



naturally

D&G

—

Local Provenance For A
Sustainable Future

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D&G



Dumfries  COUNCIL
& Galloway

Naturally D&G

Vision, Values and Aims

Vision

To build and maintain future economic growth by promoting local and national provenance whilst delivering a sustainable approach to the supply of food and drink to Dumfries and Galloway Council

Values

- Contributing towards our local economy with more sustainable food chains
- Provide good quality nutritional foods using fresh, seasonal and traditional produce when available
- Fish from sustainable stocks
- Buy only free-range eggs
- Provide assurance standards in food safety, traceability, animal welfare and environmental protection

Aims

- Improve health and reduce obesity
- Reduce carbon emissions and food miles
- Contribute to Scotland's National Food and Drink Policy
- Provide access to local and small/medium sized enterprises with the opportunity to supply their produce to Dumfries & Galloway Council





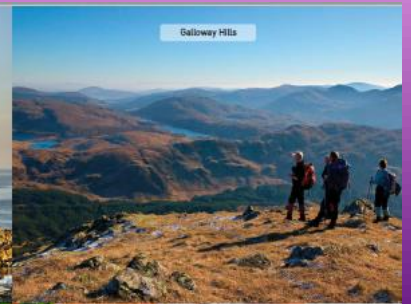
Carrick Shore



Threave Castle



Portpatrick



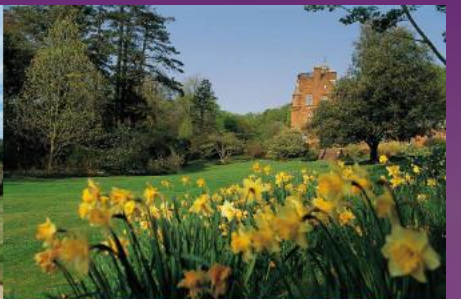
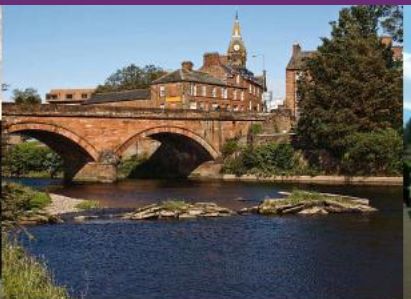
Galloway Hills



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WE ARE PROUD OF WHO WE ARE AND WHAT WE DO.
WE PROMISE WHAT WE DELIVER, AND DELIVER WHAT WE PROMISE.

Dumfries & Galloway 



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TO BUILD A SUSTAINABLE FUTURE BY SOURCING AND PROVIDING ONLY
THE BEST LOCAL & NATIONAL PROVENANCE.

Dumfries & Galloway 



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Improve health & reduce obesity

TO BUILD A SUSTAINABLE FUTURE BY SOURCING AND PROVIDING ONLY THE BEST LOCAL & NATIONAL PROVENANCE.



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Source all of our meat and dairy produce from UK farms.

TO BUILD A SUSTAINABLE FUTURE BY SOURCING AND PROVIDING ONLY THE BEST LOCAL & NATIONAL PROVENANCE.



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Support our local and national economy

TO BUILD A SUSTAINABLE FUTURE BY SOURCING AND PROVIDING ONLY THE BEST LOCAL & NATIONAL PROVENANCE.



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Reduce carbon emissions

TO BUILD A SUSTAINABLE FUTURE BY SOURCING AND PROVIDING ONLY THE BEST LOCAL & NATIONAL PROVENANCE.



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Produce meals using seasonal ingredients when available

TO BUILD A SUSTAINABLE FUTURE BY SOURCING AND PROVIDING ONLY THE BEST LOCAL & NATIONAL PROVENANCE.



Suppliers

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LOCAL PROVENANCE FOR
A SUSTAINABLE FUTURE

Dumfries & Galloway



Suppliers

*We use and source some of the best food and drink in Dumfries & Galloway.
Here is a selection of our suppliers*



Abbotts CHOCOLATES

Auchtrature Eggs
Free Range Eggs
Hatched in Scotland

Barony
Country Foods Ltd

BLACKFACE
MEAT COMPANY

M BORDER
MEATS

Brown
FOOD GROUP

By Heck Preserves

cream of
GALLOWAY
FARM

DENNIS THOMSON
SPECIALIST FOOD SERVICE
BEST IN QUALITY & SERVICE

EXPRESS
BAKERS

GALLOWAY
FOOD SERVICE

Galloway
Fudge Company

GALLOWAY LODGE
PRESERVES

GALLOWAY
BAKERS

IRVING'S
HOMESTYLE BAKERY

LACTALIS
McLeod

müller
WISEMAN
GATRIES

Mowbray
Italian
Ice
Cream

PIONEER
BISCUITS

Roan's

ROWAN
GLEN

ST. JAMES


THE GALLOWAY BISKETS CO.

