



Fuchsia News

NEWSLETTER OF THE WEST CORK REGIONAL BRANDING INITIATIVE

In this issue...

Pages 2 & 3

Pages 4 & 5

Page 6

Page 7

Page 8

Who's New

Impressions

A Place Apart

People and Places

Image, Identity and Economics

Foodskool

Food's Kool for Kids

West Cork LEADER Co-op has just launched an exciting new initiative for primary schools to encourage healthy eating among children. Foodskool.ie is an interactive website and CD Rom that takes a fun approach to a topic that has come to weigh heavily on the minds of parents throughout the western world. The package was developed in collaboration with 3 West Cork primary schools and one in Cork city.

Foodskool.ie stimulates children's natural curiosity to investigate, explore and experiment with the world around them. "By opening up for kids the culture of food and food production that is all around them, particularly here in West Cork, their sense of wonder will lead naturally to an active interest in what they eat, where it comes from and how it is made," says Kevin Santry of West Cork LEADER Co-op. Foodskool.ie presents food in a fun and interactive manner with a simple what, who, where and how approach to discovery.

The "What?" section empowers children to find out for themselves about healthy eating and food ingredients, helping them to take a more active role in choosing healthier foods. Food choices have become a major battleground between



many parents and their children, played out not just around the table but also in the supermarket aisles. Foodskool.ie teaches kids to explore and understand food labels, looking beyond packaging colour and catchy advertising.

"Who?" places food very much in the context of the local community and kids click on buildings in a typical coastal village to find out who is working within. It profiles the people that bring us our food - farmers, fishermen and chefs, and presents information on local markets. As Shane Cronin of Digital Roots, the software developers explains, "these are rich topics for further exploration and can give rise to a host of follow-up

discovery activities for primary schools inside or outside the classroom". "Where?" presents a map of the world with fun food facts from exotic locations and a quick quiz to challenge the users knowledge. "How?" will truly fascinate as it takes users on guided video tours of a number of food producer's premises, showing the smoking of fish, vegetable preparation and cheese making.

"This is phase one of the project", says Ian Dempsey of West Cork LEADER Co-op, "we have loads more ideas and would love to hear back from schools. Log on to foodskool.ie and let us know what you think!"

FOODSKOOL.ie
IMAGINE • INVESTIGATE • EXPERIMENT

Fuchsia Members

Who's new in Tourism?

Bernie Tobin, Kilcrohane, Bantry (Information Point and Holistic Treatment Centre)

Castle Hotel & Leisure Centre, Main Street, Macroom (Hotel)

Comara Restaurant, Main Street, Castletownbere (Restaurant)

Courtmacsherry Angling, Woodpoint House, Courtmacsherry (Activity)

Crosshaven Canoeing & Rowing, The Point, Crosshaven (Activity)

Lisselan Golf Club, Gardens & Fishing, Lisselan, Clonakilty (Activity)

Marie O'Shea, Trafask Cross, Adrigole, Beara (Self-Catering)

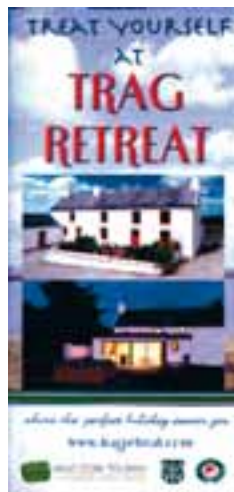
Trag Retreat, Tragumna, Skibbereen (Self-Catering)



Comara Restaurant



Castle Hotel



Bernie Tobin



Who's new in Food?

Gairdín Eden:

Freshly cut and prepared salad leaves and herbs, potted herbs, all organically grown by Breda and Maurice Grinsell, Edencarriga.



East of Boston Foods:

John and Barbara O'Mahony's luxury dessert sauces are made from the finest quality 100% natural ingredients – Chocolate Bliss, Tantalising Toffee, Cassis Noir and Raspberry Rapture.



