

# Challenges and Opportunities for Irish Food & Drink

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24<sup>th</sup> January 2017

Growing the success of Irish food & horticulture

*Bord Bia*  
Irish Food Board

# Outline

- ✓ 2016 export performance
- ✓ Main trends
- ✓ Bord Bia programmes & activities

# 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

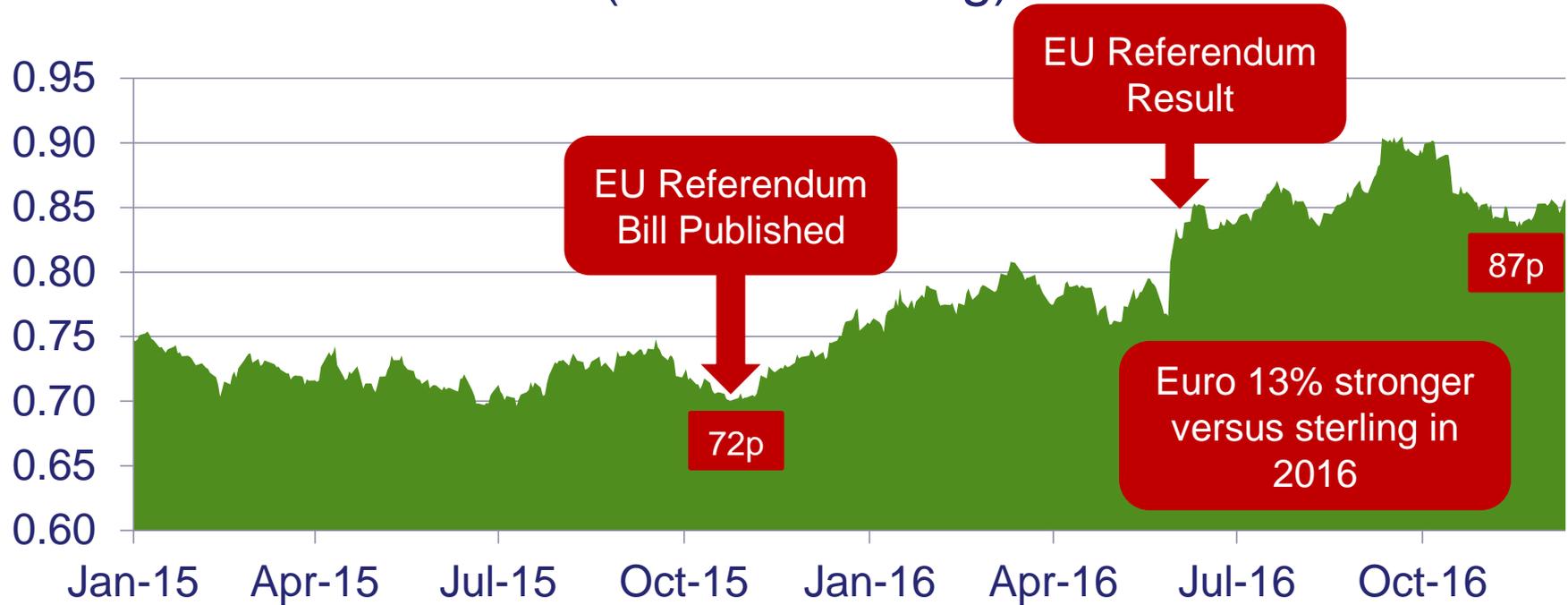
# 41%

or **€3.27 billion** since 2010

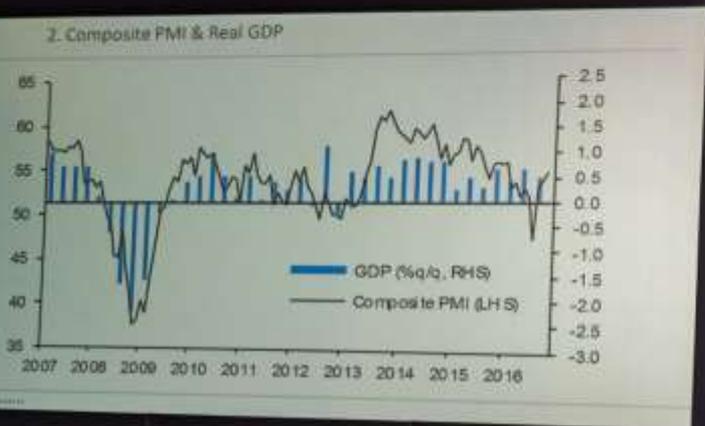


# Exchange rate trends, 2015 to date

(1€ = £ Sterling)