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Local Provenance For A
Sustainable Future



Dumfries 
& Galloway



Naturally D&G belongs to all of us.

Naturally D&G belongs to you! It belongs to all of Dumfries & Galloway. *Why?* Because it's all about celebrating the area we live in and the fantastic food and drink that our local producers create every day.

EnterprisingDG created the Naturally D&G brand in 2015. We are proud of our local area and the food and drink products created here. After all, we have some of the best produce in the world, right on our doorstep.

Choose one of our event catering packages and you will be choosing to use meats, fruit, bakery, dairy produce, and specialist original hand-crafted products from our area. Our packages are all named after local landmarks and locations. We make it our business to procure the best produce in the local area, and we are delighted that we can serve it to you.

Supporting Dumfries & Galloway's local suppliers and economy is at the heart of everything we do. We are constantly improving our range and developing Naturally D&G. We want it to be a recognised symbol of excellence across the country and beyond.

By utilising the Naturally D&G brand you are supporting these local businesses too. Keeping our local economy thriving is one of Enterprising DG's main focusses.

So join with us on our journey. We are asking everyone in our region to support Naturally D&G. Whether you're a supplier who wants to join the brand, or a member of the public who simply wants to support us, we want you to get involved.

Naturally D&G. Local Provenance For a Sustainable Future.

WHAT IS ^{Naturally} D&G?

Naturally D&G is a commitment to great food and great practices. It's a symbol of all that is great about food and drink from Dumfries & Galloway. We proudly stand as producers of some of the tastiest dairy, beef, pork, egg and fruit in the entire country.

When you see the Naturally D&G mark, or when you display it yourself, it is a promise that the product is sourced or made locally, with the highest degree of care and the best possible ingredients. At Naturally D&G we are committed to showcasing local producers and

manufacturers. Our culture and traditions are both rich and colourful, with an authentic heritage that extends back over many centuries.



Locally Sourced

All products under the Naturally D&G mark are either sourced from, or manufactured in Dumfries & Galloway.



Sustainable

Local provenance is about understanding where all our produce comes from, removing any risk of exploitation.



Delicious

Local knowledge and pride bolsters identity and differentiates local produce from the competition.

WHAT MAKES LOCAL PROVENANCE SO IMPORTANT?