O'Keeffe's of Clonakilty:

Family run business making authentic gourmet prepared meals, soups and sauces that build on the reputation of their highly regarded Clonakilty restaurant.



Inner Pickle:

Caribbean style oil pickles from Sonia Bower - Chilli & Ginger Pickle, Aubergine & Green Pepper Pickle, Roasted Red Pepper & Garlic Pickle





Fuchsia welcomes new Craft Members

For the first time the regional branding initiative has been broadened to include craft. West Cork has a wealth of creative talent and is home to many of Ireland's finest craftspeople. More than one hundred professional craft workers live, work and find inspiration in rural West Cork. The 18 producers who have been sanctioned to use the Fuchsia logo have all achieved excellence in their chosen crafts and have committed to co-operation within the network to further develop their businesses and the craft sector locally.

Charlie Boyce Pottery, Fireworks Studio, Bandon - Pottery

Hilary Hale, Kinsale - Woodturning

Keltic Leather Crafts, Ballingearry - Leatherwork

Alterknitve Dizign, Dripsey - Knitwear

ROC Design, Kinsale - Stained Glass

Katrin Schwart, Dunmanway - Basketry

Jim Turner, Rossmore, Clonakilty - Pottery & Ceramics

Green Wood Chairs, Skibbereen - Furniture

Kinsale Pottery, Olcote, Kinsale - Ceramics

Cronin's Forge, Durrus, Bantry - Wrought iron furniture

A-Jewel, Ballysaghough, Goleen - Jewellery

Hilary Nunan, Ringabella - Mixed media

Ben Russell, Kealkill, Bantry - Wood carving

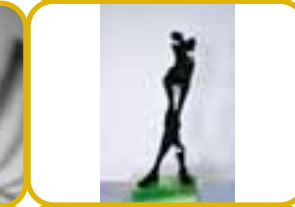
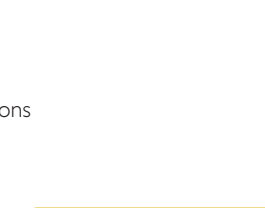
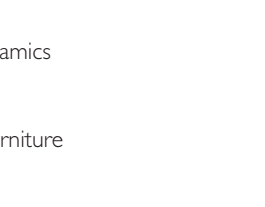
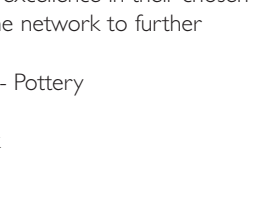
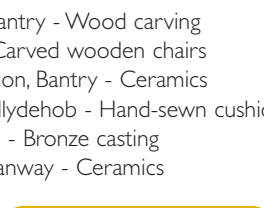
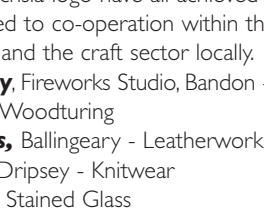
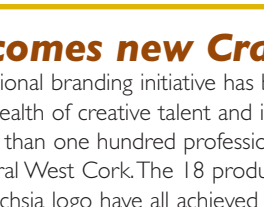
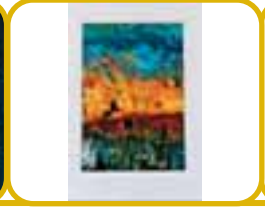
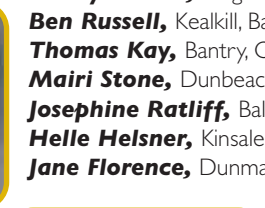
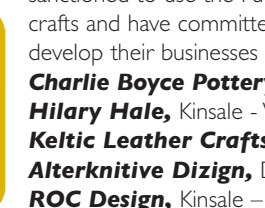
Thomas Kay, Bantry, Carved wooden chairs

Mairi Stone, Dunbeacon, Bantry - Ceramics

Josephine Ratliff, Ballydehob - Hand-sewn cushions

Helle Helsner, Kinsale - Bronze casting

Jane Florence, Dunmanway - Ceramics



Awards won by members

West Cork Regional Branding Initiative

Finalists in the Hospitality Sales and Marketing Association International (Ireland) Marketing Innovation Award 2005

Westlodge Hotel, Bantry

Mark of Best Practice category at the Failte Ireland National Optimus Awards 2005.

