

# Trading with UK - Year in Review and Expectations for 2023

**BORD BIA**  
IRISH FOOD BOARD

6<sup>th</sup> December, 2022: 10:00 – 11:00

# Introductions

**BORD BIA**  
IRISH FOOD BOARD



Donal Denvir,  
General Manager, Bord Bia  
UK



Damien Flynn,  
Head of Brexit and  
International Trade Division,  
DAFM



Robert Hardy, Co-Founder,  
EORI



Lorcan Sheehan, Founder &  
CEO  
PerformanSC

# Agenda

- Introductions
- Irish Food & Drink in the UK
- Exporting Agri-Food to GB - Damien Flynn
- EHC processes; Customs Simplifications, Consignment stock movements – Robert Hardy
- Issues to Watch; Labelling; Divergence – Lorcan Sheehan
- Q&A
- Bord Bia Supports



UK

PCF

€1.7b



DAIRY

€954m



BEEF

€883m



HORTICULTURE

€268m



ALCOHOL

€249m



PIGMEAT

€83m



POULTRY

€74m



SHEEPMEAT

€68m



SEAFOOD

€38m



BEEF OFFAL

€16m



TOTAL EXPORTS

€4.5b

3%

2018 – 2021

# Reasons to believe in Ireland

A reliable, secure and sustainable source of quality food, drink and horticulture



## Security of Supply

Since 2016, the value and volume of Irish exports to the UK increased by 6.8% and 8.9% respectively



## Continued investment in the UK

In 2021, 33% of Ireland's food and drink were exported to the UK and Ireland continues to invest in the UK with retailer initiatives and support



## 10 years of sustainability data

Through the Origin Green programme, Bord Bia (The Irish Food Board) has 10 years of data to verify sustainability improvements across the entire Irish supply chain



## Quality

45% of UK shoppers expect the quality of products on shelves to be negatively impacted due to Brexit. With Bord Bia's Origin Green sustainability programme, you can trust the quality of Irish produce



## The importance of collaboration

Ireland's integrated, sustainable food system sees the Government and its agencies work with the industry to produce safe, nutritious and high quality food



## Consumer openness

88% of UK shoppers remain as open as ever to choosing food and drink from Ireland



## Insight led

Through its Consumer Insights and Innovation division, The Thinking House, Bord Bia enables Irish food, drink and horticulture producers to develop product propositions, which are led by UK consumer insights



## Trading with the UK

72% of Irish food and drink businesses expect to maintain or grow their sales to the UK in the next 12 months



## Most trusted country of origin for food

Red Tractor's UK's Trust in Food Index Survey 2022 showed Ireland tops the poll as the most trusted country of origin for food. 74% of respondents said they trust food from Ireland, followed by the UK at 73%.



## Value for money

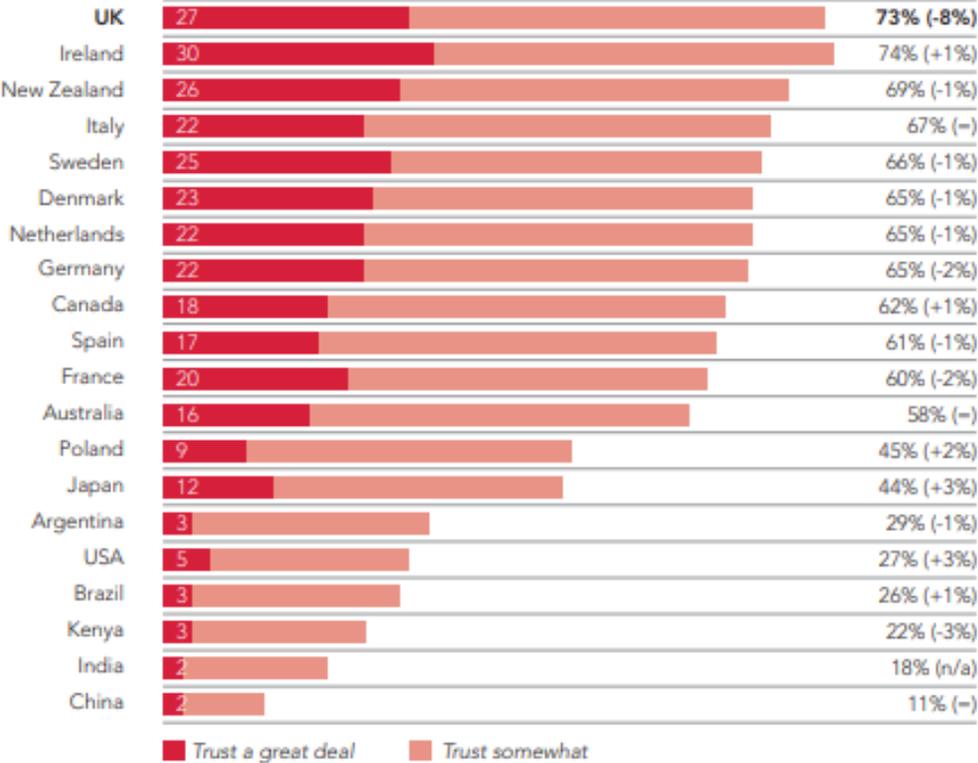
87% of UK shoppers are open to purchasing Irish beef, with key drivers of purchase around trust, natural, grass fed and sustainability

