





Have your students ever considered a career in food and drink?

This guide will provide everything you need to know about the fast growing food and drink industry as well as the opportunities available to your students, whatever their qualifications.

There are many exciting routes in this constantly developing industry. Plus, career development and average salary in the food and drink industry are higher than in many other sectors.

The Tasty Careers initiative will help young people find excellent, well-paid job opportunities and long-term careers. In this pack, you'll find a broad range of case studies to give you and your students an even better flavour of the industry.

The young people featured in this guide have already started their careers within the sector. You'll learn about their day-to-day work, education and their future aspirations. We also have food and drink ambassadors who are available to visit schools and colleges to speak to students about their experiences in the industry.

www.tastycareerswales.org.uk.

Check List

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All materials are available in both English & Welsh and can be downloaded from **www.tastycareerswales.org.uk/resources**



INNOVATION IS DRIVING THE INDUSTRY

The Welsh food and drink industry is well known for its world-class quality produce. There's plenty of room to grow with increasing demand for new products and healthier alternatives – making it an exciting and innovative sector to work in.

Often described as 'farm to fork' or 'gate to plate' the food and drink industry covers the growing and producing of food (primary production) through to the manufacturing, processing and retail of food.

From designing high-tech robots to developing new products and everything in between, there's loads of exciting things your students could choose to do in food and drink.

HOW BIG IS THE FOOD AND DRINK SUPPLY CHAIN IN WALES?

The Welsh Food and Drink Supply Chain (catering, retail and wholesale, agriculture & manufacturing) employs over 223,100 people across 26,765 business units. It has a turnover of £16.8bn and generates £4.2bn in GVA. The food and drink supply chain in Wales has a turnover of £16.8bn and employs over 223,100 people!

TO FIND OUT MORE VISIT TASTYCAREERSWALES.ORG.UK FACEBOOK.COM/TASTYCAREERS S@@TASTYCAREERS @@TASTYCAREERS

WHAT'S SO GREAT ABOUT THE FOOD AND DRINK INDUSTRY?

No matter where your students interests lie, there are careers across agriculture, production, product development, logistics, sales, marketing, finance and more, and they all require different skill levels.

And for as long as the growing population needs to eat and drink, there will always be a global demand and we'll need to keep improving our technology. That means more engineers, scientists and mathematicians too.

DID YOU KNOW? The average full time salary in the Welsh food & drink manufacturing sector is just over & 29,400j

WHY HAVE A CAREER IN THE FOOD AND DRINK INDUSTRY?

- Opportunities for all levels of qualifications
- Rewarding careers with rapid career progression
- High average pay compared to other industries
- Working in a fast paced environment which is constantly growing to keep up with consumer demands

The food and drink industry in Wales is made up of a broad range of careers, which all require different skills and interests. It looks set to grow quickly as global demand for our products increases.

To meet future challenges of food security and climate change, we'll be using more innovative and automated technologies, which will drive demand for engineers, scientists and mathematicians – we'll need highly skilled individuals to help us overcome these challenges.



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WELSH FOOD & DRINK INDUSTRY



NAME: IEUAN EVANS

QUALIFICATIONS: BA (HONS) BUSINESS & MANAGEMENT STUDIES

WHAT DOES A BRAND MANAGER DO?

A Brand Manager is responsible for ensuring the appearance and integrity of the brand is the best it can be. A Brand Manager is also responsible for researching New opportunities in the market, meeting clients and suppliers and building awareness of the brand.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE THINKING OF PURSUING THIS CAREER?

It's a fast paced career and it is always evolving. Keep up to date with industry news and events from people like Marketing Week and Adweek. Read books about those who have succeeded and learn from their experiences. Don't forget to enjoy everything you do, but work and study hard. The thrill of seeing a Brand develop from an idea on a piece of paper, to a functioning business is a great thing to be a part of.

IF YOU HAD THE CHANCE TO DO IT ALL OVER AGAIN, WHAT WOULD YOU DO THE SAME / DIFFERENTLY?