Source: Central Bank of Ireland



2 Brexit Seminars, more than 200 companies

3 Currency & Negotiation workshops

Brexit Trade Marketing Specialist appointed

One to One mentoring doubled





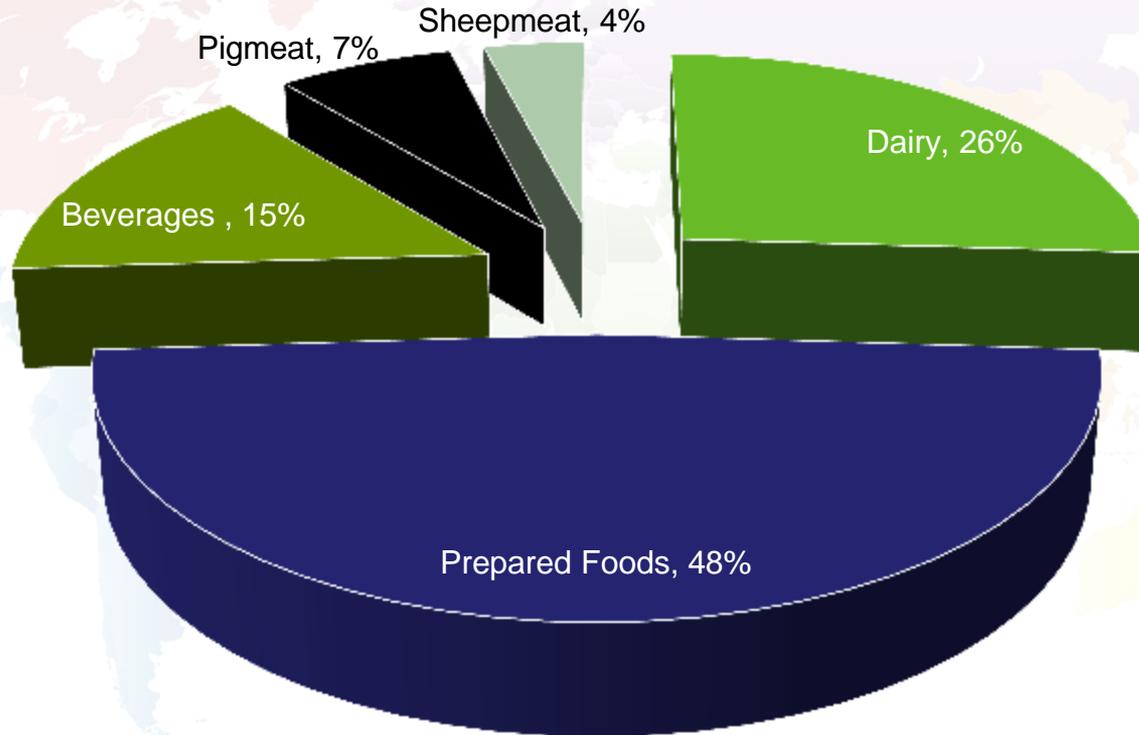
Increased volumes across key sectors, most notably  
dairy, beef and pigmeat.

Boosted export values by €250 million.

# Performance by Sector

Sector	€M	2015	2016 (e)	% change
Meat & Live Animals		3,745	3,660	-2%
Dairy & Ingredients		3,310	3,380	+2%
Prepared Foods		1,770	1,925	+9%
Beverages		1,340	1,400	+4%
Seafood		570	555	-3%
Horticulture & Cereals		250	230	-8%

# Categories driving 2016 export growth



# DAIRY PRODUCTS & INGREDIENTS

Source: Bord Bia 2017

**€3.38 billion**

the estimated value of dairy exports, an increase of **2%**



**50%**  
rise in the value of dairy exports from 2010 (€2.25bn) to 2015 (€3.38bn)



Exports to international markets are worth an estimated

**€1.66 billion,**  
or **49%** of dairy exports



The UK accounts for **53%** of cheese exports



According to the European Commission Medium term outlook Irish milk production is expected to grow over

