

Letter of Commitment

Background

#Wildwonders is a wild food trans-national project funded by Forth Valley and Lomond LEADER, in partnership with LEADER in Finland, Latvia and Lithuania.

This project involves an exchange of ideas and business models – both food related and tourism related – around wild food. Participants will visit each other's countries to benchmark activities and business models, and share learning. In Scotland's case our participants will visit the Ilomantsi Wild Food Festival in Finland (2019) <https://msl.fi/karhufestivaali/english/programme-in-english/> and some may visit the Zaube Wild Food Festival in Latvia (2020) <http://www.wildfoodfest.lv/en/festival-info/>

To help us develop our own festivals, these visits will give Scottish participants an opportunity to learn from other countries' business models and workshop content.

Wild Food Training Programme

This training programme forms a key part of the #Wildwonders project, and offers successful applicants a unique opportunity to benefit from a fully funded training programme and cultural exchange visit to the value of around £2400 per person.

This specialist wild food training programme is a first in Scotland and has been designed by, and will be run by Mark Williams, of Galloway Wildfood, who is one of the UK's most highly regarded professional foragers.

FVL LEADER is funding this opportunity because it believes in the value that this training can bring to the 12 successful business applicants and the positive impact the resulting activity could bring to our rural area.

FVL LEADER hopes that the outcomes of this training programme and associated activities will be:

- An increase in local food businesses (restaurants/cafes and food producers) using and promoting wild food, in a responsible and environmentally sustainable way, and celebrating 'taste of place' as part of their 'USP'.
- More local outdoor activity operators/rangers who have completed this programme being able to offer appealing foraging activities, promoting responsible foraging, for visitors and locals.

- New collaborations between rural accommodation and educational businesses, food businesses and activity operators around responsible foraging and wild food events.
- A lively exchange of knowledge and learning with our European partners (Finland, Latvia and Lithuania) in this project
- Program participants playing a key role in our wild food festival in both 2018/2019, offering walks, interesting menus and workshops, and thus increasing interest in and enthusiasm for wild food and responsible foraging in our area
- Participants delivering an agreed number of foraging experiences/new wild food products/wild food menus in year 2 (2020)

With these outcomes in mind, we expect the following types of participants (but not restricted to) based or operating in the FVL LEADER [area](#):

- Chefs
- Owners of restaurants/cafes
- Owners of existing food businesses thinking of product development
- People thinking of setting up new food businesses which may involve wild food
- Outdoor education and activity providers, or walking guides/rangers
- People planning to set up, or expand, a business to include foraging education and/or activities

The following is an agreement between yourself and FVL LEADER to ensure commitment and help us with the selection process

We commit to provide:

- A unique and practical training programme with monthly sessions running from March to November 2019 (details in course outline)
- An organised and fully funded 5 day/4 night study trip to Finland, August 2019, to learn from our partners and experience the Illomantsi Wild Food Festival (participants must arrange and pay for their own travel insurance)
- 2 Wild Food Festivals, organised and promoted through the project, at which you will participate and which will offer a great opportunity to promote your business and attract new customers

- The possibility to take part in a second funded study trip to Latvia in July 2020 and experience the Zaube Wild Food Festival and other relevant activities (places will be limited so not all participants will be able to go)
- Valuable opportunities to share learning with our Finnish, Latvian and Lithuanian project partners

You commit to:

- Making the most of this unique opportunity which in some cases could be a 'game changer' for your business and lifestyle
- Attending each of the scheduled training days at various locations (primarily in the Forth Valley and Loch Lomond area but with one or two days further afield), and completing the monthly 'homework' as set by your trainer. Depending on your location, these days could involve significant journey time for you so you must commit to setting aside time and other resources for these monthly training days.
- Attending the funded study trip to Finland (August 14-18, 2019)
- Running at least one activity/special menu/developing a new product for sale, at each of our Wild Food Festivals in September 2019 and May 2020
- Taking part in foraging and wild food activities over the weekend of September 14/15, 2019, when we will host a study visit for our Finnish and Latvian partners (One of these days will be the Wild Food Festival – as above)
- Providing input into the course evaluation and outcomes report that your trainer will be delivering
- Deliver a minimum of 5 wild food activities as part of your business, or as free opportunities, in 2020. For food businesses this could take the form of new products or a special dinner, or simply including wild food in your recipes on a seasonal basis.

The cost?

Participants are asked to pay a deposit of £250 towards the programme. This will be fully refunded at the end of the programme *if the commitments, as outlined above, have been met. In exceptional or unavoidable circumstances allowances will be made.*

Note that you will also have to meet the costs of travel to each monthly session and to the wild food festivals to be held in 2019 and 2020. We envisage

there will be car share opportunities within the group of participants and will encourage these wherever practical.

Please get in touch with us to discuss your application if the costs pose a barrier for you to take part.

Agreed to:

.....

your signature

your name

Name of business:

Role in business:

Date:

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Europe investing in rural areas**

