

# Bring your idea to the table!

## Introduction

Cywain, Menter a Busnes are delighted to work with the Wales Federation of Young Farmers Clubs on this very exciting opportunity asking you to **'Bring your Idea to the Table'**.

The main aim of this competition is to celebrate the fantastic Welsh food and drink produce and producers we have in Wales.

Cywain is a project dedicated to supporting food and drink producers in Wales and this competition gives you as members of the YFC, an opportunity not only to demonstrate your skills but also to shout about the produce and producers local to you.

We hope that it will ignite a spark in you and encourage you to launch your own business, and who knows, you could be the next famous entrepreneur!

## Competition Brief

We'd like you to create and present a new, innovative menu using Welsh food and drink produce local to you, incorporating produce from TWO producers who appear on the Cywain producers' map ([cywain.cymru](http://cywain.cymru)).

We are asking for one main course and either a starter OR desert. We would also like to see a recommended beverage to complement your food choices.

We are looking for originality, presentation skills, a great looking plate of food, evidence that you have researched the produce and a good video production (**no more than 3 minutes**) presenting your research and final menu.

## Criteria

A fixed cap of £30.00 spend on produce with **evidence** in the form of receipts required.  
(Should you be lucky enough to get a discount from your local producers, please note the full value of the produce, not the discounted value)

You will not be required to account for the beverage cost. Recommendations will be sufficient.

The final video to be presented either in Welsh or in English.

## Scoring

Research into product / producers	40 marks
Concept / menu	25 marks
Presentation of two dishes as per criteria. Recommendation of suitable beverage to complement the meal. Due to recent lockdown restrictions, menu will not be judged on taste, but rather on overall visual presentation.	15 marks
Overall production including technical skills, presentation, and look of final video which should be suitable to share on social media.	15 marks
Adhere to food hygiene and health and safety standards whilst preparing the dish.	5 marks
<b>TOTAL</b>	<b>100 marks</b>

## How we can support you...

We want to be part of your journey and would like to see how you are getting on with your research, your menus and your final video production, so we have created social media frames for you to share photos as you go - and remember to tag us!

	<b>Cywain</b>	<b>Menter a Busnes</b>	<b>CFfI / YFC</b>
Instagram	@cywain	@menterabusnes	@cfficymru_walesyfc1
Twitter	@cywain_mab	@menterabusnes	@WalesYFC
facebook	@cywain	@menterabusnes	@cfficymruwalesyfc



#CywainYFCCooking

cywain.cymru ...

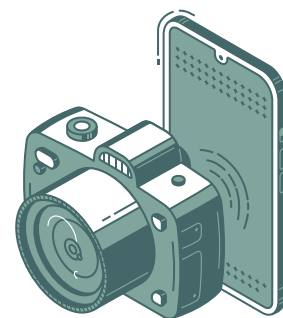
proud to support entrepreneurship



## Top Tips

Here are a few tips to assist you with product photography/video-shoot:

- 1: Find a quiet spot.
- 2: Find your best lighting.
- 3: Get your angles right.
- 4: Use the best camera available to you.
- 5: Do a test run.



## THE PRIZE!!

Menter a Busnes are rewarding a grand total of £1,000 to be split as follows:

The Winners will receive £600.00 for their Club  
Second position will receive £250.00 for their Club  
Third position will receive £150.00 for their Club

In addition, the winning club will be offered a mentoring session from Menter a Busnes, focusing on entrepreneurship and how to go about starting your own business.

## The serious bit...

As we launch this competition, we urge you to be respectful of all restrictions related to the Coronavirus pandemic. Please take full precautions and abide by Government rules.

**“We know you will... but we still need to ask. Thank you.”**

## The really important bit!

**We want you to enjoy this experience and we cannot wait to see your final dishes and video production!**

**Closing date = 31/07/2021**

**#CywainYFCCooking**

cywain.cymru ...

proud to support entrepreneurship



## The Judges

We are super excited to confirm that the judges are:



**Meinir Howells,**  
Presenter of Ffermio,  
S4C.



**Chris Summers,**  
Y Crochan,  
Caernarfon.



**Menna Jones,**  
Chief Executive Antur  
Waunfawr and member of  
Menter a Busnes board  
of directors.

---

## Ambassadors

We are also pleased to have three talented and charismatic YFC ambassadors on board, who are all looking forward to promoting this exciting competition. They are:



**Cadi Mars**

A member of Nantglyn YFC Club and currently in my final year studying Science and Food Technology. I manage an Instagram page, #Bwyd, providing simple recipes for students mainly.



**Cennydd Jones**

A member of Ponsian YFC Club, Ceredigion. I'm a research student at IBERS, Aberystwyth University and I run a business with my partner called Traed Moch – selling pork from our herd of sustainably reared Welsh pigs in line with high welfare standards.



**Elin Havard**

A farmer's daughter from Breconshire and a member of Sennybridge YFC. At the moment, I work as part of the Tesco agriculture team whilst also studying an MBA in Sustainable Food and Agriculture on a part time basis.

**#CywainYFCCooking**

cywain.cymru ...

proud to support entrepreneurship