I would certainly look at internships during University. When I moved to Spain, many of the people I met who lived on the continent all had internship experience, which isn't something that we endorse in the UK. I'd definitely recommend making the most of your summer holidays by taking a few weeks as an intern. This will really add to your credentials to potential employers.

IF YOU COULD GIVE YOUR 16 YEAR OLD SELF SOME CAREER ADVICE, WHAT WOULD IT BE?

Embrace every opportunity to learn something new. What Might seem irrelevant now, may be a valuable piece of knowledge somewhere down the line. This was something I was always told to embrace and is a good piece of advice if you're ever unsure about what you want to do after education.

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NAME: CRAIG WALKLEY JOB TITLE: HYGIENE CONTROLLER & SITE ENVIRONMENTAL CO-ORDINATOR EMPLOYER: ALLIED BAKERIES

QUALIFICATIONS: BA (HONS) DRAMA THEATRE AND MEDIA DEGREE

HOW DID YOU END UP IN THIS JOB?

I started working in Allied Bakeries as a Hygiene Operative working Saturdays and continued working during my time at University. Once I graduated, I began working in there during the week as well. It was during this time that I began to gain an understanding of people and process and started to enjoy a regular income. In 2013 I was given the opportunity to apply for a Hygiene Manager role - I decided to apply for the position, and I was successful! From there I have worked my way up the 'ladder' to being at my current position as a Hygiene Controller.

WHAT'S THE BEST THING ABOUT YOUR JOB?

The best thing about my job is that no day is the same. There is always something that keeps you on your toes. Being part of a Hygiene Team that works closely with the technical team and surrounding departments means that you can always expect to be involved in most things that take place, from New Product Development to commissioning of new equipment.

WHERE DO YOU SEE YOURSELF IN FIVE YEARS TIME?

As I didn't study any food relative courses at University I am looking to develop my food and drinks knowledge by attending various courses in the hope of gaining various qualifications. I would like to be part of the site technical team and eventually becoming the site's Technical Services Manager.

IF YOU COULD GIVE YOUR 16 YEAR OLD SELF SOME CAREER ADVICE, WHAT WOULD IT BE?

Be prepared for change; the food industry was not an initial career choice of mine, but once the opportunity arose at Allied Bakeries, my career path was altered.

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NAME: LAURA DAVIES JOB TITLE: DISTILLERY MANAGER EMPLOYER: THE WELSH WHISKEY COMPANY LTD

QUALIFICATIONS: BSC FORENSIC SCIENCE WITH CRIMINOLOGY, CMI

LEVEL 7 (STRATEGIC MANAGEMENT)

WHAT DOES A DISTILLERY MANAGER DO?

I ensure that our distillery operations run smoothly, efficiently and safely, while producing the best possible quality of new distilled spirit. I run the operation of our malt intake, mash tun and stills, monitor fermentations and assess spirit quality. All of our spirit quality assessments are done by nose – that means I assess how the spirit smells to detect any off-notes, the qualities we're looking for etc. – this is quite a unique role, as you must be able to assess by nose to be able to do this; it's estimated that only around 20% of people can do this. I also oversee the management of our Visitor Centre, which attracts over 40,000 visitors a year.

WHAT'S THE BEST THING ABOUT YOUR JOB?

The best thing about my job is that I get to do something I feel a real passion for - it rarely feels like work because I enjoy it. I get to travel the world, meeting so many interesting people and I get a real sense of pride seeing our products on a shelf knowing how hard the whole team has worked to get them there. I also love that every day brings its own challenge, whether that's a technical challenge, a human resources challenge or anything else.

IF YOU COULD GIVE YOUR 16 YEAR OLD SELF SOME CAREER ADVICE, WHAT WOULD IT BE?

Think hard about what you'd like to do, and choose something that you love, if possible. If you feel a real passion for your career, it'll never feel like work, no matter how hard it gets.

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in food & drink

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NAME: KARL LLEWELLYN **JOB TITLE: ADVANCE TEAM MEMBER ON BREAD** PRODUCTION

EMPLOYER: ALLIED BAKERIES

QUALIFICATIONS: GCSEs

WHAT DOES AN ADVANCE TEAM MEMBER (ATM) DO?

