



Agriculture & Horticulture
DEVELOPMENT BOARD



New Project

PE 008

Pepper Technology Group Website
Development

Project Number:	PE 008
Title:	Pepper Technology Group Website Development
Start and end dates:	1st April 2011 to 30th September 2011
Project Leader:	PTG (Pepper Technology Group)
Industry Representative:	Neal Ward, Cantelo Nurseries Ltd.
Location:	Valley Grown Nurseries, Paynes Lanes, Nazeing, Essex EN9 2EX
HDC Cost:	£5,000

Project Summary:

The project will identify PTG website needs, search for web designers to meet these needs and develop a website with PTG involvement. The website will have multiple functions, broadly:

- Raising the profile of peppers as a nutritious versatile salad crop to potential customers
- Provide background information on pepper production
- Provide recipes
- Provide an area for kids to learn more about peppers
- Provide a forum for PTG members to communicate and exchange information
- Have a research area to keep members up-to-date with research developments
- To highlight news stories
- To advertise events

Aims & Objectives:

(i) Project aim(s):

The Pepper Technology Group (PTG) is seeking funding to set up a website to raise the profile of UK pepper growing on a number of levels.

Firstly as a forward facing public view in raising the awareness and benefits of peppers. Also to use the site to inform the public on various key areas of commonly mis-held beliefs in protected cropping, i.e. carbon foot printing, global warming etc

Secondly as a benefit to its members with links to R&D, minutes of meetings and issues confidential to those members. It is with this key area of knowledge transfer that we can use the website to fully maximise this drive.

The aim is to have an interactive website that reaches the public on various levels from healthy eating from all ages but use the website as a tool to disseminate all aspects of production from seed to plate.

(ii) Project objective(s):

- To compile a list of PTG web requirements
- To find three quotes from web design companies
- To decide which company to employ
- To liaise with designers and develop the website
- To circulate draft web pages for PTG comment
- To keep all levy paying pepper growers informed of the resource

Further information

Email the HDC office (hdc@hdc.ahdb.org.uk), quoting your HDC number, alternatively contact the HDC at the address below:

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