-rates during the	1.Systematically mapping out a proposed production process 2.Identifying requirements to deliver the process effectively 3.Review and adaptation of processes 4.Production site layout and	1.How to plan effective production trials using checklists 2.Understanding the importance of collaborative cross functional involvement in trials 3.Identification of equipment needed in house or what	1.Conducting trials in a controlled manner 2.Testing variables with a methodical approach 3.Capturing essential data and information for analysis 4.Validating or disproving	Systematic analysis of the trial data to allow 1.A HACCP review to be conducted 2.A replicable process to be defined 3.Process controls to be	How to use representati product samples create the trial to validate key characteristics includin 1.Microbiological valid shelf life 2.Organoleptic standar
	Product Lifecycle Management	Market Development	NPD Critical Path Management	Competency Matrices & Graphs	Knowledge competences					

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THE TRAINING PROGRAMME WAS DIRECTED AT FOOD MANUFACTURING SMES

More specifically, the contents considered are devoted to technical and business staff or experts in general management



The programme which began as **four** main programmes -then became a **five** main programmes and include more than **37 training modules** on specific relevant subjects

Consumer Insight & Market Understanding



Product Lifecycle Management



Market Development for Healthy Food & Drink Products



Product Development Critical Path Management and Sales



Introduction to international development



STRUCTURE

The training structure is divided in subprogrammes and specific modules

Designed to foster product innovation, reinvention and competitiveness of food SMEs in the Atlantic Area

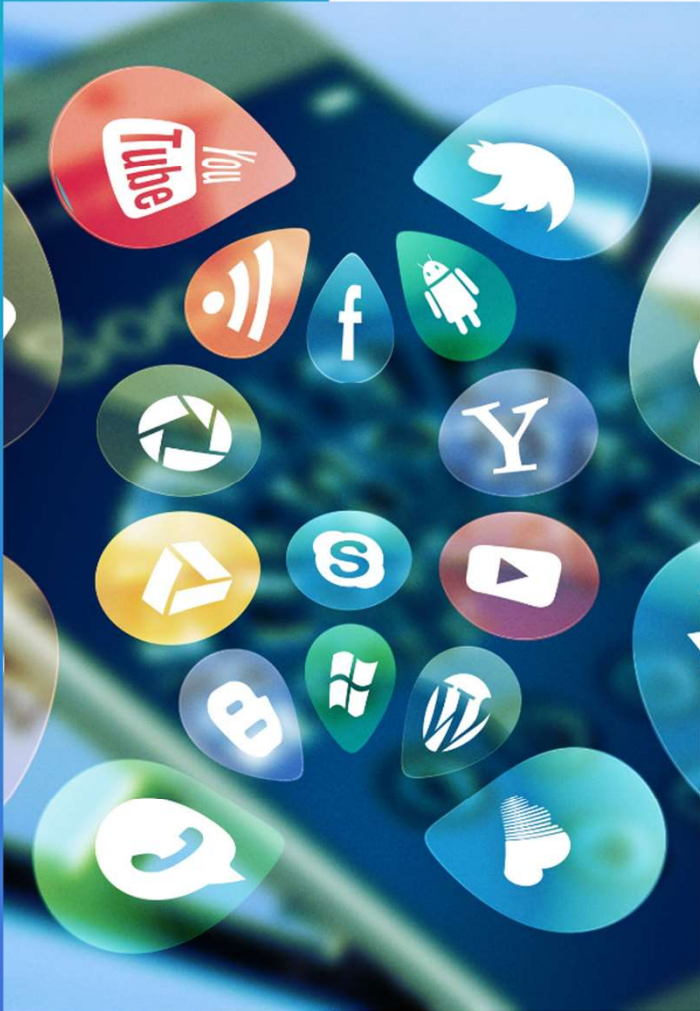
OVERVIEW OF THE AHFES TRAINING PROGRAMME



The training modules provide knowledge across a wide area. Including market development, human nutrition, dietary needs and technical aspects of pack design and product development

AHFES combined different channels to reach a wider target audience. Including the AHFES website, webinars, direct email, social media and YouTube channel

The AHFES training programme has a strong focus on online learning, and it offers several multi-layered approaches to learning, with strong focus on e-learning tools.