# Ireland is the most trusted country of origin for food

Red Tractor’s latest UK’s Trust in Food Index Survey 2022 showed Ireland tops the poll as the most trusted country for food among survey respondents.

## Trust in food originating from other countries

To what extent do you trust food from other countries?



74% of respondents said they trust food from Ireland, followed by the UK at 73%.

Source: Red Tractor - The UK’s Trust in Food Index 2022

# Housekeeping

1. Please Send Questions to Q&A Function and note who the question is for
2. Information discussed here today is based on what is currently publicly available from relevant authorities
3. If your question isn't answered today, you can also email [Brexit@bordbia.ie](mailto:Brexit@bordbia.ie)
4. We will be recording this webinar and this will be uploaded onto our webpage along with the presentations
5. And finally, I'll do a re-cap at the end of this webinar on the Trading with the UK supports we have available for Bord Bia client companies
6. Over to Damien...





An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine



# Exporting Agri-Food Products to GB from EU/Ireland State of Play

**Damien Flynn**

Head of Brexit and International Trade Division  
Department of Agriculture, Food and the Marine

6 December 2022

# Overview



- UK SPS Requirements already in place since 1 January 2021.
- 2022 UK Government Postponements of Requirements
- UK Import Requirement changes coming into force in 2023/2024?
- Get ready for these Changes



# Requirements in place since 1 January 2021



- The UK has adopted a phased approach to the implementation import requirements including SPS controls
- Since 1 January 2021 **live animals, germinal products and high- risk plants and plant products** have required:
  - pre-notification to UK authorities using its Imports of Products, Animal, Food and Feed System (IPAFFS), for plant products PEACHES by the UK importer
  - be accompanied by an Export Health Certificate/Phytosanitary certificate as appropriate.
  - Wild-caught fish requires a Catch Certificate and other commercial and supporting documents (e.g., storage documents and processing statements if applicable).



# 2022 UK Government Postponements of Requirements



- **14 December 2021** UK Government postponed the requirement that imports of agri-food goods from **Ireland** be **pre-notified on UK IPAFFs system** from 1 January 2022. Imports from EU besides Ireland require pre-notification from this date.
- **28 of April 2022** UK government announced that SPS import controls on EU food imports, which were due to come into place from 1 July will no longer be introduced in 2022 deferring them to end of 2023 at earliest.
  - Sanitary and Phytosanitary (SPS) checks on EU imports at **GB Border Control Posts (BCP)**.
  - A requirement for **safety and security declarations** on EU imports.
  - A requirement for **export health certification**, documentary SPS checks for EU imports.
  - **Prohibitions and restrictions on the import of chilled meats** from the EU
- **7 September 2022** UK Government announced that they were delaying **food labelling rule changes** that were due to apply from 1 October 2022, until 1 January 2024.



