

Dear Careers Teacher,

Welcome to the first edition of the Tasty Careers Wales Food & Drink teachers guide. The Tasty Careers initiative has been developed to engage with young people and promote the excellent job opportunities and careers in the food and drink industry with both lucrative salaries and great long term prospects.

The Tasty Careers programme is centred around using real life case studies of young people who have great jobs within the sector. The case studies profile their educational path to their current position, their day-to-day job, salary ranges and aspirations for the future.

We have significantly increased the number and type of case studies in this teachers pack to give you and your students an even better flavour for the wide and varied opportunities that exist within the food and drink sector. These case studies are also available on our interactive website www.tastycareerswales.org.uk.

Some of the young people featured in this pack are also ambassadors for the food and drink industry and are available to go into schools and colleges to speak to students about careers in food and drink. All ambassadors have an interesting story to tell about their career path and experience in the industry.

Check List

Within your teachers guide you will find:

Industry Statistics Fact Sheet Ambassador Case Studies

How do you Make Butter Poster Tasty Careers Job Map



BUILDING THE INDUSTRY'S IMAGE

The Welsh Food and Drink industry is an exciting place to work.

We have a well-deserved reputation for our world-class produce and are recognised for our quality & innovation.

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 manufacture and processing and retail of food.

Whether your students are thinking about becoming a scientist, an engineer, a marketer or a photographer there's loads of exciting things they could do in the Food and Drink industry!

From designing high tech robots to developing new products and everything in between the Food and Drink industry is not only tasty, it's fast moving, creative and innovative. One thing is for certain, people will always have to eat, so the industry will always have customers and will need a workforce to meet those customer's needs.

DID YOU KNOW?

Food and Drink
Supply Chain in Wales
has a turnover of
£15.5bn and employs
over 220,000 people.

HOW BIG IS THE FOOD AND DRINK INDUSTRY IN WALES?

The Food and Drink industry is very important to Wales, in terms of the number of jobs it provides, the income it generates and its contribution to tourism.

There are around 445 businesses operating out of 520 sites in the Welsh Food and Drink sector. These businesses employ over 220,000 people; 35% of these are employed in retail, 30% in catering, 25% in agriculture & 10% in manufacturing.



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WHAT IS THE FOOD AND DRINK INDUSTRY WORTH?

Food and Drink Supply Chain contributes £15.5bn to the Welsh economy; this figure has increased year on year and continues to grow.

DID YOU KNOW?

Food and Drink exports
from Wales were £302m in
2014. The most exported
products by value are Dairy
products which equate to
£145.2m per year.

WHY HAVE A CAREER IN THE FOOD AND DRINK INDUSTRY?

The Food and Drink industry in Wales is made up of a broad range of careers across agriculture, production, logistics, sales, marketing, finance and product development, which all require different skills levels. The Food and Drink industry 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.

The pressure for new ideas and healthier products will ensure that there are good jobs for people of all ages in the industry. Why not consider the benefits:

- Opportunities for those with all levels of qualifications
- Opportunities for career development are huge
- Rewarding careers with rapid progression
- The industry has a high average pay compared to other industries
- A fast paced environment which is constantly changing to keep up with consumer demands
- A growing industry

DID YOU KNOW?

The average fulltime salary in the Food and Drink manufacturing industry is £19,600.

THE MYTH

The Food and Drink sector isn't a great career opportunity

THE REALITY

There are good **LONG TERM CAREER PROSPECTS** in our industry. In fact even more people are needed to work in the sector. By **2020** the Food Supply Chain will need **4,000 NEW RECRUITS**, with many of these being required for **managerial roles** and professional jobs.

There is a fantastic range of possible tasty careers to choose from. You could become a **FOOD SCIENTIST** or **TECHNOLOGIST**, involved in **FOOD SAFETY** and **DEVELOPING NEW FOOD PRODUCTS**, or how about working in **QUALITY ASSURANCE** where you would have the responsibility of making sure that the food we eat is of the highest quality? What about working as an **ENGINEER**, a **TECHNICIAN**, in **MARKETING** or in **CORPORATE AFFAIRS**? The list of job opportunities is endless!

There are also a wide range of sectors within the food and drink manufacturing industry that you could work in, the biggest of which include MEAT, BAKERY, and PREPARED MEALS.



The Food and Drink sector is out of date and old fashioned

THE REALITY



The Food and Drink sector is **EXCITING** and **INNOVATIVE**. We invest **MILLIONS** of pounds every year on **RESEARCH** and **DEVELOPMENT**, and launch loads of **NEW PRODUCTS**.