THE TRAINING IS AVAILABLE IN THE FOUR AHFES LANGUAGES



Hello

English



Hola

Spanish



Bonjour

French



Olá

Portuguese



AHFES Training

5 Programmes

37 Modules

English

French

Portuguese

Spanish

P1 M1

Gathering Consumer Insight



P1-M1 Gathering Consumer Insight

📅 Available now

🕒 [Click here for more information](#)

[Find Out More](#)

P1 M2

**Market Insight
and Consumer Feedback**



P1-M2 Market Insight and Consumer Feedback

📅 Available now

🕒 [Click here for more information](#)

[Find Out More](#)

P1 M3

**Benchmarking for
Product Development**



P1-M3 – Benchmarking for Product Development

📅 Available now

🕒 [Click here for more information](#)

[Find Out More](#)

P1 M4

Creative Ideation



P1 M5

Selecting Sparkle Ideas

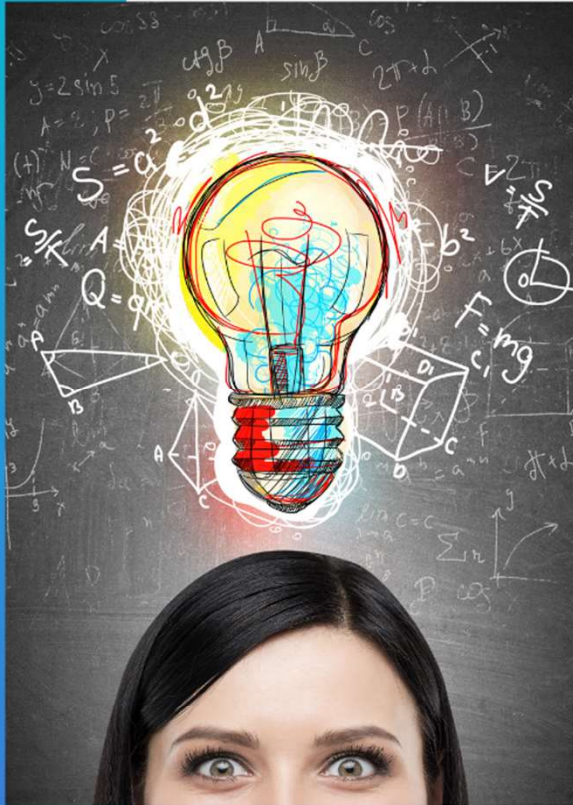


P1 M6

Defining Your Brand Values



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PROGRAMME 1 CONSUMER INSIGHT & MARKET UNDERSTANDING

- P1-M1 Gathering Consumer Insight
- P1-M2 Market Insight and Consumer Feedback
- P1-M3 Benchmarking for Product Development
- P1-M4 Creative Ideation
- P1-M5 Selecting Sparkle Ideas
- P1-M6 Defining Your Brand Values
- P1-M7 Legal Aspects
- P1-M8 Tailoring Products to Markets

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PROGRAMME 2

PRODUCT LIFECYCLE MANAGEMENT



- P2-M1 Introduction to Product Lifecycle Principles
- P2-M2 Applying Product Lifecycle Management
- P2-M3 Creating a Product Strategy
- P2-M4 Money – A Key Ingredient
- P2-M5 Industrial and Intellectual Property



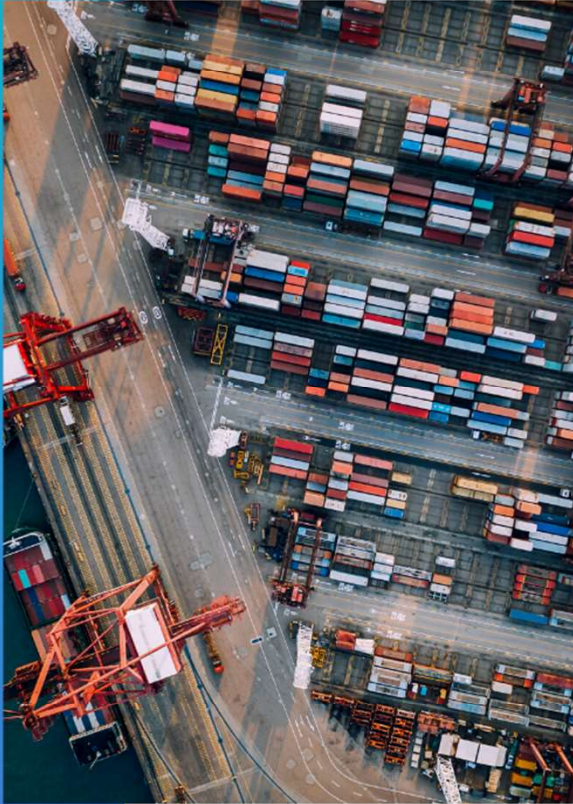
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PROGRAMME 3 MARKET DEVELOPMENT FOR HEALTHY FOOD & DRINK PRODUCTS