# UK Import Requirement changes coming into force in 2023/2024?



- **New UK Target Operating Model** to update Border Operating Model, was due Autumn 2022, latest information is that it is unlikely to be published until January/early 2023.
- Target Operating Model will set out the **new regime of border import controls and will target the end of 2023 as introduction date for these controls.**
  - What application dates will apply for different products?
  - What approach will be taken to controls in particular physical inspection at entry points?
  - How will operators know if they are selected for controls at point of entry?
- **UK Brexit Freedoms Bill – potential UK regulatory divergence?**
- **NI Protocol Implementation**

# DAFM/Industry preparations prior to UK Postponement announcements



DAFM and industry have been preparing for changes to GB import controls over the past 2/3 years. The preparations have included:

- **Analysis of agri-food and fishery exports using data** from Food Businesses surveys, CSO statistics, Revenue returns and from direct engagement with exporting business.
- Regular **engagement with UK officials** to clarify importing requirements.
- Development of **IT systems and business processes** to support new certification requirements.
- Development of **training programmes** for certifying officers and food businesses;
- Transfer of HSE and Local Authority supervised plants exporting to UK to DAFM;
- Additional DAFM **staff recruitment**;
- Detailed **communication actions** - trader notices, webinars, media campaigns, consultative committee meetings;
- **Local DAFM Inspector teams' engagement with individual food businesses** to refine business processes across all commodities.

# Next steps



- Analyse UK's new Target Operating Model when published and engage with UK Authorities on questions which new TOM provisions will raise.
- Relaunch DAFM and industry preparations for new UK SPS import requirements in TOM including training, communications and resource allocation plans to meet new UK requirements and timelines.

# Key Messages



- Familiarise yourself with Irish and UK Customs and SPS requirements for exporting goods to Great Britain, identify the right cert(s) for your products.
- Examine your supply chain to ensure that you know who is responsible for meeting each import requirement correctly.
- **ENGAGE** with your local DAFM Supervisory team to ensure export health certification requirements can be met and the business processes in place are aligned with resources available to meet these requirements.





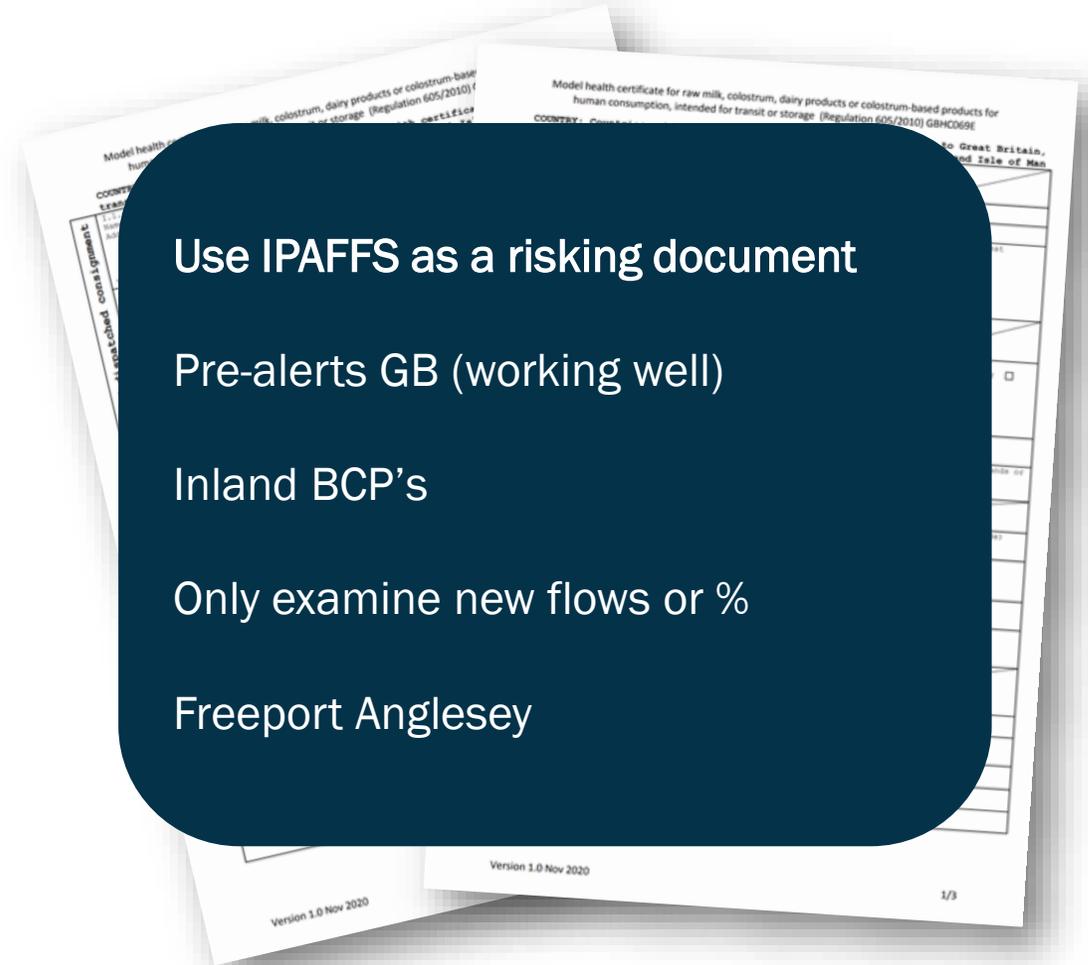
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# IPAFFS PROCESS