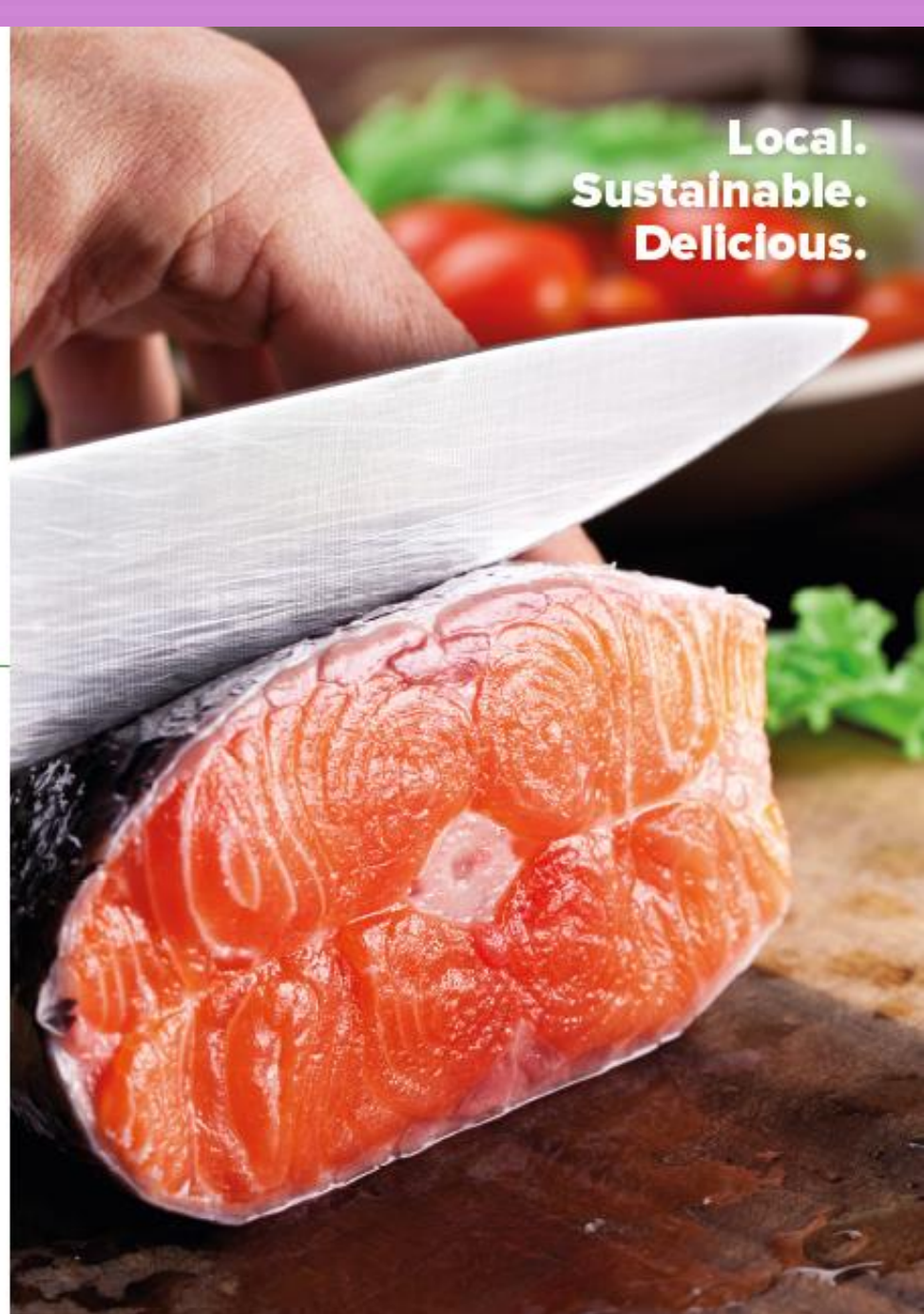
"We have simplified our supply chain by 'going local', and at the same time reduced our carbon footprint hugely."

Local provenance is about understanding where all our produce comes from, removing any risk of exploitation, unethical practices or environmentally damaging processes. We have simplified our supply chain by 'going local', and at the same time reduced our carbon footprint hugely.

The products we source for Naturally D&G are of the highest quality; they are authentic and in many cases unique. Provenance also goes hand-in-hand with sustainability. We have a superb central store and transportation hub and we constantly visit our suppliers to ensure that even the smallest producer can afford to supply us with quality produce.

Purchasing locally can also mean that we are controlling our costs better by buying in bulk from local suppliers, and because we are buying locally we are also ensuring that our produce is bought in season. Naturally D&G is more than just a name – it's about having a sense of place and authenticity; it's about showing respect for our local communities and our customers.

Naturally D&G - Demanding a little more than the ordinary.



**Local.
Sustainable.
Delicious.**



TAKING NATURALLY D&G INTO OUR SCHOOLS.

EnterprisingDG supports the Scottish Government's efforts to turn Scotland into a **Good Food Nation**, but to do this we have to win the *hearts and minds* of our youngsters.

"We provide some fantastic grab and go offerings that use produce sourced locally in Dumfries & Galloway."

We want young people to be as proud of our local produce as we are. We believe in the Naturally D&G brand so much that x% of our school menus are now made up of local and Scottish produce.