**40%**  
over the next decade

Ireland exports dairy to

**155**  
markets worldwide



**The top 5 markets**

are the UK, China, the Netherlands, Germany & the United States



# PREPARED FOODS

Prepared foods refers to a wide range of products which have been further processed including baked goods, confectionery, snacks, ambient grocery, chilled foods, ready meals & cooked meats

Source: Bord Bia 2017

## €1.9 billion

the value of Irish prepared food exports in 2016

The value of prepared foods exports has grown nearly

## 50%

since 2009

Chocolate increased in value by 3% to

## €255m



Bakery increased in value by

## 4%



Dairy based enriched powders account for

## 37%

of total prepared food exports



Ireland exports prepared foods to

## 150

markets worldwide



## €745m

or 39% of prepared foods exports are destined for the UK



Exports to international markets stand at

## €620m

or 32% of total prepared foods



Exports to other EU markets reached

## €560m

or 29% of total prepared foods exports

## The top 5 markets

are the UK, China, the Netherlands, Germany & the United States



Exports to the United States

## trebled

# BEVERAGES

Source: Bord Bia 2017

Ireland exports drinks to

# 130

markets worldwide



## Growth in microbreweries

<10 in 2013, 90 in 2016 and plans for over 100 by 2020



# €1.4 billion

 the value of Irish beverage exports, an increase of 4%

36%

Whiskey

21%

Liqueur

20%

Beer

9%

Waters

4%

Cider

5%

Juices

5%

Other

Whiskey exports continue to drive exports with 8% growth recorded in 2016 to reach

# €505m



Irish whiskey is the fastest growing spirit in the world



Sales have grown by 300% over the last decade



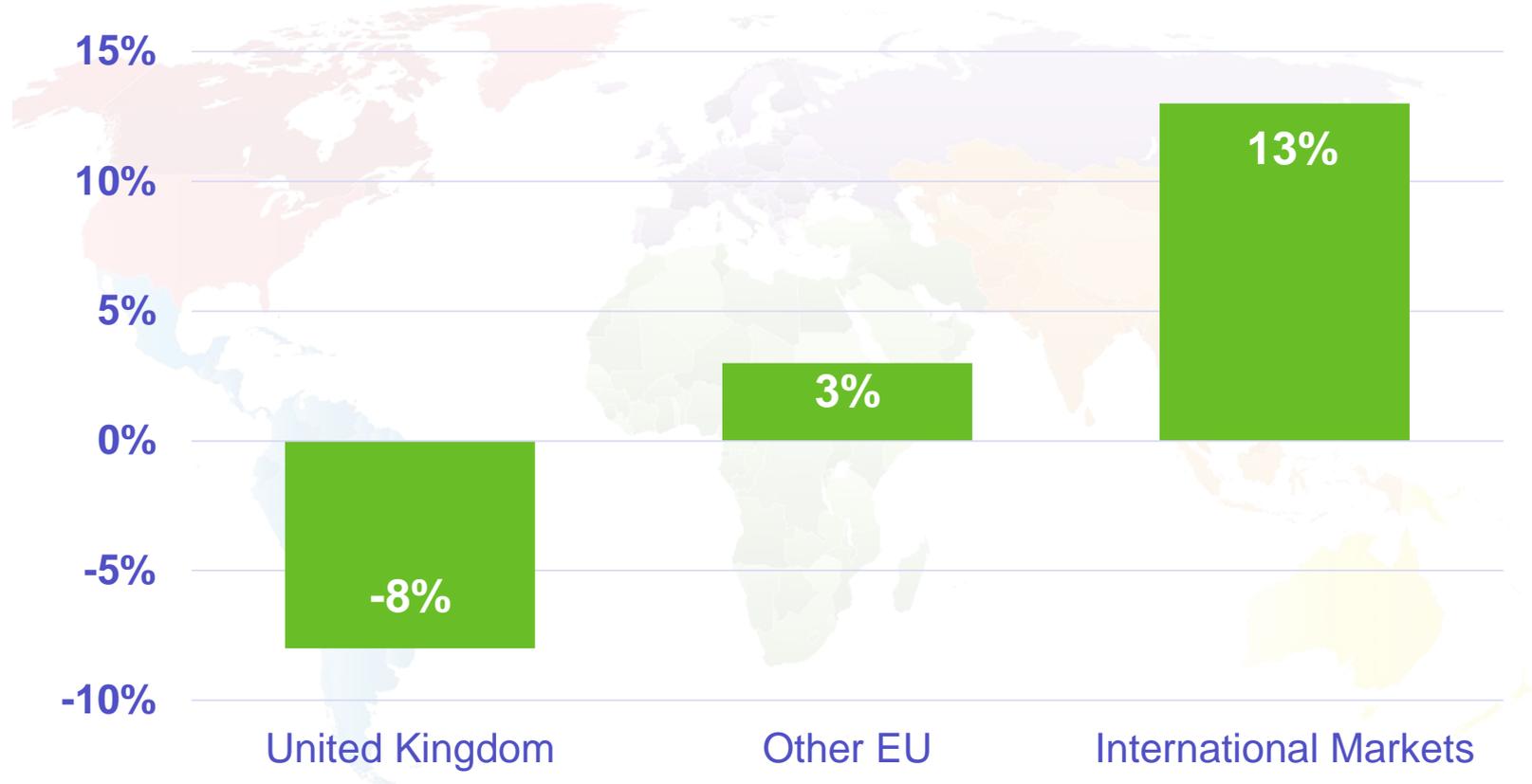
24 million cases projected to be exported by 2030