Use IPAFFS as a risking document

Pre-alerts GB (working well)

Inland BCP's

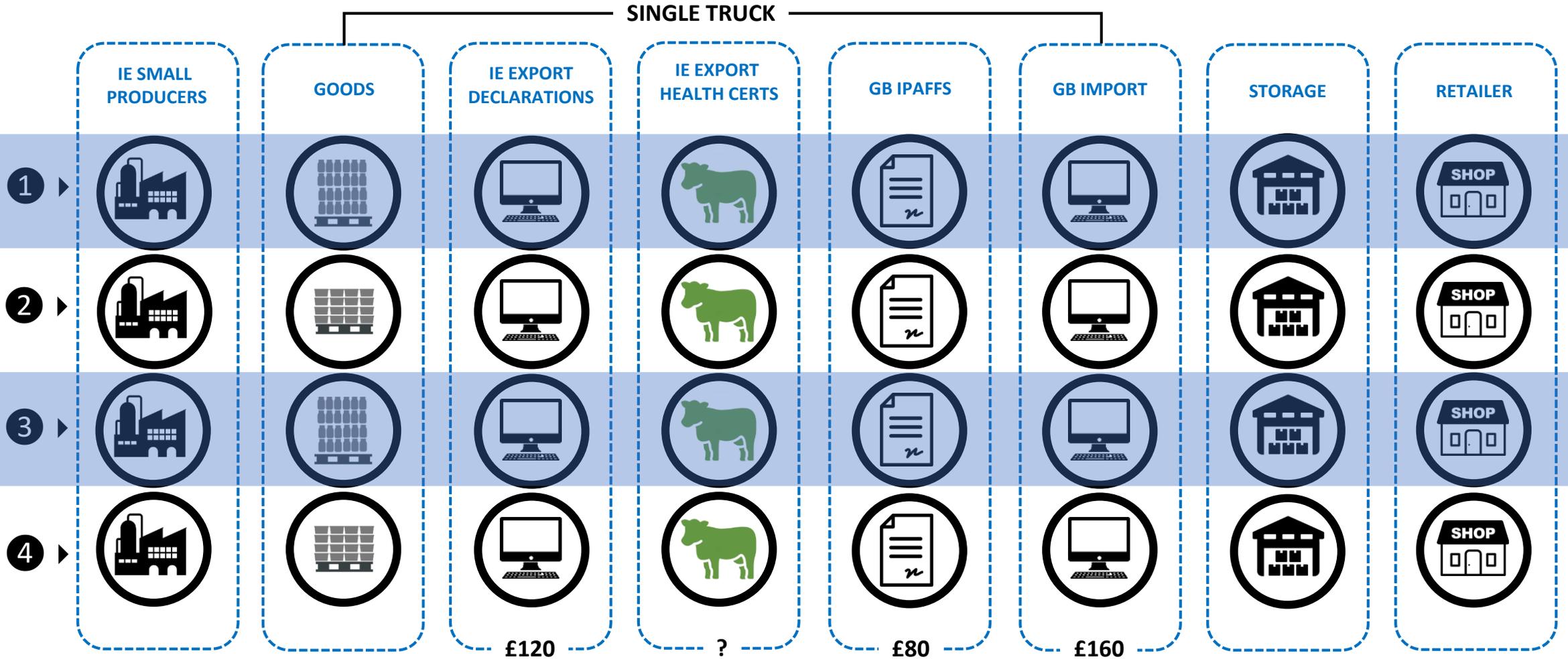
Only examine new flows or %

Freeport Anglesey

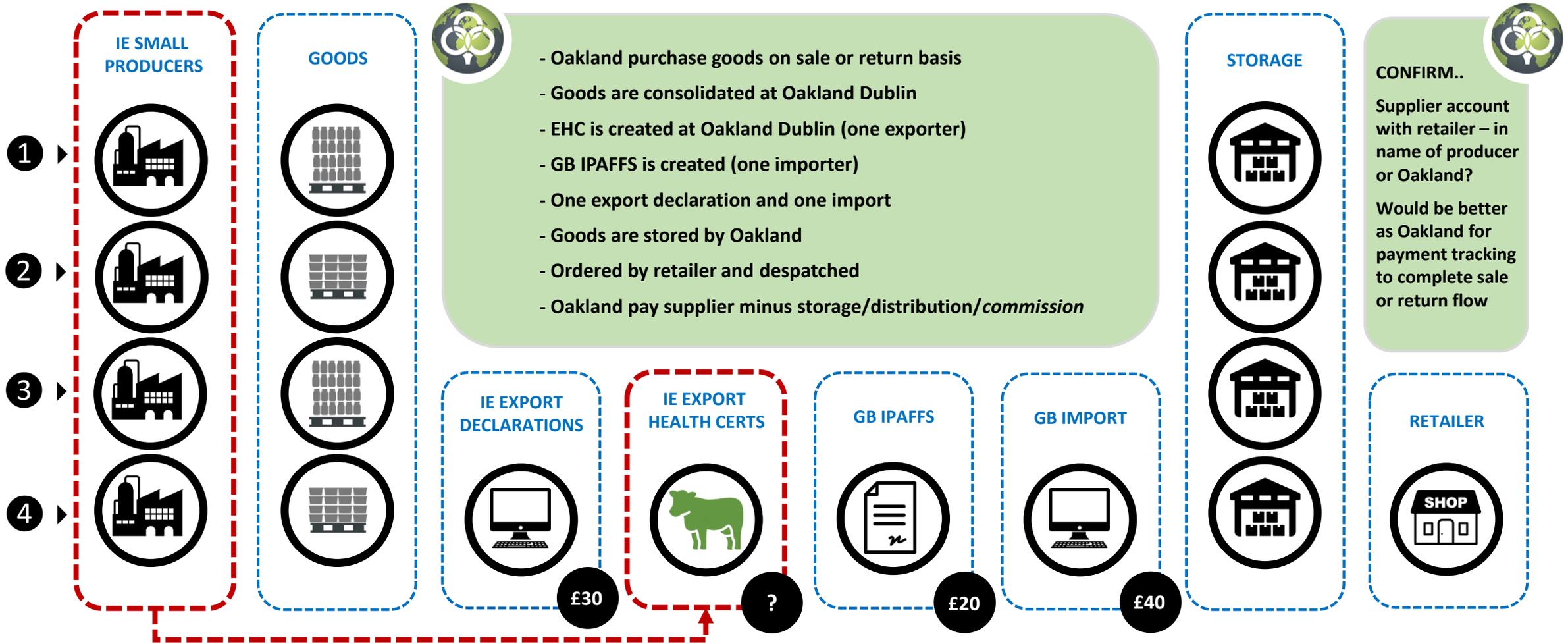
Version 1.0 Nov 2020

Version 1.0 Nov 2020

1/3



COMPLICATED PROCESS WITH HIGH POTENTIAL FOR ADDITIONAL COSTS AND PROCESSING DELAYS





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# WHO IS THE IMPORTER



- GB EORI number
- GB VAT optional
- Don't need company
- NETP scheme
- Indirect representative
- Similar to DDP



**DOMESTIC SUPPLY**



**You Tube**

<https://bit.ly/3nyFEQz>





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# EIDR - DEFERRED



- **EIDR approval needed**
- **FOC application**
- **EORI manage entire process**
- **FSD's submitted**



- **EORI fully EIDR approved**
- **GMR issued on record not entry**
- **EORI MUST hold the record**
- **Simplified frontier process**