- P3-M1 An Introduction to Market Development Principles
- P3-M2 Human Nutrition & Dietary Needs
- P3-M3 Innovation in the Healthy Food & Drink Sector
- P3-M4 Existing Product Development (EPD) and Reformulation
- P3-M5 Pack Design
- P3-M6 Buyer Relationship Management

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PROGRAMME 4

INTRODUCTION TO INTERNATIONAL DEVELOPMENT

- P4-M1 An Introduction to Internationalisation Principles
- P4-M2 Internationalisation Self-assessment
- P4-M3 Development of Internationalisation Plan
- P4-M4 Funding for internationalisation

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PROGRAMME 5

-PRODUCT DEVELOPMENT -CRITICAL PATH MANAGEMENT -SALES

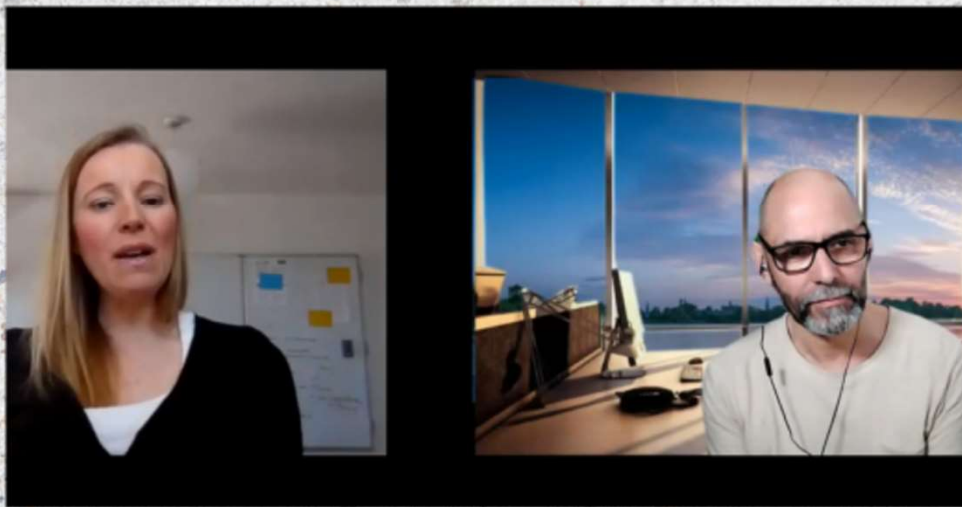
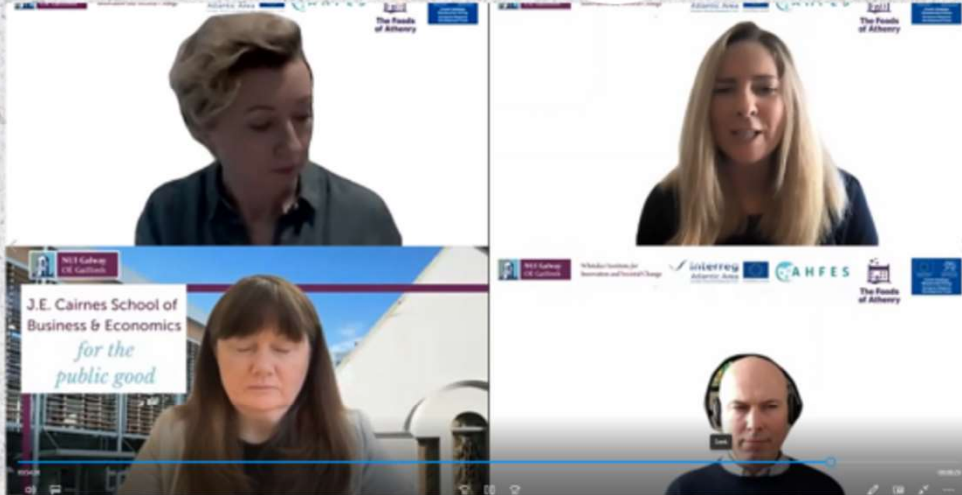
- P5-M1 An Introduction to Product Development Critical Path Management
- P5-M2 Defining Product Quality Attributes
- P5-M3 Sourcing for New Concepts
- P5-M4 Selecting the Best Packaging
- P5 M5 Preparing for Production Trials
- P5-M6 Conducting Effective Production Trials
- P5-M7 Product Testing in the Development Process
- P5-M8 Creating Legal Labelling
- P5-M9 Generating Pack Copy
- P5-M10 Artwork Checking Procedures
- P5-M11 Sales Development
- P5-M12 Social Media Marketing
- P5-M13 After Sales
- P5-M14 Launch Checklists and Post-Launch Reviews