Lodge & Spa Hotel

Named as Ireland's Leading Spa Resort at the prestigious World Travel Awards 2005.

Seamount Farmhouse

Merit Award from Failte Ireland 2005

Trident Hotel, Kinsale

Green Failte Award 2005 - Best County Hotel - for environmentally friendly practices particularly waste recycling, AA Rosette, 2 RAC Dining Awards

Fastnet Mussels

Great Taste Award 2005 (Gold & Silver)

Irish Yogurts

Esat BT Cork Company of the Year 2003

Shellfish de la Mer

Seafood Exporter of the Year 2004

Ummera Smoked Products

Great Taste Awards 2005 Gold

Carbery Natural Cheese

World Cheese Awards (Gold & 2 Bronze)

Follain Teo

Great Taste Awards 2005 2 Golds & 1 Silver

Durrus Cheese

World Cheese Awards 2005 Gold, IFEX Supreme Champion & Cheesemaker of the Year

Impression - A West Cork

Commissioned and co-ordinated by West Cork LEADER Co-op, John Minihan's intimate and informal portraits form a unique photo-essay and journey through West Cork capturing the diversity, character and unique personalities that are the cornerstone of West Cork's acclaimed tourism industry.

1. Stephen O'Sullivan, Mizen Head Visitor Centre
2. John Angles, Inches House and Boat Angling Centre, Eyeries
3. Catherine Fitzmaurice, Kilbrogan House, Bandon
4. James Lyons, Sovereign Sailing, Kinsale
5. Gail McAllister, West Cork Sailing & Powerboating Centre, Adrigole
6. Claudine Caluwaerts and Serge de Thibault, Glengarriff Bamboo Park
7. Con and Margaret Sexton, Caravan & Camping, Timoleague
8. Eileen O'Shea, Westlodge Hotel, Bantry
9. Terri Kearney, Skibbereen Heritage Centre
10. Rosie Campbell, Eamon Hetherington, Sally Emerson & Jackie McLay, Claybird, Nohoval

Impression/Expression Calendars 2006

Looking for gift ideas that represent West Cork, we have two superb new calendars for 2006 that present a selection of the Impression and Expression images. Copies are available from West Cork LEADER Co-op.



Welcome



6



8



9



7



10

A Place Apart



▶ Bright new Fuchsia road signs for the N71 route from Innishannon to Glengarriff

Charm, enthusiasm, perfect weather, glorious people – I must come back, it feels like home
Geraldine Martin, New Jersey

Lovely local products to buy in the shops. Interesting unspoilt towns. No smoking in the bars a real plus. Lovely unspoilt coastline, interesting wildlife.
Keith & Denise Ashton, England

Breathtaking, landscape, emerald pasture, streams, lakes, ruins and rivers and calming influence of superb views
M. Jayasuriya, U.K.

Rich history and beauty of the area. If I win the lotto, I'll come back and stay for a month!
Duane Causie, USA

It's approximation of my idea of heaven
Daniel Yeager, USA

Something like Milleens cheese typifies West Cork – good quality local and delicious
Fiona McHenry, Co. Kildare

Soft rain on Autumn coloured rocky fields
Fearghus O'Conchuir, England

Outstanding landscape intrigues the eyes and the seemingly slower pace of life is calming. The animals, cows, sheep, birds are a joy for city folk
Francis O'Brien, Dublin

Beauty, beauty, beauty and the love from its people
Sophie Quinney, England

Response Cards

You said it!

The selection of comments below is gathered from visitors who completed response cards at Fuchsia tourism establishments and gives a flavour of what people love about West Cork.