It is my responsibility to manage the one of our two bread plants to ensure the team has the required breaks and that product quality is maintained to agreed specifi cations, that plant process controls are at the agreed specifi cation and that the product runs are completed as per the planned schedule. I also liaise with the Planning, Technical, Engineering teams or Shift Management as required.

DESCRIBE YOUR JOB IN 20-25 WORDS.

Ensuring ingredients are called over to the mixer and the mix is of the agreed quality, in specifi cation and in the prover within 7 minutes.

GIVE A DESCRIPTION OF A DAY IN THE LIFE OF A BREAD PLANT ATM.

Interesting. We work 12 hour shifts, 4 out of 7 days week, working both days & nights on a three weekly rota. The job is manual; you are always active and can move approximately 8-10 tonne of tin on / off racks daily. You are working where plant and equipment temperatures can be in excess of 100°C, and daily temperatures in the summer can get very warm, so Health & Safety (H&S) and taking care of both yourself and your team mates is imperative.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE

Go for it! It's interesting, challenging & the pay is good, however, remember we work in very hot environments where H&S and team work are the most important things.

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NAME: GWEN JONES TITLE: OPERATIONAL PERFORMANCE ANALYST EMPLOYER: VOLAC INTERNATIONAL

QUALIFICATIONS: AAT L3

WHAT DOES AN OPERATIONAL PERFORMANCE ANALYST DO?

Provides a high level of support to the Operational Performance Manager on all area. Supports continuous improvement through trending and monitoring; actively reporting key areas on energy, performance and finance to Senior Management.

HOW DID YOU END UP IN THIS JOB?

When I was aged 20, I was unsure as to what career path I wanted to follow, although I had decided that a University education was not for me. By chance through internet research, I found that Volac were recruiting for an Administration Assistant. After 18 months in this role, I was promoted to a permanent role as an Engineering Administrator and within a further year asked to re-join the Admin Team as a Workplace Apprentice with a 3 year training plan in order to gain my Accounting Technician qualifications through Coleg Sir Gar; with a career path into operational and management accounting. In June 2016, after passing my 2nd year AAT level 3 I was promoted to a senior admin role as an Operational Performance Analyst.

WHAT'S THE BEST THING ABOUT YOUR JOB?

The best thing about my job is that no day is the same. Each day varies therefore makes it a more interesting and challenging role.

WHERE DO YOU SEE YOURSELF IN FIVE YEARS TIME?

In fi ve years time I would like to see myself in a Senior, linemanagement role; reporting directly to the Factory General Manager.

IF YOU COULD GIVE YOUR 16 YEAR OLD SELF SOME CAREER ADVICE, WHAT WOULD IT BE?

There are a variety of jobs out there that can also offer career opportunities through workplace apprenticeships - therefore if you didn't get the results you'd hoped for it's not the end of the world!

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To find out more about the type of career opportunities available within the Food & Drink Manufacturing Industry visit:

Find us on

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BET YOU THOUGHT IT ONLY TOOK A TRIP TO THE CHIP SHOP!

FISHING BOATS and GREWS go to sea and catch many different types of fish and shellfish to strict quotas and guidelines. When the catch is landed, buyers from large food companies, supermarkets, **FISHMONGERS** and restaurants assess the quality and freshness of the various fish, prawns, scallops, lobsters, REFRIDGERATION TECHNICIANS with WAREHOUSING with LOGISTICS SPECIALISTS ensure that the seafood is quickly dispatched and transported to the next stage in the processing chain to ensure maximum freshness. In supermarket and independent FISHMONGER shops PROCESSING OPERATIVES clean and prepare everything ready for sale as raw product, while NEW PRODUCT DEVELOPMENT TEAMS develop exciting new ready to cook meals for SALES & MARKETING to develop ever more creative packaging and marketing campaigns for the consumer. Meanwhile, freshly filleted cod has been checked for quality by a QUALITY ASSURANCE MANAGER before being made in to fish fingers, and delivered to your local supermarket.

HOW DO YOU MAKE of the second ... It's not as simple as you might think...



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