

LAFIC – September 2019

[About mentorship]

“Having one to one with one of the marketing presenters for business positioning has been really useful”

| Introduce to a pitching guy about sales and pitching which was really useful”

“It has made a phenomenal difference, has been absolutely amazing, couldn’t have asked for a better person. His advice is so sound and valuable. Passes me lots of useful information.”

[About academic and technical support]

“Shelf-life testing has enabled the business to move forward.”

“Has helped with getting [a large supermarket chain] to take some samples which they would not have done without the shelf-life data.”

“Had one meeting looking at DNA sequencing which was useful.”

[About Borough Market]

- Not always an appropriate sales environment but is always a useful learning experience. It gives businesses a chance to test their product viability in the real-world and get feedback on their product.

“We found it hard as customers didn’t really want our product. Normally we sell in independent health food shops. Have decided that Borough Market is not the right place for us, but it was a useful learning experience and we had useful conversations with customers.”

“A Useful exercise. I don’t do markets and never have, but [it was] useful to look at a busy market and confirmed my view that it’s hard to sell a pre-packed product [there]. Would do it again but with big barrels to serve from. Made a couple of good contacts as new customers.”

“Was great. Quite a quiet week - great for getting more of a retail experience and getting feedback. Really interesting. May do this again - thinking of [the] right retail pack.”

“It added to our repertoire and allowed us to access a lot of customers and have some email follow-up.”

“Borough Market is well regarded having the opportunity was very good. Also talked to consumers face-to-face to get live feedback.”

[Additional comments]

“Thanks to the team, really appreciate the opportunity created.”

“It’s a fantastic programme - it gives confidence and makes you feel like you should proceed with your ideas. It truly makes an idea become reality.”

“Overall it’s a brilliant programme, I feel privileged to be able to have this type of help.”

“There is a buzz around the project.”

- The businesses involved place a high value on having access to specialist expertise related to the agri-food sector
- Where collaborative projects have progressed through to conclusion, there is very positive feedback emerging about the impact on their businesses.