



Frequently Asked Questions

What is the Academy and how will it benefit me and my business?

[The Academy](#) is a commercially focused training programme for Scottish food and drink businesses no matter their size or scale of ambition. Designed by credible market experts, it is grounded in the principles of knowledge-sharing and tailored support and provides individuals with the practical tools and skills to achieve greater commercial success in their chosen market.

There are three distinct programmes for businesses at different stages of growth.

What are the programmes?

Seeding Growth is geared toward early-stage businesses or those towards the start of their growth journey to drive sales and opportunities beyond your local market.

To read more about this programme click [here](#).

Accelerating Growth is for SMEs with aspirations to enter the next phase of growth and will help identify and unlock opportunities to increase penetration and sales in UK markets.

To read more about this programme click [here](#).

Commercial Excellence is for highly ambitious commercial professionals and sales leaders in well established businesses looking to achieve significant market growth.

To read more about this programme click [here](#).

Which Programme is right for me?

If you are still not sure which programme is best suited to you, use our [diagnostic tool](#) to find out.

How much time will be required of me to participate in an Academy programme?

- Seeding Growth spans 3 months, with 5 modules; each module is 2 half day workshops.
- Accelerating Growth spans 4 months, with 4 modules; each module is 2 half day workshops.
- Commercial Excellence spans 12 months, with 3 modules condensed into 3 months; each is a full day workshop. Executive coaching is available over the year.

Delegates will also be expected to commit to furthering their learning through agreed activity between sessions, supported by a mentor who will be matched to their personal business needs. Delegates on Commercial Excellence will need to devote time to developing a project of commercial strategic importance and will be matched to an executive coach.

Sessions will take place during the working week. All dates/times of workshops are set and notified at the start of the course. Mentoring sessions are by mutual arrangement.

How much will it cost?

There is standard fee for each programme. Members of Scotland Food & Drink receive a discount relative to their business turnover. Members of Scotland Food & Drink Partner organisations receive a 25% discount.

Fees can be found [here](#).

I'm not a member of Scotland Food & Drink, can I still apply?

Yes of course. These programmes have been designed to benefit all Scottish food and drink producers.

To discuss membership and benefit from the discount, please contact us prior to programme application.

Who will be delivering the Academy programmes and how will they be delivered?

The Academy will be delivered by a curated team of highly knowledgeable specialists with years of credible FMCG experience.

Group workshops and one-to-ones will be delivered as live, virtual sessions using Zoom. Programme materials and handouts will be available to download after each module.

How many places will be available on each programme?

To maximise the group learning experience and benefit of the peer group, each programme is limited to a small cohort.

When does each programme start?

Each programme has multiple intake dates. Please see programme page on website for latest cohort intake dates.

Do I have to do all modules?

To benefit fully from the programme, delegates are required to attend all modules. Second delegate place is subject to availability.

How do I submit my application?

Applications are submitted online: [Seeding Growth](#); [Accelerating Growth](#); [Commercial Excellence](#). Your application should take you no more than 10 minutes to complete.

What is the selection process?

Applications will be reviewed by a panel to ensure applicants are matched to the right programme to meet their needs and ambitions for growth. After which, places will be allocated and successful applicants directed to the payment portal.

If the programme is oversubscribed, businesses will be placed on a waiting list for the next available cohort.

When will I find out if I have been successful in securing a place?

Scotland Food & Drink will notify applicants within 4 weeks prior to the programme commencing.

What if I am not accepted for the programme I apply for, or the programme is fully subscribed?

If you are unsuccessful in your application, a member of the Business Development team will be in touch to discuss the best way to reapply or provide relevant alternative support.

If a programme is oversubscribed or you miss a deadline, we will work with you to ensure your place on the next available cohort.

I'm pre-start up, can I still apply?

Unfortunately not. The current programmes require businesses to have a market ready product.

My business is involved in the food and drink sector, but I'm not a producer. Can I still participate?

No. The Academy is for businesses who produce a food and/or drink product in Scotland and is not available to third-party consultants, sales representatives, agencies or supply chain operators (logistics providers, wholesalers, foodservice or retailers).

Will I get a certificate?

Yes. Each delegate will receive a certificate to acknowledge completing the course.

Where can I find out more information about the Academy? Who do I speak to if I'm still not sure?

If you haven't found what you're looking for on the website, please email: the-academy@foodanddrink.scot with your name, contact details and a note of where your business is based and we'll get back to you.