TECHNOLOGY is used to cater for consumers' growing desires to eat a wide variety of **HIGH QUALITY** foods. We have invested in **STATE OF THE ART EQUIPMENT** to ensure that the food you like to eat tastes good, is **PRODUCED SAFELY**, and appears on our supermarket shelves on time.

For us to continue to be such a success it's really important that we attract **TRAINED** and **SKILLED** people who can ensure that the **EQUIPMENT** used to produce our food **OPERATES EFFECTIVELY** and **EFFICIENTLY**, and is properly **MAINTAINED**.



NAME: STEFFAN EVANS

JOB TITLE: TRAINEE LINE LEADER & BUTCHER

FMPLOYER: DUNBIA



A Trainee Line Leader ensures smooth flow of products ensuring high standards of butchery are consistently met providing customers with high quality products. A butcher ensures that all bones are clean after being boned out to produce products to meet customer demands.

HOW DID YOU END UP IN THIS JOB?

After leaving school at 16, I commenced my employment with Dunbia in the Lairage department; which is the start of the process, when live lambs are received onto site. Following on from here I successfully completed the internal Butchery Training Academy programme, providing me with a future career path. As my knowledge and skills are progressing I am now working as a Trainee Line Leader; which will hopefully lead to becoming a Line Leader in the future and possibly a manager.

WHAT WAS YOUR STARTING SALARY?

My starting wage was £6.31 an hour - this was when employed in the Lairage.

HOW LONG HAVE YOU BEEN DOING YOUR JOB?

I have been employed by Dunbia for approx. 18 months; in the Lairage for 2 months prior to joining the Butchery Academy Training programme for 3 months and then employed as a butcher for 1 year and finally progressing to trainee line leader.

HAS YOUR SALARY CHANGED SINCE THEN - IF NOT DO YOU SEE SALARY PROGRESSION?

My current rate is £8 an hour, which is great for a person my age. I hope to see further progression in the future. My wage is reviewed as I improve and broaden my practical skills and take on more responsibility.

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tasty RS CAREERS in food & drink

NAME: CHRISTIAN DAVIES

JOB TITLE: MULTI-SKILLED ENGINEERING

TECHNICIAN

EMPLOYER: FINSBURY FOOD GROUP

QUALIFICATION: BTEC LEVEL 3
MANUFACTURING, OPERATIONS & MAINTENANCE
/ NVQ LEVEL 3 ELECTRICAL ENGINEERING / HNC
INSTRUMENTATION & CONTROL / HND ELECTRICAL &
ELECTRONIC / BSC ELECTRICAL ELECTRONIC ENGINEERING

WHAT DOES A MULTI-SKILLED ENGINEERING TECHNICIAN DO?

A Multi-skilled engineering technician carries out maintenance throughout the factory, break down calls and also building maintenance. I could be doing anything from electrical, mechanical, welding or machinery jobs.

DESCRIBE YOUR JOB IN 20-25 WORDS?

My job is to complete planned maintenance on various machines, freezers and ovens which include both mechanical and electrical work. This is to maximise plant performance and maintain equipment to the best possible standard. This can be difficult as the site is 24/7 and so production lines do not stop for long. I work in a team which responds too breakdown calls as soon as there's a problem; the quicker the problem is fixed the less money is lost.

AFTER YOU QUALIFIED, DID IT TAKE LONG TO FIND A JOB?

The great thing about doing an apprenticeship is you earn while you learn and you are almost certainly guaranteed a job upon completion of your apprenticeship.

WHAT'S THE BEST THING ABOUT YOUR JOB?

The best thing about my job is that it is challenging and there is always something different to do.

WHAT WAS YOUR STARTING SALARY?

My starting salary was £12,000 but has progressed throughout the apprenticeship.

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CASE STUDY





NAME: CRAIG MESSRUTHER

JOB TITLE: NEW PRODUCT DEVELOPMENT

COORDINATOR

EMPLOYER: 2SISTERS FOOD GROUP

QUALIFICATION: BSC SCIENCE IN HEALTH EXERCISE & SPORT

SALARY RANGE: £21,000

WHAT DOES A NEW PRODUCT DEVELOPMENT COORDINATOR DO?

An NPD Coordinator provides support to the main NPD team to develop product concepts and investigate the right packaging options. I also look at the taste, smell, look and mouth feel of new products, their shelf life and transit trails (how long a product can remain fresh and in date on the route between manufacturer and consumer) on any new products. I also assist in the development of any new specifications whilst providing Technical & Operations support to the sales and marketing departments.

