

App to support Welsh food and drink businesses post-Brexit launched

The Diagnostic and Brexit scorecard app, which will be launched at Cegin Bodlon Kitchen, aims to support food and drink businesses across Wales and help them respond to the challenges and opportunities Brexit presents.

The app is aimed at food businesses and will help improve access to the latest information about their own business and issues affecting the sector.

The world leading technology will provide cluster members and wider businesses with the opportunity to review the strengths and weaknesses of their business at any time and benchmarked against the industry requirements in trade.

Seven clusters have been established to promote collaboration within the sector. The clusters are companies which produce Fine Food, Seafood, Export, High Impact, NutriWales, Drinks and Honey.

Cabinet Secretary for Energy, Planning and Rural Affairs Lesley Griffiths said:

“This is an exciting new app that will bring Welsh food and drinks businesses together and will help the sector continue to grow.

“As we prepare to leave the European Union, it is more important than ever that businesses work with governments in projects like these to build their resilience and ensure their competitiveness so they are able to thrive in a post-Brexit world.

“This is a prime example of technology being used to tackle 21st century challenges and drive forward Welsh business growth and respond directly to Brexit challenges that we all face.”