



Fuchsia News

NEWSLETTER OF THE WEST CORK REGIONAL BRANDING INITIATIVE

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A Taste of West Cork

Culinary Guide Launched

For many years visitors to West Cork have sought good food with a distinctive local twist. Satisfying this desire has been the basis of many a successful enterprise, be they producers or retailers, pubs or restaurants. West Cork LEADER Co-op have set out to capture the essence of this in their handsome new publication A Taste of West Cork.

The culinary guide interweaves recipes and sample menus from Fáilte Ireland chef Rory Morahan with historical and cultural contributions from Ireland's leading food historian, Regina Sexton. Rory brings a modern twist and style to some of our most traditional dishes, always endeavoring to bring out the innate flavours of the local products. The guide also traces the development of many of the producers and products that have built West Cork's reputation as Ireland's fine food region.

The Taste of West Cork Culinary Guide is produced by West Cork LEADER Co-op, published by Collins Press and is available at all good bookstores. For further information just give us a call on 023 34035.



Neven Maguire, Open House celebrity chef, cookery author and chef of the award winning MacNeen Bistro pictured with Donna McCarthy, Skibbereen Business Promotions at the launch of the Taste of West Cork festival in Skibbereen.

West Cork Stew

Serves 4

- 800g Diced lamb
- 6 Lamb neck chops
- 4 Carrots
- 4 Onions
- 4 Leeks
- 1 Stalk of Celery
- 1 Head of savoy cabbage
- 8 Potatoes
- 2ltr Stock
- Parsley
- Salt & Pepper to taste

Method:

Prepare lamb by trimming away all excess fat, blanch by placing it in cold water and bringing it to the boil slowly and refreshing it in cold water ready for the next stage.

Prepare potatoes and vegetables by washing and peeling them. Dice onion and leek. Slice carrot and celery. Cut savoy cabbage roughly, remove stalk and blanch.

Turn potatoes into barrel shapes, wash and chop parsley. Place lamb in a large pot or casserole, add vegetables and cover with stock, slowly bring to boil and simmer for 1 - 1 1/2 hours. Season to taste, add green cabbage at the end and sprinkle with chopped parsley for colour.



Fuchsia Excellence Awards 2004



John Murphy and Helen Connolly, Murphy's Irish Seafood with Kevin Santry and Barry Cogan, chairman of West Cork LEADER Co-op.



Jim Buckley, Cork County Council and Barry Cogan presenting the environmental award to Con Murphy and Brendan Culloty, Shellfish de la Mer.



Michael Hanley, West Cork Enterprise Board and Barry Cogan presenting the IT award to Anthony Creswell, Ummera Smoked Products.

And the winners are...

The Fuchsia Excellence Awards are held every two years and seek to highlight excellence and achievements by members in aspects of product and service delivery that compliment the objectives of the regional branding initiative.

- Outstanding use of the Fuchsia Brand by a Food Enterprise – **Carrigaline Farmhouse Cheese**, Carrigaline
- Outstanding use of the Fuchsia Brand by a Tourism Enterprise – **Beara Holiday Homes**, Allihies
- Retail Affiliate – **Brosnan's Eurospar**, Schull
- Excellence in Product Innovation – **Model Railway Village**, Clonakilty
- Excellence in Farm Diversification – Tourism - **Lochiver Farmhouse**, Ballinadee
- Excellence in Farm Diversification – Food – **Waterfall Farms**, Waterfall
- Excellence in Training – Tourism - **Acton's Hotel**, Kinsale
- Excellence in Food Safety – **Irish Yogurts Ltd**, Clonakilty
- Enterprise Development Award – **Waterfall Farms**, Waterfall
- Excellence in Design – **Murphy's Irish Seafood**, Bantry
- Excellence in Environmental Practice – **Shellfish de la Mer**, Castletownbere
- Network Excellence – **Bill Hogan**, West Cork Natural Cheese, Schull
- Excellence in Information Technology – **Ummera Smoked Products**, Timoleague
- Healthy Eating Options – **Heron Foods**, Bandon
- Supreme Achievement Award – **Sue Hill**, Herons Cove & Mizen Vision, Goleen

Thank you to all our sponsors



Beara Holiday Homes

Use of the Fuchsia Brand by a Tourism Enterprise

The 4* self-catering holiday complex, designed to blend in with the natural surrounds of scenic and traditional Allihies, strongly embraces the values of the Fuchsia Brand. Ann and Miah O'Sullivan have incorporated the brand in all aspects of their marketing activities, which includes an up-to-date informative website (www.bearaholidayhomes.com) and a high quality brochure, using the full colour logo. Furthermore, the design of the houses and their linkage with the Beara Breifne Greenway goes a long way in portraying what the brand signifies.



