



**An Roinn Talmhaíochta,
Bia agus Mara**
Department of Agriculture,
Food and the Marine

Rural Innovation & Development Fund (RIDF) – Agri-Food Tourism

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Rural Innovation & Development Fund (RIDF)



- Commission for the Economic Development of Rural Areas (CEDRA)
- Recommended actions by Government Departments
- Funding to support innovative, small scale initiatives that energise the rural economy

RIDF Initiatives



- Funding of €1.5m
- 4 initiatives supported under the RIDF
 - Agri Food Tourism
 - Female Rural Entrepreneurs
 - Food Waste Reduction
 - Social Farming

Agri-Food Tourism



- Agri-food tourism broadly is the practice of offering an activity or activities in rural areas
 - to visit areas of well-known agricultural produce
 - and to sample and taste the local or regional cuisine or specialties

Agri-Food Tourism



- Agri-food tourism includes a wide variety of activities that involve the links between agriculture and the food produced at the local or regional level.
- It provides opportunities for rural businesses, including farmers, producers and artisans, to develop their products and services and connect with the community and visitors.

Objectives of Agri-Food Tourism Initiatives



- Initiatives should be underpinned with the objective of energising the rural economy
- Funding aligns with goals in Department's strategy for the agri-food sector "Food Vision 2030"
- Sustainable Development Goals



Objectives

Elements that could be included in the proposal:

- Food / drink festivals
- Development of agri-food trails/experiences
- Events which promote local food/artisan market experiences
- Showcase events
- Inter-county collaborations
- Funding for supports such as websites

Agri-Food Tourism Initiatives



- Call for Proposals issued in 2022
- Funding of €300,000 available (max €25k)
- Over 40 applications received in 2022
- Eligible applications evaluated on a competitive basis
- Funding provided to 19 projects

2022 Initiatives



- Achonry Farmers Market
- Burren Eco Tourism Network (Burren Food Trail)
- Carlow Co Council (In Carlow Food and Drink Experience)
- Ireland South East Agri Food Tourist Development
- Laois Taste
- Kilkenny County Council (Taste Kilkenny)
- Cromane Seafest, Co. Kerry
- Cavan County Council (Cavan Food Network)
- Bia Innovator Campus Galway (Food and Ag. experience)
- Drinks Ireland (Irish Whiskey 360°)
- A Taste of Donegal Food Festival
- Achill Tourism (Hearth and Community Festival)
- Tipperary Food Producers Network (Farm tours and experiences)
- West Waterford Festival of Food (Taste Waterford)
- Una Bhan Tourism Cooperative (Market), Roscommon
- Strandhill Peoples Market
- Monaghan Co Council (Summer of Food)
- Kildare Food Network
- Wicklow Naturally Farm to Fork Trails

Taste Waterford 2022



- Rebranding of Food the Waterford Way to Taste Waterford and develop the brand
- Develop new taste tours
- Taste trails
- Ongoing publicity

Taste Waterford 2022



- Official launch of Taste Waterford brand and the new website – May 2022
- Highlights of the Mountain Splendour taste tour currently being finalised include
 - Explore stunning mountains, hear food producer stories, forage on a mountain trail, lunch at Comeragh Mountain Lamb
- Coastal taste trail due to launch shortly

Taste Waterford 2022

Food, the Waterford way – now with Taste!



Deputy Mayor of Waterford City and County, Seanie Power; Mary Houlihan, Failte Ireland; Richard Povey, Taste Waterford; Kamila Bystrzonowska, Momo Restaurant and David Dennison, Viking Irish Drinks

'FOOD the Waterford Way' has just undergone a brand makeover and has relaunched as 'Taste Waterford'. To mark the occasion, a fine evening was had by all at the official launch on Tuesday 10 May, at Cooney's Yard by Comeragh Mountain Lamb.

Agri-Food Tourism 2023



- Funding will be available for 2023 subject to approval by the Minister
- Call for Proposals will issue in January 2023
- CFP documentation will be similar to last year - Further information at [gov.ie - Call for Proposals Agri-Food Tourism 2022 \(www.gov.ie\)](http://www.gov.ie)
- PR will issue on the Department's website in January 2023