HOW DID YOU GET INTO THIS ROLE?

I first started at 2Sisters as a Laboratory Technician. From there, I had an opportunity to move to the Quality Assurance department -where I assisted the then NPD Coordinator. After a year, the old NPD coordinator left and I had an opportunity to apply for the job.

WHAT'S THE BEST THING ABOUT YOUR JOB?

The best thing about the NPD Coordinator job is having the freedom to develop products that nobody else has thought about - and see them in the supermarkets.

WHAT WAS YOUR STARTING SALARY?

£21,000 a year.

WHAT'S YOUR DREAM CAR?

A Bugatti Veyron

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NAME: EMILY CHURCH
JOB TITLE: OPERATIONS GRADUATE
EMPLOYER: DUNBIA

QUALIFICATION: BSC (HONS) RURAL ENTERPRISE AND LAND MANAGEMENT

WHAT DOES AN OPERATIONS GRADUATE DO?

As a graduate, I am currently on a 2 - 3 year training scheme, where Dunbia have placed me in each department for a number of weeks, to understand the department itself and how it contributes to the final product.

HOW DID YOU END UP IN THIS JOB?

Initially I had enquired about vacancies with a member of staff on the Dunbia stand at the Royal Welsh Winter Fair. I've always had an interest in Agriculture and the food chain and coming from a sheep farming background, Dunbia was a name I had heard of a lot. I applied for the vacancy, got through the two stage interview process and was lucky enough to be chosen for the Graduate role.

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

Don't be afraid to approach companies at shows and fairs. It shows you're willing and interested. It's a great industry as there's so much variety and great opportunities.

WHAT'S THE BEST THING ABOUT YOUR JOB?

I feel that the best thing is the variety within the position at the moment. Not every day is the same, and because I am moving between departments a lot, there is always something new to get involved in and learn about.

DID YOU BUY SOMETHING SPECIAL WITH YOUR FIRST PAY CHEQUE?

It helped to put a deposit down on a car.

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NAME: ROBERT POWELL

JOB TITLE: OPERATIONS GRADUATE

EMPLOYER: DUNBIA

QUALIFICATION: BSC. AGRICULTURE WITH BUSINESS STUDIES

/ PG DIP. MANAGING THE ENVIRONMENT

HOW DID YOU END UP IN THIS JOB?

Coming from a farming background and having gained work experience in a local butchers shop, the meat industry has always appealed to me. This programme has given me the opportunity to experience all aspects of the business and help me decide my future career path.

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

Make yourself aware of ALL the opportunities that are available - don't be afraid of hard work & getting your hands dirty. Companies are eager to promote people who show potential.

WHAT'S THE BEST THING ABOUT YOUR JOB?

Gaining hands on skills of how the business operates, and gaining experience of how areas are managed. You also develop an understanding of inter-department connectivity and relations which allows you to make observations and constructive improvement ideas..

WHAT WAS YOUR STARTING SALARY? £18,000

HOW LONG HAVE YOU BEEN DOING YOUR JOB?

I would like to progress into a junior management role in the short term, taking the knowledge and experience gained as a graduate and developing my management skills further. After that I would like to move into a higher management role and eventually, my aim is to become a valued member of the Senior Management Team.

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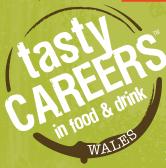




... It's not as simple as you might think...

Cows from local dairy herds produce milk which is purchased by BUYERS on behalf of the creamery. The fresh milk is tested by FOOD TECHNOLOGISTS to make sure it is good quality and then it is over to the PRODUCTION MANAGER to separate the milk into cream and skim using equipment designed by FOOD ENGINEERS. The cream is pasteurised, aged and churned to form butter and buttermilk using methods researched and tested by FOOD SCIENTISTS & TECHNOLOGISTS. Meanwhile, the PRODUCT DEVELOPMENT TEAM

has investigated and chosen the best type of packaging to keep the butter fresh and the SALES/MARKETING TEAM ensures it is appealing to you, the consumer. All the way through, the QUALITY ASSURANCE MANAGER checks the process and butter to make sure it is safe to eat before it is sent to dispatch and transported by the DISTRIBUTION TEAM to the shop ready for your shopping basket!



BET YOU THOUGHT IT ONLY TOOK A BIT OF MILK & SOME CREAM!

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



WELSH FOOD & DRINK INDUSTRY











TURNOVER OF THE PRIORITY SECTOR BY **2020**



FOOD & DRINK MANUFACTURING BUSINESS UNITS **ARE MEDIUM** 15% OR LARGE