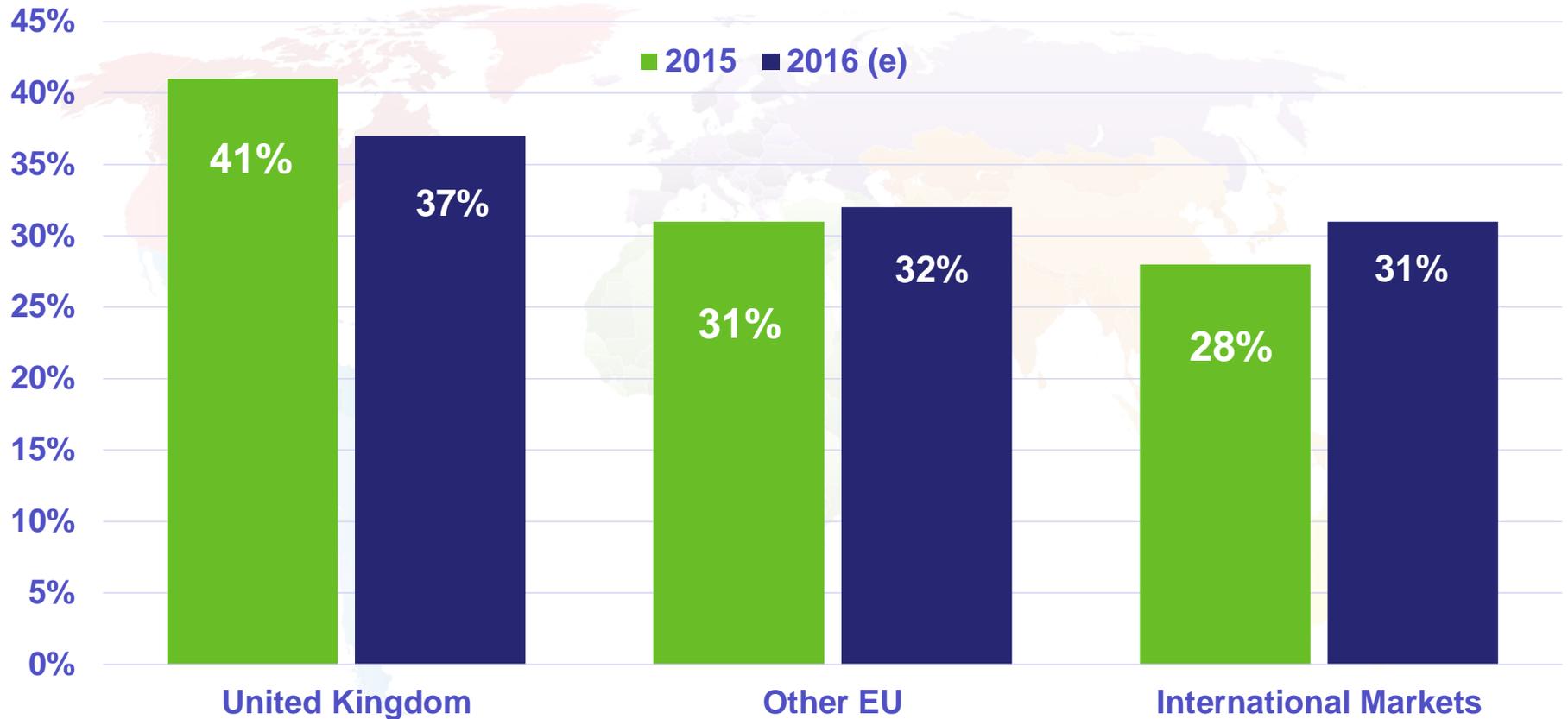
# €295m

the value of cream liqueur exports

# Food and Drink Exports by region



# Distribution of Food & Drink exports (%)



# Trends in exports to the UK

-7%

January to June

-8%

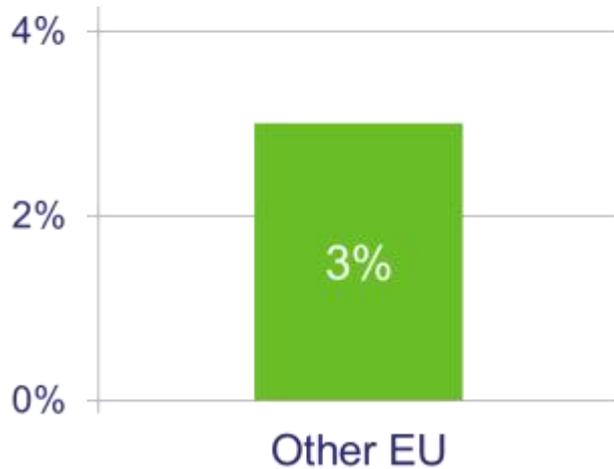
July to October

€4.15bn



# Good recovery in exports to Other EU markets

Growth in exports, 2016



€3.5bn

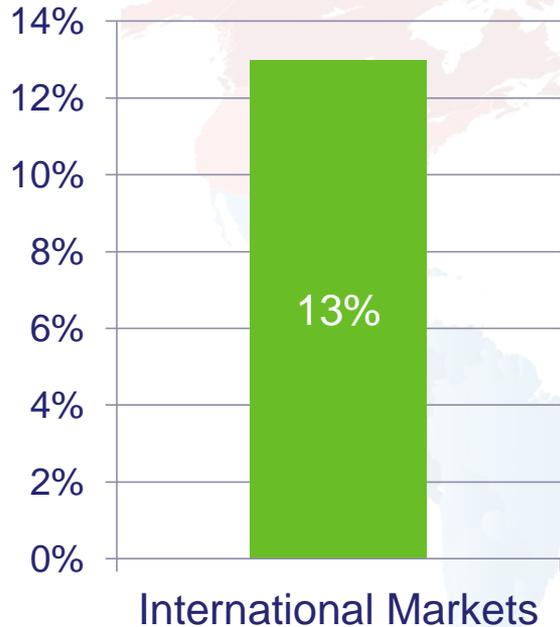