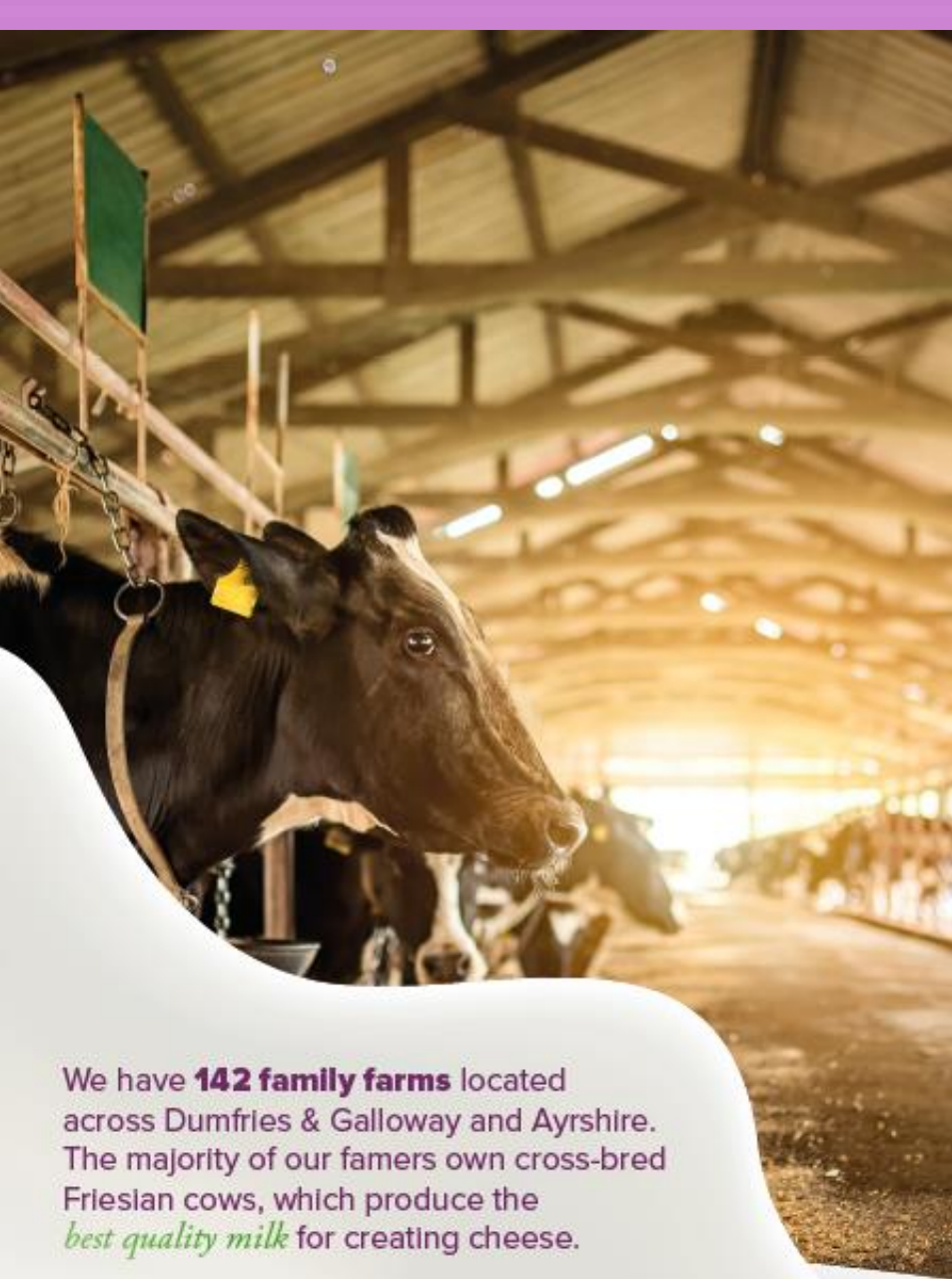
When we created our Naturally D&G mural and illustrations and installed them across our whole secondary school estate we were making the point that all our school meals are made, where possible, with quality local ingredients. We were the first council in the UK to design our own local provenance brand and by doing so all our school pupils can be guaranteed to receive quality local produce every day, support the local economy by buying from our school catering service, receive a healthy, nutritious, balanced school meals menu,

with quality produce at its core.

We understand that many secondary school pupils like to leave the school during their lunch hour, and as part of the Naturally D&G brand we provide some fantastic grab and go offerings that use produce sourced from local Dumfries & Galloway bakers and meat and dairy suppliers. By purchasing from the school catering service, whether it is a home-cooked style main course or a takeaway product, all our pupils are supporting our local economy.

Supporting Naturally D&G at school means you are supporting Dumfries & Galloway every day.





We have **142 family farms** located across Dumfries & Galloway and Ayrshire. The majority of our farmers own cross-bred Friesian cows, which produce the *best quality milk* for creating cheese.



Lactalis McLelland A global company with a rich heritage in Dumfries & Galloway.

Lactalis McLelland is the UK subsidiary of Groupe Lactalis, the world's leading international dairy group with a presence in 145 countries and employing over 70,000 people.

