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About CERERE

Through a balanced, multi-actor network of researchers and communities of practitioners, the project promotes innovation by producing and disseminating accessible end-user materials and training products for farmers, food manufacturers, consumers, researchers and policy makers.

DIVERSITY OF PRODUCT RANGE

PROBLEM

Can cereal farmers attain a greater financial reward for their produce? The answer often lies in focusing on value rather than on quantity and establishing short food supply chains. However, it can be difficult to develop a varied range of products.

SOLUTION

Kilbeggan Organic Foods has created products from traditional uses of oats grown on Ballard Organic Farm: porridge, oat cookies, and an oat bread mix. The porridge has gained industry recognition; winning numerous awards. Cookies are handmade and derived from a family recipe that includes no additives/preservatives. The bread mix comes with seeds, dried fruit, or herbs.

Outcomes

Products are available across Ireland in small stores, family owned shops, healthcare stores etc. The company distribute to the local area themselves but use distributors for the rest of Ireland. For export markets orders are dispatched to a warehouse in Dublin from where they are distributed.

Practical Recommendation

When farming on a small-scale, it is often better to focus on quality rather than quantity. Value can be added to a grain by selling premium cereal-based products through a short supply chain. Partnering with other actors, such as artisan bakeries, improves innovation and associated value-added. Cereal farmers can be rewarded for quality products if they can create a more direct relationship with consumers. Part of Kilbeggan Organic Foods success is that it has diversified its business, offering a 'bundle' of products to consumers and also a tourism experience.

Extending a product range widens the marketability of a food business. Kilbeggan Organic Foods demonstrates the potential market demand for a variety of high quality certified organic cereal-based products. Producers can also derive financial value through



Figure 1. Kilbeggan Organic Food products



Figure 2. Lily and Par Lalor of Kilbeggan Organic Foods receiving their Euro-Toques award

product differentiation by highlighting the distinctive attributes of their products. Although products largely similar to Kilbeggan Organic Foods products already existed under other brands in the marketplace, they distinguish themselves through authenticity, provenance, sustainability, and quality. It is important to certify environmental credentials through appropriate certification bodies if using sustainability attributes to differentiate products.

Evaluation and sharing of the results

Use the comment section on the CERERE website to share your experiences with other farmers, processors, retailers, advisors and scientists. If you have any questions concerning this Practice Abstract, please contact the author by e-mail.

Project partners

The University of Reading (United Kingdom), The University of Florence (Italy), Rete Semi Rurali (Italy), Réseau Semences Paysannes (France), Institut National de la Recherche Agronomique (France), The University of Helsinki (Finland), The Irish Agriculture and Food Development Authority (Ireland), Red Andaluza de Semillas (Spain), Formicablu (Italy), Organic Research Centre (United Kingdom), SEGES P/S (Denmark), Institut Technique de l'Agriculture Biologique (France), The University of Debreceni (Hungary).

Further Information

Kilbeggan Organic Foods only use oats produced from their family farm (Ballard Organic Farm) in their products. Whilst this can create pressures to supply sufficient raw oats, it ensures the quality and integrity of the products. The oats are harvested in July and processed using a contracted miller. The cookies are baked by subcontract by an artisan bakery in Cork.

Website Kilbeggan Organic Foods:

<https://kilbegganorganicfoods.com/>

Website Ballard Organic Farm:

<http://www.ballardorganicfarm.ie/>

YouTube video:

<https://www.youtube.com/watch?v=6qGJSzOFFlk>

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Country: Ireland

Related CERERE case study: Kilbeggan Organic Oats

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