Beverages, Prepared Foods & Seafood

France, Germany & Netherlands all up

Spain, Poland, Scandinavia also higher

# Exports to International Markets

## Growth in exports, 2016



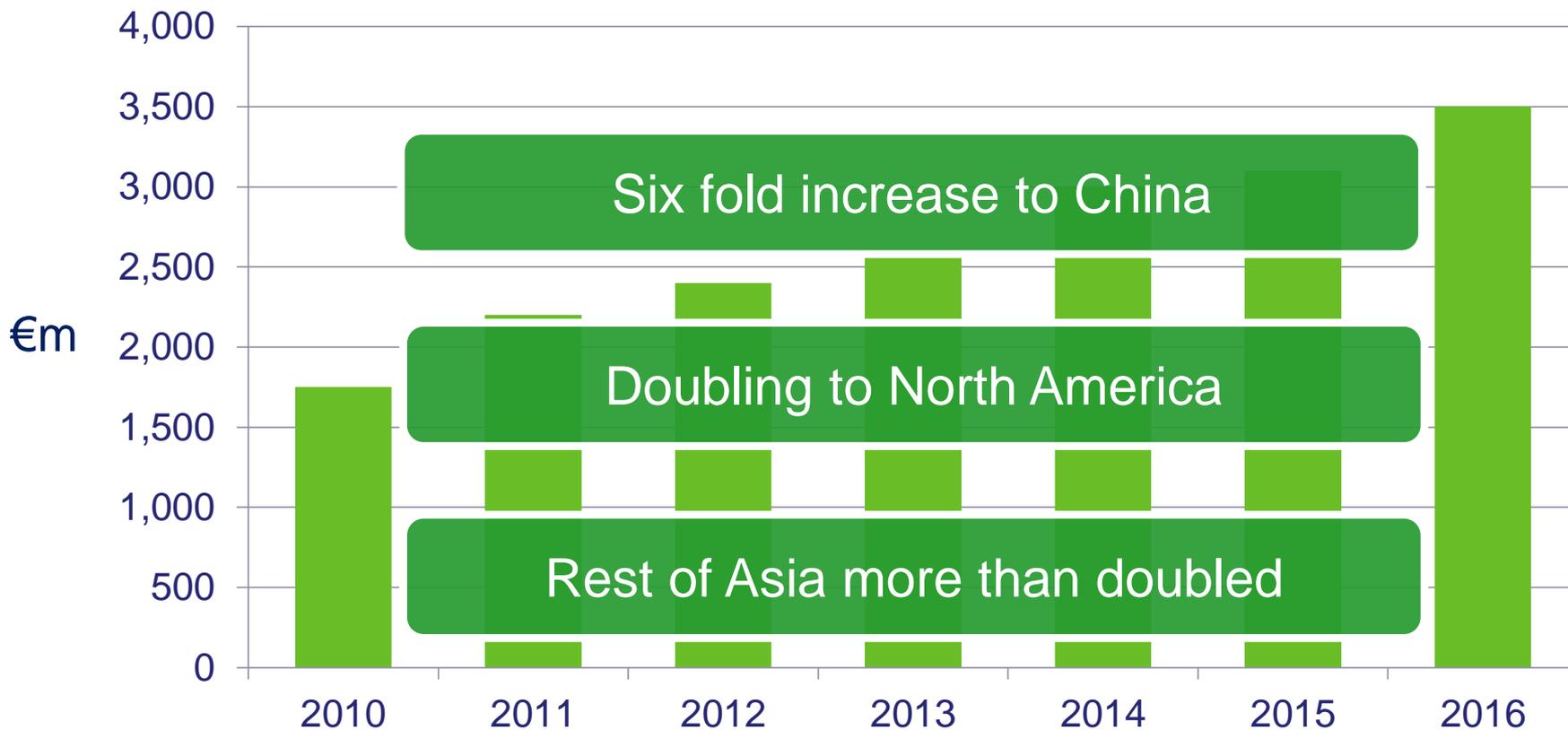
€3.5bn

80% of export growth

Driven by meat, dairy & prepared foods

Most regions showing growth

# Growth in exports to International markets



# Bord Bia Programmes & Activities 2017

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# Strategic Pillars

Informed by consumer insight

Enabled by valued people, talent and infrastructure

Underpinned by Origin Green

Realised by effective routes to market

Supported by strong brand communications in the digital age



# Defend UK Position

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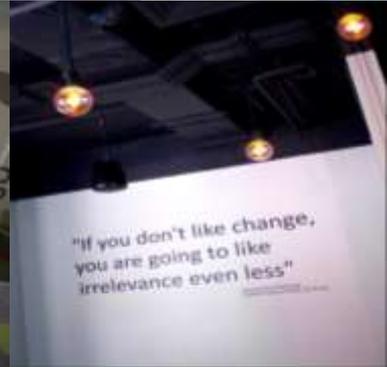


