

ENCOURAGING & PROMOTING MOURNE PRODUCTS



Photo courtesy of Maghera Inn & Bistro, Maghera

Please return your completed form to:

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Businesses

Consumers and visitors are becoming increasingly driven in their choices by health, environmental and cultural considerations. As well as the above there are particular benefits to business in buying and showcasing local produce. This is particularly the case when accompanied by a brand, based on the iconic image of the Mourne area. Potential benefits include:

Outlets

- Customers enjoy a cultural as well as a buying/eating experience.
- Association of your business with easily identifiable images attractive to customers from both outside and inside the area.
- Association by customers between business and positive aspects of the location e.g. beautiful landscape, rich traditions and heritage.

Producers

- Enhanced access to markets for your produce.
- Increased local markets, therefore reduced transport costs.
- Greater visibility of produce with an area based brand.
- Association with 'clean, green' image.
- Telling the stories behind your product will add value.



Photo courtesy of Mourne Seafood Bar, Dundrum

