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A Major Challenge to Irelands Food Industry.

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A new website is challenging the food Irish industry to get on board and get selling ! Very often small to medium sized food producers don't get a looking in when it comes to supplying major food chains. Even the larger ones have annual problems with annual merchandising agreements. Simply getting product listed could take years. That in essence is now to change. Internet base Emerald Isle Produce Ltd, is challenging Irish Food producers to get on board its ever growing website and mail order fulfillment business. As Internet sales for a whole host of services have been growing steadily, and as broadband becomes more accessible in Ireland, the market is really opening up for the retail of specialist foods right across Europe.

The specialist food market in both Ireland and the United Kingdom alone is estimated at around 7.5 billion. For small to medium sized specialist producers to get a look in, the secret lays in having the right promotional vehicle. Getting product listed with a supermarket chain is a very long drawn out 'gamble'. It's grand having your own website too, but the problem lays with having to convince the buyer to make a small bulk purchase. And then there's the cost of getting it high enough in the Google ratings " Its also like the old problem with having too may runner beans in the summer months", says Emerald Isles' MD Martin Critten, you can easily get sick of the sight of just one thing". In contrast, Emeralds growing on-line Irish delicatessen, provides customers with a choice of many other items right across the food spectrum. And its all available for delivery within Ireland and throughout Europe and even further still. "Whilst we mail out to food producers inviting then to get on board, its moreover up to them to take advantage of the potential" adds Martin Critten. "Many don't know it but, they have the potential to vastly boost there sales by working collectively, Its time to get on board now whilst the markets still in its infancy" Concentrating on promoting one site is far more effective than paying Google for the privilege of advertng a hundred different one's of all shapes and sizes.

Emerald Isle Produce Ltd, launched its new website at the beginning of this month. www.emeraldisleproduce.com. It aims to grow over the coming year into one of the leading advertisers, suppliers and retailers of Irish Food and gift related products. Its promising news and a massive boost to the Irish food industry that there's a company out there prepared to wave the flag. As news comes in that manufacturing industry is in steady decline within the Republic of Ireland, its really good to see the traditional raw material industry of this country getting a much needed boost.