



Bord Bia Strategic Imperatives

Tara McCarthy, Chief Executive

Foodservice Seminar
8th November 2017

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

BORD BIA'S INTERNATIONAL REACH...



... to drive the success of a world class Irish food, drink and horticulture industry
through
**strategic market development,
promotion & information services**

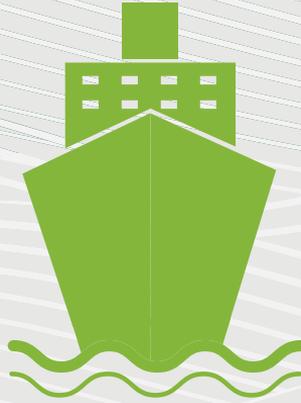
FOOD & DRINK EXPORTS

Source: Bord Bia 2017

The sector
recorded the

7th

consecutive
year of growth
in exports
during 2016



MAIN GROWTH CATEGORIES



Irish food &
drink is sold in

180

markets worldwide



Growth of

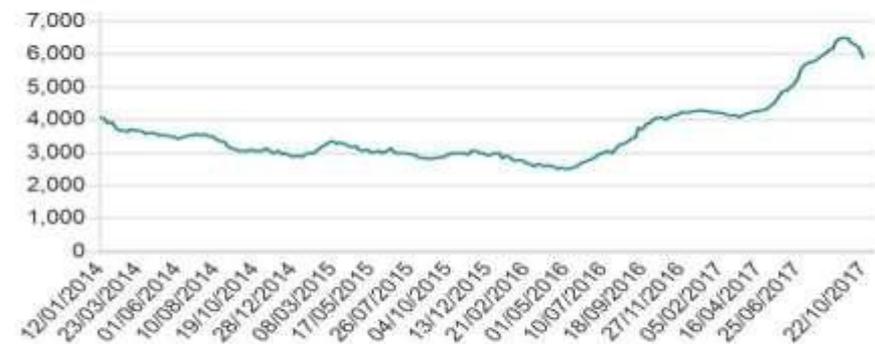
41%

or **€3.27 billion**
since 2010



EU average butter prices

Euros per tonne



Source: EU Milk Market Observatory

BBC

Making a World of Difference

Statement of Strategy 2016 - 2018

1

Informed by
consumer insight

2

Enabled by valued
people, talent and
infrastructure

3

Under pinned by
Origin Green

4

Realised by effective
routes
to market

5

Supported by strong
brand
communications in
the digital age

Pillar 1: Informed by consumer insight



The Thinking House



Pillar 2: Enabled by valued people, talent and infrastructure

✓ Food Marketing / Global Graduates

✓ Marketing Fellowship

✓ Origin Green Ambassadors

✓ Innovation Champions

✓ Market Placements



Pillar 3: Underpinned by Origin Green

FARM

49,000 Beef Farms
90% of Beef Exports, Audited &
Carbon Footprinted

18,000 Dairy Farms
100% Milk production,
participants entering audit cycle

**Pigmeat, Poultry, Lamb, Eggs,
Horticulture**
Sustainability measures being
implemented

MANUFACTURING

556 Companies Registered
95% of exports

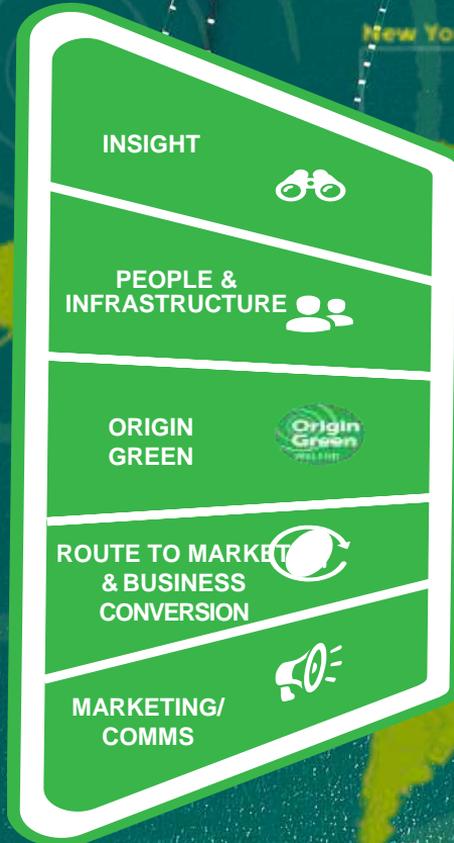
**279 companies at workshop/
plan development phase**

**277 plans accepted and third party
verified**
Over 90% of exports

RETAIL/FOODSERVICE

**6 Retail /
Foodservice
Companies verified**

Pillar 4: Realised by effective routes to market



COMMERCIAL SUCCESS
for Irish food drink and horticulture

Irish Foodservice Channel Insights

NOVEMBER 2017



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Irish Food Board

www.bordbia.ie



Marketplace

International 2018

Ireland's **Sustainable**
Food and Drink Expo

Marketplace 2018 becomes a sustainable sourcing event informed by consumer insight



Pillar 5: Supported by strong brand communications in the digital age



Pillar 5: Supported by strong brand communications in the digital age

Irish Public

To create awareness and understanding

Irish Food Industry

To encourage momentum among farmers, food producers and the trade

To encourage co-marketing of Origin Green



The world's first national
food sustainability programme

OriginGreen.ie

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Next Steps

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn”

Alvin Toffler, Futurist and Management Theorist



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Thank You

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