# Extend Market Reach

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# The Thinking House



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# Original Research



**Sugar Study**



**Breakfast Occasion**



**Global Meat Trends**



**Healthy Ageing**



**Home Baking**



**Yoghurt**



**GB Beef  
Shopper Missions**



**Beef Marketing  
Germany**

# Cultural Insight



**China**



**India**



**Iran**



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# Library Acquisitions

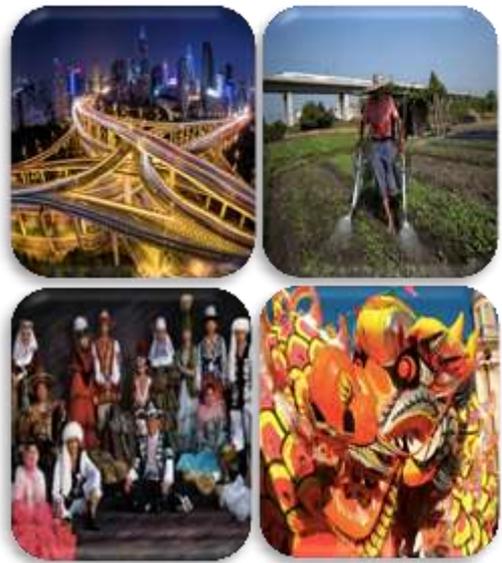
The Google logo is positioned on the top, visible part of an iceberg. The background shows a dark sea and a cloudy sky.The Mintel logo consists of the word "MINTEL" in black, uppercase letters inside a yellow speech bubble shape.The Canadean logo features a stylized circular icon with orange and green segments to the left of the word "canadean" in a lowercase, blue, sans-serif font.The Euromonitor International logo includes a colorful, multi-arched graphic on the left and the text "EUROMONITOR INTERNATIONAL" in black, uppercase letters.The Business Monitor International logo features a red eye-shaped icon with a globe inside, above the text "BUSINESS MONITOR" in red, uppercase letters, and "international" in a smaller, lowercase font below.The IGD Retail Analysis logo shows the letters "IGD" in white inside a blue circle, followed by the text "Retail Analysis" in a black, sans-serif font.The WARC logo features a stylized, blue, dotted graphic above the letters "WARC" in a bold, blue, sans-serif font.The Thinking House logo includes a colorful, abstract cloud-like graphic above the text "The Thinking House" in a black, sans-serif font.



# Market Diversification – Identifying Opportunities



Middle East



SEA & China



Africa

# People & Talent



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# Marketing Fellowship

**253 participants** over last three years

**240 commercial assignments** in 14 markets

Each group of Fellows helping secure **€30m sales** within 3 years

**80% retention rate** of graduates in industry



**Working  
with nature**

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# Company Recruitment Pipeline



**539 Registered**

*95% of exports*

**160 Developing Plans**

**154 Draft Plans Submitted**

**225 Verified Members**

*90% of exports*

**379 Plans Submitted or  
Approved**

***Over 70% of Origin  
Green participating  
companies***

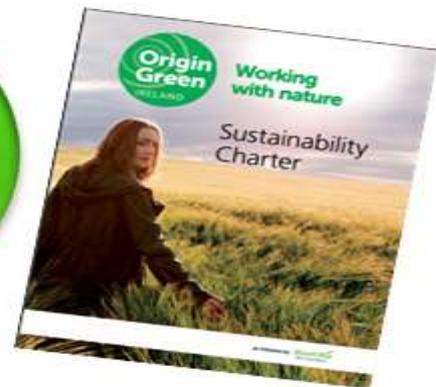
# Origin Green – A Full Supply Chain Programme



Retail Multi-  
& Foodservice  
Operators  
partaking  
pilot  
sustainability  
charter



Companies  
sign up to  
sustainability  
Charter



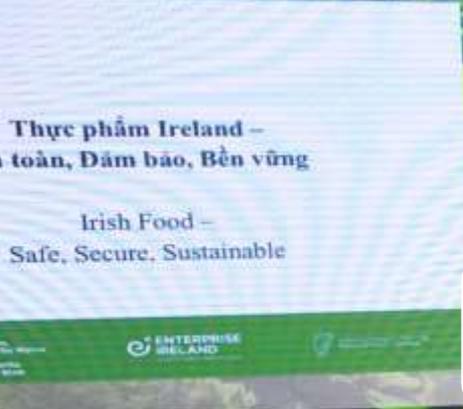


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# Effective routes to market



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8 countries planned for 2017



Focus on M East, Asia and Africa



# New Warsaw Office



# New Singapore Office

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# International Trade Fairs

Total of 24 shows attracting 1 million visitors

3 New Trade Fairs in 2017

Focus on Asia & Middle East

Double space at **Gulf Food**

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# Market Missions & Inward visits



45 inward buyer itineraries



1,100 buyer presentations & meetings



# Customised Support for Companies

Market/  
Consumer  
Insights

Deep Dive  
Market Visit

1 to 1  
Mentoring

## Company Toolkit



Product  
Innovation

Product  
'Offer'  
Refinement

Business  
Development  
Events



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# Origin Green

## 13 Campaigns

across 10 unique markets



674,000

China Website Traffic



700,000+

Google AdWords Impressions



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# Discover Farmhouse Cheese



CLICK HERE  
TO BOOK A FREE  
FARM VISIT

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