



# Added Value of Networking

## Success Story

Success Story title	<i>Neath Port Talbot (NPT) Producers</i>		
Theme	<i>Knowledge exchange; Cooperation</i>		
NRN	<i>Wales Rural Network</i>	Coordinator	<i>Wales Rural Network</i>
Partners	<i>Neath Port Talbot LAG</i>		
Period	<i>Winter 2011</i>	Resources	<i>Unknown at present</i>
Geo-location	<i>Rural Neath Port Talbot, Wales</i>		
Beneficiaries	<i>All Local producers within the County Borough of Neath Port Talbot</i>		

### Background

The activity which stemmed from Wales Rural Network support was the setting up of a group of small scale producers within Rural Neath Port Talbot to help each other identify issues and look at ways to overcome them. Also to identify ways and means of marketing and promoting the members of the group to benefit all parties. This was developed by Neath Port Talbot after attending a non food thematic group meeting organised by the Wales Rural Network where they heard about other similar groups operating in other areas.

### Main activities

The main activity of Wales Rural Network was the bringing together of RDP practitioners from all over Wales to share their ideas, projects and success stories. Delegates often attend who may not have any direct experience in a certain field or thematic area, but who wish to learn more, and this can lead to new projects being launched.

One such new project is the Producer Group which identifies the pitfalls and best practice which affect likeminded producers operating in the same local authority area. The group is open to all types of producers, allowing participating members to share ideas and experience to other more inexperienced members. Thus breaking down barriers which may put producers off from growing and developing their product and market base alike.

### Main results/benefits

Currently the NPT Producers group is going from strength to strength. Membership keeps increasing and mentoring between these group members is proving highly worthwhile to those who lack the necessary skills and attributes to grow their products abilities within their respective markets.

This summer, NPT Producers are looking at hosting a Local Producers Fair, to showcase the Borough's wares. More details on this will be come available later on in the year.





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#### Contribution of the NSU

The Wales Rural Network instigated a thematic Group meeting looking at Non Food Local Produce. This featured a presentation from a Producer group and a lively question and answer session. Helen May from the NPT Lead Body took this new knowledge back to her area and went about identifying local producers and spreading the word about the benefits of this type of producer group.

#### Contribution of the partners

Partners in this project have had the ability to learn from the experiences of other similar sized enterprises. They have openly and honestly told others of the challenges they have endured and successes they have made.

#### Success factors

Success factors are:

- Sharing best practice
- Networking
- Learning from others experiences

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