Model Railway Village

Excellence in Product Innovation

The Model Railway Village has long been one of West Cork's main visitor attractions. Representations of the regions main towns and landscape features from the 1940s are linked thematically through a miniature working model railway. The Model Village has developed consistently since its inception and offers a wide range of indoor and outdoor facilities. A more recent innovation coinciding with the tenth anniversary of the Model Village is the introduction of a road train which imaginatively links the Model Village directly to Clonakilty and a number of its principal visitor attractions and facilities. The road train departs from the model village on a regular schedule and offers a tour on local points of interest. Bedecked in the town colours, the road train is fully weather independent, has a capacity of 50 people and is wheelchair accessible.



Waterfall Farms

Excellence in Farm Diversification & Enterprise Development

After 16 years of supplying vegetables directly into one of the major multiples, Waterfall Farms was forced to diversify practically overnight when their contract was suddenly terminated in 1998. With a staff of twelve and crops ready for harvest Declan and Rosemary Martin needed an alternative.

Diversification opportunities are commonly determined by location and in deciding to sell prepared vegetables to the food service trade, being situated near Cork city offered a particular advantage. After a research visit to the UK, they converted some existing farm buildings, acquired second hand equipment and employed two directors, who helped gain information and access to the local market. The enterprise now consists of the vegetable prep business and 100 acres in 2 farms, with 60 acres of vegetables grown and the balance of the farm let for grazing (40 acres are leased for rotation). Fortunately for Declan and Rosemary they have managed to retain both of their sons in the business, a difficulty for many farm families. The farm employs four full time workers and the vegetable preparation plant an additional eleven. Waterfall Farms has an enviable reputation for quality. For their vegetable growing they have won many Bord Glas awards. Winners of the 2002 Fuchsia/Safe Food Hygiene Award, their prepared vegetables are additive free and retain their freshness through careful handling and quick time to market.



Bill Hogan

Network Excellence

Bill Hogan always shows absolute conviction in anything he undertakes and the artisan food producers of Ireland and West Cork have no greater champion. Bill sees the value of artisan production in bringing choice to consumers but also as an engine for rural development and renewal. To this end he has been involved in delivering training in cheese making in Ireland and overseas. In 2002 he played the pivotal role in forming the West Cork Food Artisan Group, a group of food producers sharing a common outlook, eager to exchange ideas and experiences and get involved in joint projects.

Whilst many in the group deserve credit for their commitment to working together, Bill played the leading role in convincing others of the merit of this approach and defining the working agenda. Network projects that he has initiated and facilitated include the establishment of the Borough Market Stall in London and the Superquin Fuchsia Trade Day in 2003. But beyond this, from day to day it is the regular phone calls and e-mails to share and seek information and contacts with other producers and West Cork LEADER Co-op that marks Bill Hogan out for his excellence in networking.



EXPRESSION – An Exploration of People, Place and Produce



Commissioned and co-ordinated by West Cork LEADER Co-op as a project for Cork City European Capital of Culture 2005, John Minihan's intimate and informal portraits explore the theme that West Cork's acclaimed food produce reflects the personality of the individual as well as the influences of tradition and environment.

A selection of the portraits will be on continuous display throughout the year of Cork's European Capital of Culture at two venues, entry to which is free. The Farmgate Restaurant will host the major part of the exhibition and is located in the English Market, which is very much the heart of the City's vibrant food culture. Ó Conaill Artisan Chocolatiers on French Church St will host a further selection in keeping with its mission of bringing West Cork into the city (see page 6).



Clockwise from left: Jerry Collins, Molaga Honey, Timoleague; Sean, Elmar and John Nolan, Union Hall Smoked Fish; Eugene and Eoghan Hickey, Skeaghanore Duck, Ballydehob; Peadar Ó Lionaird, Follain Teo, Coolea.



Who's new



PEOPLE AND PLACES



Food

Brosnan's Bakery, Main St, Schull

Traditional and speciality breads and confectionary

Kenanne Seafoods, Schull

Fresh fish

RGL Patisserie, Dunmanway

Luxury café bars, cookies, savoury biscuits and tarts

Hassets Bakery, Main St, Carrigaline

Indulgent continental desserts and cakes, traditional and speciality breads

Gubbeen Farmhouse Products, Schull

Rindwashed farmhouse cheese (natural & smoked), smoked & cured meats and sausages.