The McLelland family started out as cheese traders in Glasgow in 1849, before moving into cheese production and setting up the Caledonian Cheese Company in Stranraer. This site, where we make Seriously[®], Galloway[®] and McLelland cheddar, is a key pillar of our heritage in Dumfries & Galloway. We have produced cheddar here for over 20 years, and are one of the major employers of the area, with an important role to play in the local economy and community.

Despite our scale, our cheese production still requires much involvement from people, from the collection of the milk to grading of the cheddar, all of which makes our cheeses unique.

What makes Dumfries & Galloway special to Lactalis McLelland?

Our connection with Dumfries & Galloway is about much more than just the location of our production site. This area has been carefully chosen due to the mild climate it offers, giving the best grass and environment for our cows, which in turn will provide better quality milk for our cheese.

We have 142 family farms located across Dumfries & Galloway and Ayrshire. The majority of our farmers own cross-bred Friesian cows, which produce the best quality milk for creating cheese. These cows are all grass fed, and are free to roam outside all day in the lush green countryside of Dumfries & Galloway.

All the milk which comes from these family farms is used to create our Seriously[®], Galloway[®] and McLelland cheddars, using different secret recipes to create the unique flavour profiles of our cheddars.

Our heritage in Dumfries & Galloway has been central to creating the Lactalis McLelland brands loved by many Scottish consumers. Whether you're creating a gooey cheese toastie with Galloway[®] creamy medium cheddar, or topping your mac 'n' cheese with Seriously[®] Extra Mature, you'll know the cheese you've chosen has been made in Dumfries & Galloway.





Dumfries & Galloway is integral to the quality of all of products.

We are delighted to help continue the trend of high quality, great tasting food produced and sold in Dumfries & Galloway.

— Jane Smith | Head Sales Person





OUR SUPPLIERS

We would like to give a massive thank you and particular recognition to the suppliers who are already a part of Naturally D&G:



**COULD YOU BE OUR
NEXT GREAT SUPPLIER?**

Head to the back page to find details on how to sign up for more information, display your support for Naturally D&G, or become an official partner and supplier! Go on, what are you waiting for?

ARE YOU OUR NEXT LOCAL FOOD & DRINK HERO?



“ Is it a bird? Is it a plane? **NO.**
It's our next highflyer doing local
D&G food proud! ”



WE WANT YOU!

Naturally D&G is more than
a brand – *it's a movement!*

We want you to join us. If you are passionate about our local area and you want to help promote all that is best about us, then get involved.

Sign up to our website to get information on local produce, including some great monthly recipes. Check to see what products and manufacturers in your area are committed to local provenance and bringing you the best from Dumfries and Galloway.

SHARE WITH US

Do you have a favourite local supplier who deserves special recognition?

Share your food story with us, and we will feature it on our social media channels. Choose a topic that you're passionate about. It could be about your favourite food, your favourite local producer, your favourite restaurant – in fact anything to do with food and drink in Dumfries & Galloway.

JOIN THE COMMUNITY

At its heart Dumfries & Galloway is a family, it's a community. We want to foster a community of like-minded people who support our region and our region's suppliers. So get in touch with us and join the Naturally D&G movement today.

BECOME A SUPPLIER!

Would you like to join the ranks of our other Naturally D&G suppliers and be part of our showcase of the best Dumfries & Galloway has to offer?

WHY JOIN NATURALLY D&G?

Suppliers who join Naturally D&G have the opportunity to have their products produced for catering events run by Enterprising DG. We promote products produced or manufactured in Dumfries & Galloway above all others and take pride in sourcing locally when and where possible.

MARKETING

Suppliers partnering with Naturally D&G will be featured on the Naturally D&G websites and marketing materials, included in newsletters and articles. We will shine a spotlight on our best local suppliers.

GET IN TOUCH

Address Line 1
Address Line 2
Address Line 3
Address Line 4

0123 456 7891
enquiries@naturallydg.co.uk
www.naturallydg.co.uk

My Top Tips

- 1. Start by defining your brand.
- 2. When building your brand, think of it as a person.
- 3. Consider what is driving your business..
- 4. Aim to build long-term relationships with your customers.
- 5. Speak to your customers with a consistent tone of voice.
- 6. Don't repeat the same message in the same way over and over again.
- 7. Don't try to mimic the look of chains or big brands.
- 8. Be innovative, bold and daring - stand for something you believe in.
- 9. Always consider your branding when communicating with customers.
- 10. The old way of stamping your logo on everything won't cut it