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AHFES Webinars



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WEBINARS

Webinars were created and broadcast in support of the analysis and training provided by AHFES.

21 videos available on the AHFES youtube channel

Supporting a range of topics including;









- Plant Based Diets
- The Psychology of Consumer Decision Making
- Sustainability compliance for Food and drink companies

AHFES Utube channel

YouTube Studio interface showing the channel content page for AHFES Project.

Channel content

Filter

<input type="checkbox"/>	Video	Visibility	Restrictions	Date ↓	Views	Comments	Likes (vs. dislikes)
<input type="checkbox"/>	 <p>Grab a Bite of the Food to Good Market - Webinar AHFES would like to invite you to take a bit of time and Grab a Bite of the Growing Food to Go Market. This webinar seeks to explore this high...</p>	Public	None	27 Jun 2022 Published	307	0	50.0% 1 like
<input type="checkbox"/>	 <p>Webinar Claim To Fame Claim to Fame: How to make impactful marketing claims for your healthy food and drink products and stay within the law. Consumers are increasingl...</p>	Public	None	15 May 2022 Published	48	0	-
<input type="checkbox"/>	 <p>Spotlight On Protein Innovation Turning the spotlight on Protein. It's essential to human health with a positive perception from consumers protein is now the focus of dynamic innovation...</p>	Public	None	2 May 2022 Published	10,042	0	58.5% 24 likes
<input type="checkbox"/>	 <p>AHFES Webinar Sustainability, Culture and Consumer Preferences Healthy Food Trends: Sustainability, Culture and Consumer Preferences This insightful and informative webinar featured insights on the influence of...</p>	Public	None	6 Apr 2022 Published	64	0	-
<input type="checkbox"/>	 <p>AHFES 1 Minute promotion v1 AHFES is a European project funded by the Atlantic Area programme. The project aims to improve the overall competitiveness and growth of SMEs in...</p>	Public	None	14 Feb 2022 Published	6	0	-
<input type="checkbox"/>	 <p>The Psychology of Consumer Decision Making The webinar will feature insights from experts in psychology and marketing on what influences consumers' healthy eating habits and will be of interest t...</p>	Public	None	10 Feb 2022 Published	97	0	100.0% 3 likes
<input type="checkbox"/>	 <p>AHFES 1 min Promo AHFES is a European project funded by the Atlantic Area programme. The project aims to improve the overall competitiveness and growth of SMEs in...</p>	Public	None	10 Feb 2022 Published	33	0	100.0% 1 like
<input type="checkbox"/>	 <p>Latest Trends In Bakery Jan 2022 What are the main consumer trends in bakery? What are the opportunities for innovation in the bakery market in Europe? What are the main innovations?...</p>	Public	None	3 Feb 2022 Published	281	1	100.0% 3 likes

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THE BENEFITS

- Better use of resources
- Time
- Labour
- Money
- Better chance of success first time round

Knowledge is empowerment

Knowledge reduces failure and cost

Knowledge produces success

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////// **AND ITS FREE**

The participation on the AHFES training programme was open to all participants and free of charge.

Participants were allowed to follow one or more of the full sub-programmes or select individual modules to upskill themselves across the full range topics.

The www.ahfesproject.com will remain active for te reminder of 2023

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THANKS

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