# CABIE

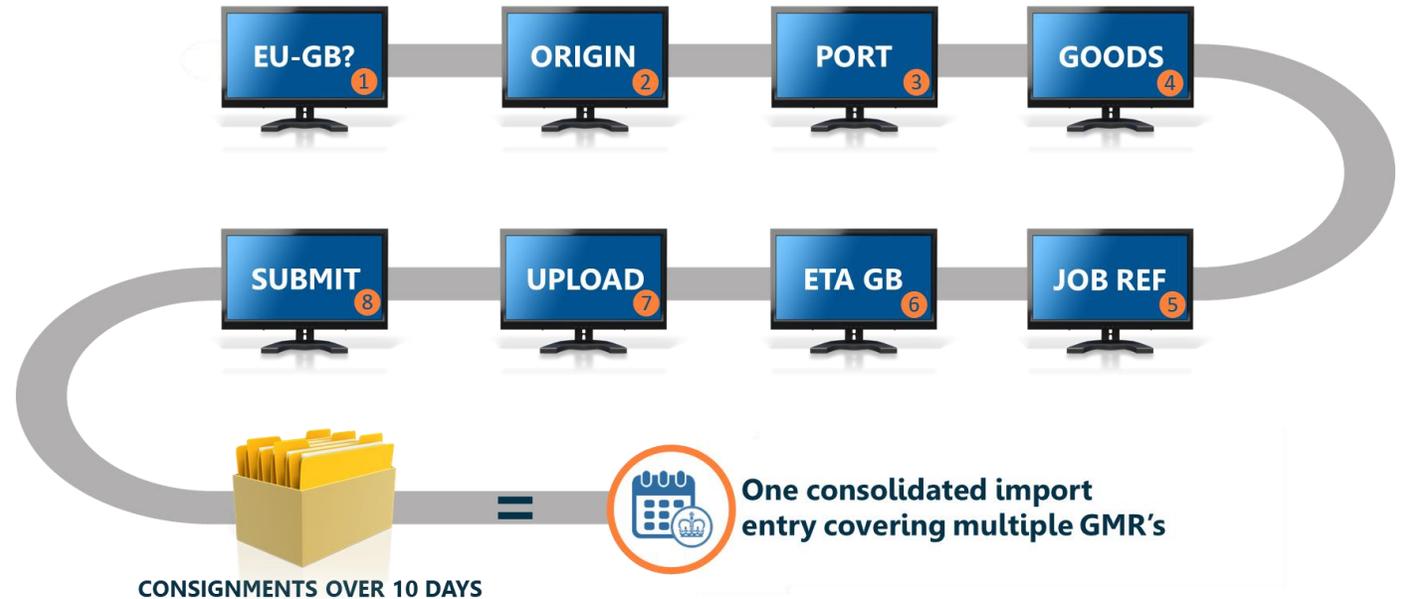
Customs & Borders Import Export

Try the demo site... (it only takes a few minutes!)

