

Good Morning

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LOCAL PROVENANCE FOR
A SUSTAINABLE FUTURE



The Brand



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Dumfries & Galloway COUNCIL

Naturally D&G Garroch Logistics



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How did it start?



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Why?



Here are just a few of our local suppliers.



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OUR AREA

We live in one of the most beautiful areas in Scotland. Our geography takes in streams and summits forests and stunning shorelines. Our landscape is naturally inspiring, influencing our culture and everyday life. As well as our countryside, full of outstanding natural beauty, our towns are also something to be proud of, many almost unchanged by the passing years.

UNESCO awarded Dumfries and Galloway with a biosphere designation, which now recognises many unique habitats within or close to the Galloway Forest Park, an area that attracts near to 800,000 visitors every year.

Visitors can follow in the footsteps of Burns from his birthplace in Alloway to his final resting place in Dumfries. They can delight in some of our unique buildings, including the grand abbeys of New Abbey and Dundrennan.



View of Carsfad Loch



The River Annan, Annan Bridge and Town Hall

In Dumfries and Galloway you are never far from water. Inland Galloway Hills are scattered with lochs and breathtaking waterfalls. One of our gems is the Solway Firth, a unique coastline, wild, exposed, stunning and a major attraction to visitors from all over the world.

Dumfries & Galloway's nature and geography never fails to amaze those who experience this gorgeous region.

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OUR COUNCIL

Our vision is to make Dumfries and Galloway the best place in Scotland to live, learn, work, visit and grow. Our region combines the best of a modern society with the legacy of its unique heritage. We have unspoilt scenery, a spectacular coastline and contrasting landscapes, with forests and lochs, hills and rolling plains, rugged cliffs and sandy beaches. We have beautiful countryside, bustling market towns, a mild climate and a wealth of history and heritage.



Corsewall Lighthouse



Bruce's stone above Loch Trool, Galloway Forest Park

Agriculture accounts for 69% of our land use and produces an impressive range of high quality food. Local specialities include seafood, cheese, beef and lamb. 31% of our area is forest, which, as well as producing around 30% of Scotland's annual timber harvest, provides valuable outdoor recreation, with facilities for walking, cycling, horse-riding, nature study and a variety of other outdoor pursuits. In fact tourism is one of our main industries, with 2.4 million visitors coming to our region each year.

We also have a high quality network of nursery, primary and secondary schools, as well as access to further education through Dumfries and Galloway College, the

Barony College and the Crichton University Campus, the UK's first multi-university campus, hosting the Universities of Glasgow and West of Scotland as well as Bell College.

Dumfries and Galloway offers a wide variety of housing to meet all needs, and with low crime levels, high detection rates and low numbers of serious road traffic accidents, this all helps to make Dumfries and Galloway a safe place to live, work and visit.

'Naturally D&G' is an important strand in helping create a strong and sustainable local economy that exploits our area's advantages and resources.

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EXPRESS BAKERY

Express Bakery is one of South West Scotland's leading wholesale bakeries.

Based in Dumfries, Express Bakery provides us with an excellent selection of freshly baked produce from morning rolls to a variety of breads and pastries. Express Bakery concentrate on creating really fresh produce to allow us to provide our customers with bakery products that we know are of the best quality.

Their local production ensures not only fresh produce but that our orders can be of any size to meet strict nutritional guidelines for schools. Express Bakery also source and use flour from mills in Edinburgh to make their products.



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THE JOURNEY FROM FARM TO TABLE



DID YOU KNOW THAT A HEN IS PRODUCING UP TO FIVE EGGS AT ANY ONE TIME, FROM THE YOLK TO A FULLY FORMED EGG?

How does local supply work? Here are two examples of the process that take products we have sourced from farm to the dining table, cupboard or fridge.

AUCHTRALURE EGGS

Auchtralure Farm Eggs is a sustainable free range egg production farm based on the outskirts of Stranraer. The business also owns Scotlay who have several small production units, some powered by wind and solar energy.

Auchtralure uses high spec, mobile, state of the art sheds. Hens produce eggs daily and lay them in areas serviced by motorised conveyor belts that take the eggs straight to a packing area. The eggs are packed into trays and are then taken into an adjoining building where they are stamped with a dated lion mark. The eggs are then graded for size and packed into boxes according to customer's orders. Eggs are then delivered to the customers by the next morning, ensuring they arrive fresh and with the longest possible consumption date.

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Free range eggs have tougher shells than cage fed hens and free range hens can be outdoors for over ten hours a day. This helps the health of the birds themselves and the quality of the eggs. The birds only come into the barns to eat, sleep and lay their eggs.

Journey



Naturally D&G Development Team



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What have the Team done?

- Developed brand name and logo
- Marketing collateral including corporate brochure
- Developed Microsite
- Produced DVD films on provenance and the 'journey from farm to fridge'
- Produced linked school meals marketing material
- Developed Naturally D&G event catering brochure
- Development of local produce & products into dishes
- Out and about meeting local suppliers

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Event Catering



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Marketing Banners



Ever Growing List of Local Suppliers

- **Auchtralure Eggs**
- **Castle Mclellan**
- **Express Bakery**
- **Dennis Thomsons**
- **George Carruthers**
- **Galloway Farmhouse Cheese (Ewe to You)**
- **Galloway Smokehouse**
- **Irving's Bakery**
- **Loch Arthur Creamery**
- **Palmerston Ice Cream**
- **Pioneer**
- **Rowan Glen**
- **Solway Smokehouse**
- **The Galloway Fudge Company**

Our Latest Addition



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Lactalis McLelland – (UK – Key Facts)

- Formed in 2005 following the acquisition of A McLelland & Sons
- 4 UK Sites
 - Caledonian Cheese Company and McLelland Cheese Packing (*Stranraer*)
 - Lubborn Cheese Company (*Chard, Somerset*)
 - Aberystwyth (*Rachel's*)
 - Commercial, Finance & Distribution Office (*Redhill*)
- 480 employees in UK as a whole

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Stranraer Sites MCP (Packing) and CCC (Production)

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Products



The Chosen Cheese for Dumfries & Galloway Council.



The Latest “Naturally D&G” Venture

Rebranding our secondary schools



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