Warm welcome, beautiful views, excellent produce and value for money West Cork will remain in my memory due to the incredible friendly, outgoing people who treat you as a dear friend from the very first meeting
Scott Schul, USA

Variety. West Cork has tourist attractions, shops, monuments and a few steps away from the more crowded places, plenty of room and lovely nature.
Hils Kloosterman, The Netherlands

We simply enjoyed the peacefulness and the friendly approach of people overall, the spectacular scenic locations we visited speaks for West Cork itself
Jennifer & Kevin Courtney, Dublin

We knew this region as "The Green Isle" and we only wanted to drive through and enjoy the excellent climate and now we love it.
Gabriella & Hannes Beck, Germany

The Fuchsia and mountbreshia hedgerows, especially Fuchsia, Fuchsia, Fuchsia!
R. Perkins, Norfolk, England

▶ Tourism promotions...



▶ Minister for Industry Micheál Martin TD with Jean O'Sullivan and Kevin Santry at the 2005 Ploughing Championships in Mogeely.



▶ Avis Brochure

▶ CoAction West Cork Walk Week

People and Places



Alan Collins, UCC, Barra McFeely, Superquinn and Mary Morrissey, Bord Bia at the Local Food Retail Seminar in Kinsale.



Bill Hogan, West Cork Natural Cheese and John McDonnell, Australian Wine Bureau at the Skibbereen Food & Wine Evening.



Seamus Sheridan, Sheridans Cheesemongers, Veronica Steele, Milleens Cheese and John McKenna at the Local Food Retail Seminar in Kinsale.



Sonia Bower, Inner Pickle at the Taste of West Cork Food Fair, Skibbereen.

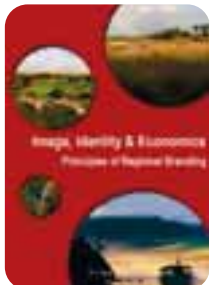


Minister Eamonn Ó Cuiv with Jean O'Sullivan and Michelle Ryan at Holiday World Dublin.



A crowded main street in Skibbereen at the Taste of West Cork Food Fair.

Image, Identity & Economics



There is an inseparable bond between rural life and food production, but will this always be so? At Europe's first ever regional branding seminar held in Kinsale in

May, West Cork's Fuchsia brand was held up as a shining example of a rural area with a vision of where it is going. "This vision is encompassed by the Fuchsia brand, which sets out a clear future for rural areas as thriving and productive communities, based around valuable natural resources such as food and tourism and offering a superior quality of life", said Brian Crowley, the Munster MEP, who opened the conference.



120 delegates from Europe and as far away as Australia, gathered in Kinsale to discuss how areas can use their own regional identities to take a strategic approach to their development. Over three days at the conference delegates thrashed out the role of



a strong regional identity in firstly bringing people together and secondly adding to the character and appeal of an area's products. "Using West Cork's identity through the Fuchsia brand puts an obligation on producers to make the best quality product they can", was the message from Casey Ó Conaill, the Carrigaline chocolatier, whose shop in Cork was also on the itinerary, "We can only share in this tremendous asset if we also add to it through our product quality". With new food, tourism and craft members joining the regional brand each year and raising standards and expectations ever higher, the fuchsia looks bright for West Cork.



Transnational activity

2005 saw a further increase in the level of interaction with other parts of Ireland and regions around Europe keen to learn about the West Cork Regional Branding experience. A number of exchanges have developed into formal co-operation projects, these include:

- Sussex Downs, England and Innovatieplatform Duurzame Meierij, Netherlands

- Valsabbia, Italy, Whelk LEADER, Scotland and Arigna LEADER, Ireland
- IRD Duhallow and Blackwater Resources, Ireland and CIDER Prepirineo
- Meetjesland, Belgium
- North Highlands LEADER + Programme
- Chalk & Cheese, Dorset, England, Armagh/Down, Northern Ireland and Waterford LEADER Partnership, Ireland

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, Development Officer
Kevin Santry, Food Development Officer
Jean O' Sullivan, Tourism Development Officer
Lisa Whelton, Administrator
Pauline Fehily, Webmaster; Rural Social Scheme Co-ordinator
Michelle Ryan, Administrator

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

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