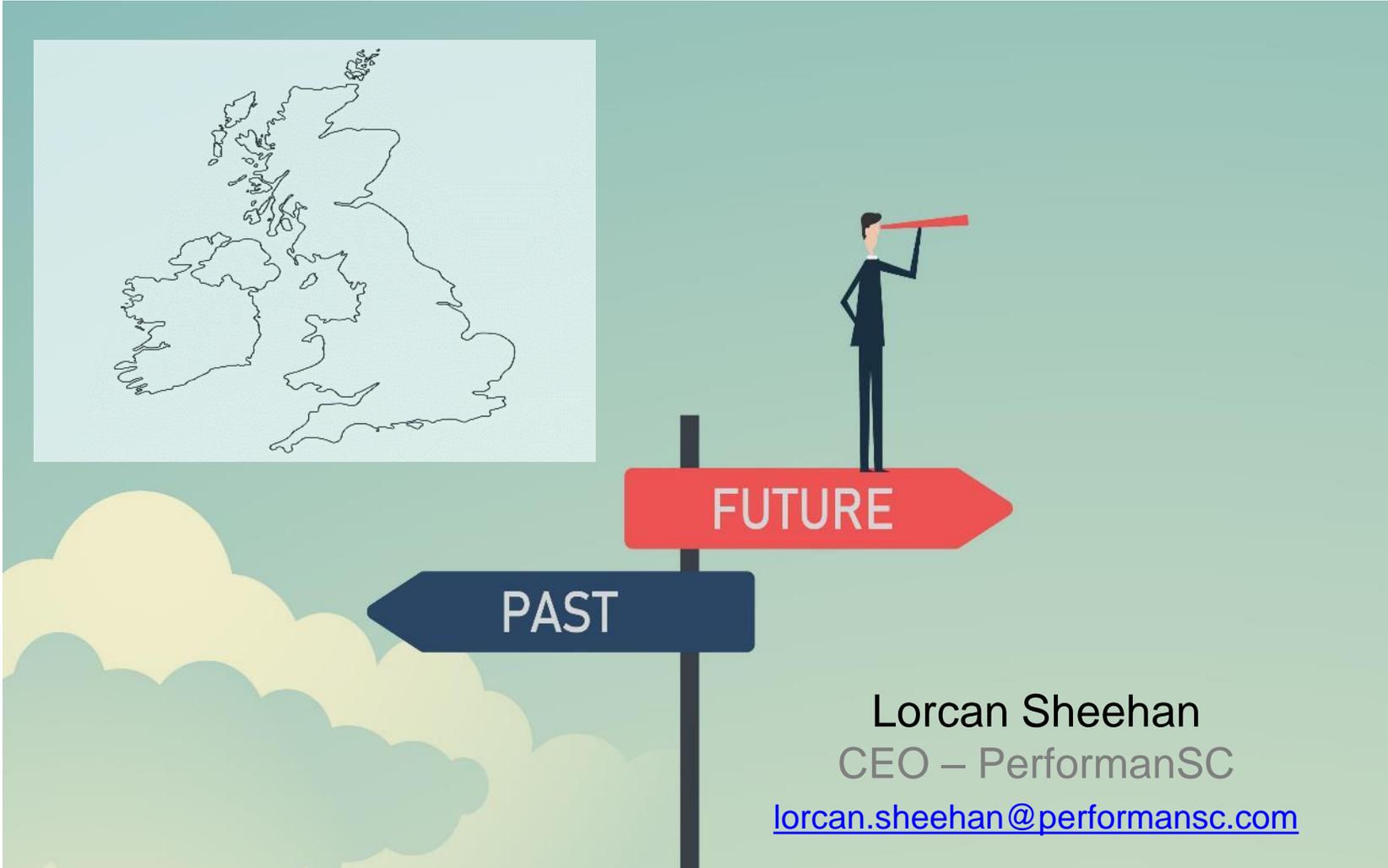
URL : Click [HERE](#)

User : [CABIE.DEMO1@eori.uk](mailto:CABIE.DEMO1@eori.uk)

Password : Demo123!



# Trading with UK - Year in Review and Expectations for 2023



Performance Optimisation

International Trade & Compliance

Outsource Process Management

Channel & Market Strategy

Training & Development

Circular Economy & Risk Management



Newsletter / Blog sign up:  
[www.supplychainenabled.com](http://www.supplychainenabled.com)