Tourism

Glen Ilen, Skibbereen

Goldwater Cottages, Castletownbere

Inches House & Boat Angling Centre, Eyeries

Kilbrogan House, Bandon

Rosscarbery House

Tir na Meala, Coolea

The White House, Kinsale

Seamount B&B, Glenlough West, Bantry

Breda Cronin, Ninorc, Gurtycloona, Bantry

Beara Tourism Development, Castletownbere

Diveology, Cooradarrigan, Schull

Self Catering

Self Catering

B&B, Self Catering & Activity

B&B and Self Catering

B&B and Walking Holidays

B&B and Activity

Guesthouse, Bar & Restaurant

B&B and Walking Holidays

Self Catering

Tourism Information Point

Diving and Marine Tourism



Recently published...



For more information on events: www.fuchsiabrands.com/news.asp



A West Cork welcome for the UK Porsche Club at Cork City Gaol



Fuchsia on tour at Roches Stores, Wilton with Diane Curtin



Pictured at the launch of the Taste of West Cork culinary guide were Ivan McCutcheon, Darina Allen, Ballymaloe Cookery School and Kevin Santry



Enjoying the fine fare at the West Cork Garden Party, Glengarriff Bamboo Park – Martin Carey, Carey's Butchers, Jean O'Sullivan, Lisa Whelton and Sonia Bower, Inner Pickle



Pictured on the Fuchsia stand at the Food & Drink Expo, NEC Birmingham were Kevin Santry, Peadar Ó Lionaird, Follain Teo, Therese Staunton, Staunton's, Elizabeth Dawson, Heron Foods, Ivan McCutcheon and John Dawson, Heron Foods

Ó Conaill Artisan Chocolatiers



Encouraged by their experience of selling direct to chocolate lovers at Midleton Farmers Market and Dun Laoighire, Ó Conaill Chocolatiers from Carrigaline have brought this little piece of West Cork into the heart of Cork City with a delightful chocolate shop on French Church St off Patrick St, featuring their own chocolates and delectable sweet treats from a host of West Cork producers.

Fuchsia on Film

Six years on from the launch of the West Cork regional brand it is timely to reflect on its success and development. Produced by Open Eye Productions in close collaboration with Ian Dempsey and shot over 3 days the branding concept and development receives a superb visual treatment in this new DVD. Food producers and tourism providers are given an opportunity to tell their own stories and these are neatly woven together through the narration and use of imagery. The overall impression from the film is the clear sense of collective purpose and confidence that the branding initiative has brought to the area's food producers and tourism providers.

In just 22 minutes the DVD *West Cork: A Place Apart* provides an insightful introduction to a topic that has been extensively studied by academics and practitioners around Europe. Indeed this interest in the West Cork regional brand was the primary motivator behind the production of the film as a visual communication tool. The DVD has been widely distributed to development



agencies and other interested parties around Europe and has received an overwhelmingly positive reaction.

If you are interested in getting a copy please contact us by phone or email at 023 34035 or info@fuchsiabrands.com.

You said it!

Every year we survey visitor experiences of West Cork. Tourists are asked to comment on the appeal of the area, here is a selection of their comments:

- *In a word - diversity; the beauty of Garnish Island, the salty seaport of Kinsale, the music festival in Bandon. Always somewhere to go and something for everyone.* - B.S., Florida, USA
- *Nice to see attitudes, atmosphere, friendliness and countryside as unspoilt as my first visit 42 years ago.* - C.Y., Bristol, U.K.
- *Every town and village we visited displays brilliant attention to tidiness and beauty through flowers and character. Excellent service and friendliness, a credit to Ireland is the area of West Cork. Well done!* A.H., Cashel, Co. Tipperary
- *Couldn't find more friendly and helpful people, we feel like we are leaving friends when we go back home.* S.C., Sunderland, U.K.
- *Beautiful, tranquil, peaceful. It is a little peace of heaven, I just loved it so much, all of it.* - BK, Lahinch, Co. Clare

Information & Contacts

You will find a broad range of information at www.westcorkleader.ie and www.fuchsiabrands.com. For further information on any aspect of the West Cork Regional Branding Initiative please contact any of the following:

Ian Dempsey, Chief Executive Officer

Ivan McCutcheon, Food Development Officer

Kevin Santry, Retail Liaison Executive

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Lisa Whelton, Administrator

Pauline Fehily, Webmaster

Michelle Ryan, Admin Assistant

If you wish to receive regular communications, special offers, guides or mailings email us at info@fuchsiabrands.com or alternatively drop us a line at South Square, Clonakilty, West Cork.

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