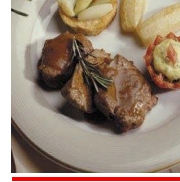
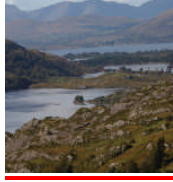


National Rural Tourism & Artisan Food Conference

Hodson Bay Hotel, Athlone
Wednesday 14th October 2009

Rural Tourism & Artisan Food: Know the Opportunities



Session 1: Introduction: Opportunities – Where are they?

Chairperson: Gerry Scully, Head Rural Development

- 10.00 a.m. **Introduction**
Professor Gerry Boyle, Director Teagasc
- 10.20 a.m. **Rural Tourism**
Meet the Challenge; Greet the Opportunity
Maria Heneghan, Rural Tourism Specialist Teagasc
- 10.40 a.m. **Artisan Food**
Adding Value to Food from the Farm
Eddie O' Neill Artisan Food Specialist Teagasc
- 11.00 a.m. *Coffee*

Session 2: Getting to the Heart of Business

Chairperson: Joanne Macken, Irish Rural Tourism Federation

- 11.20 a.m. **Celtic Roots & Shannon Holidays**
Our story - Evolve or Dissolve
Helen Conneely
- 11.40 a.m. **Killowen Yoghurts**
A Taste of the Sunny South East
Nichloas Dunne
- 12.00 Noon **Is Your Business Delivering to its Maximum Potential?**
Deborah Lee Marlow, Manager, The Business Whisperer, Co. Mayo
- 12.20 p.m. **Questions and Answers**
- 12.45 p.m. **Lunch**

Session 3: *Innovation and Marketing*

Chairperson: Mairead Lavery Farmers Journal

13.45 p.m. **Innovation - What's it all about?**
Dr. Kevin Heanue Teagasc Economist

14.05 p.m. Irish Farmer's Market a Technical Survey
Carol Griffin, Teagasc, Ashtown
Sara McSweeney, Teagasc Moorepark

Session 4: *Agency Perspectives*

Chairperson: Kevin Kidney, Failte Ireland
General Manager Midlands & East Tourism

14.25 p.m.

- Teagasc - Gerry Scully, Head Rural Development
- Bord Bia - Una Fitzgibbon, Director of Marketing Services, Bord Bia
- Failte Ireland - Tracey Coughlan, Manager Accommodation & Food Products
- LEADER – Brendan O'Loughlin CEO, Offaly Local Development Company

15.15 p.m. **Minister Éamon Ó Cuív, T.D.**
Minister for Community, Rural and Gaeltachta Affairs.

15.30 p.m. **Questions and Answers**

15.50 p.m. **Conclusion**