# 2022 Overview



**Economic backdrop**

Political uncertainty

NI Protocol

Russia – Ukraine

Inflation

Industrial unrest

HGV driver shortage



# 2023 Outlook



Northern Ireland Protocol

Economic backdrop

Political uncertainty

Compliance actions

Russia - Ukraine

Refined trade processes

Inflation

Economic threats



UK Food Labelling



Border operating model



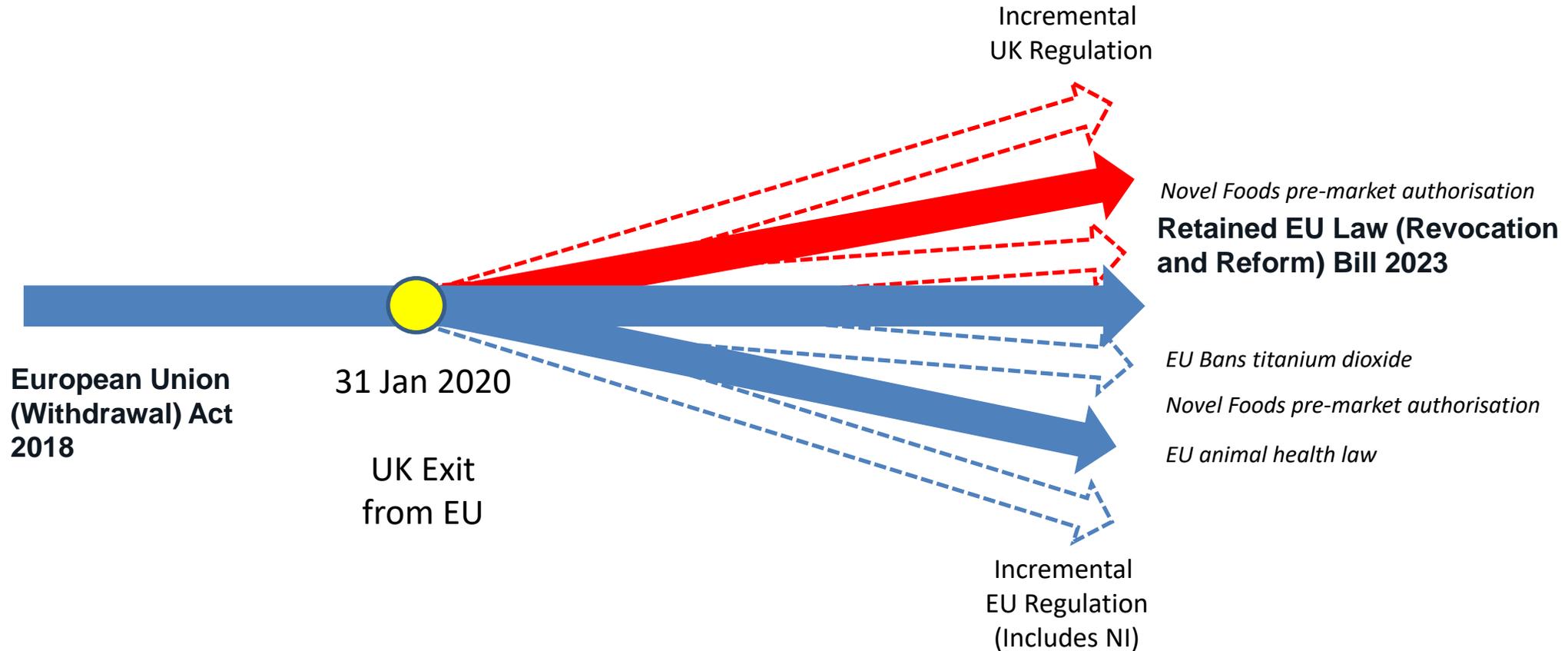
Compliance costs – standards divergence

# Food labelling requirements – UK market

- From **31<sup>st</sup> December 2023** any **pre-packaged food or caseins** sold in GB
- Needs to include the following information on the label:
  - Address in the UK of the business whose name the food is marketed under, **or**
  - Address in the UK of the business that has imported the food
- This is to provide market surveillance authorities a local contact within the UK
  - The address needs to be a physical address where your business can be contacted by mail. You cannot use an email address or phone number.
  - This is the **entity who takes responsibility for the information on the product label**
- Pre-packaged food or caseins sold in NI must include a **NI or EU FBO address**
  - If the FBO is not in NI or EU, include the address of your importer, based in NI **or** the EU.
- May include additional information (can meet both EU and UK requirements on same label)
- Several options available to Irish food producers.
  - Use your own business entity in the UK
  - Use your distributor / importer’s address
  - Use the services of a Third Party Authorised representative



# Divergence in standards



- Expectation that divergence can increase over time
- Requirement to monitor compliance changes in EU and UK markets
- Potential requirement for separate products by market – depending on the regulations

# Q&A

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# Bord Bia Supports

- **Webinars, 1:1's and Workshops**
  - UK Business Entity Set Up
  - Customs
  - SPS
  - Logistics / Supply Chain
  - FX Strategy
- **NEW Trading with UK webpage - [www.bordbia.ie/industry/trading-with-uk/](http://www.bordbia.ie/industry/trading-with-uk/)**
- **LSP Database**
- **UK PR Campaign**
- **UK Daily Media Report**
- **[Brexit@bordbia.ie](mailto:Brexit@bordbia.ie)**



# Thank You

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