

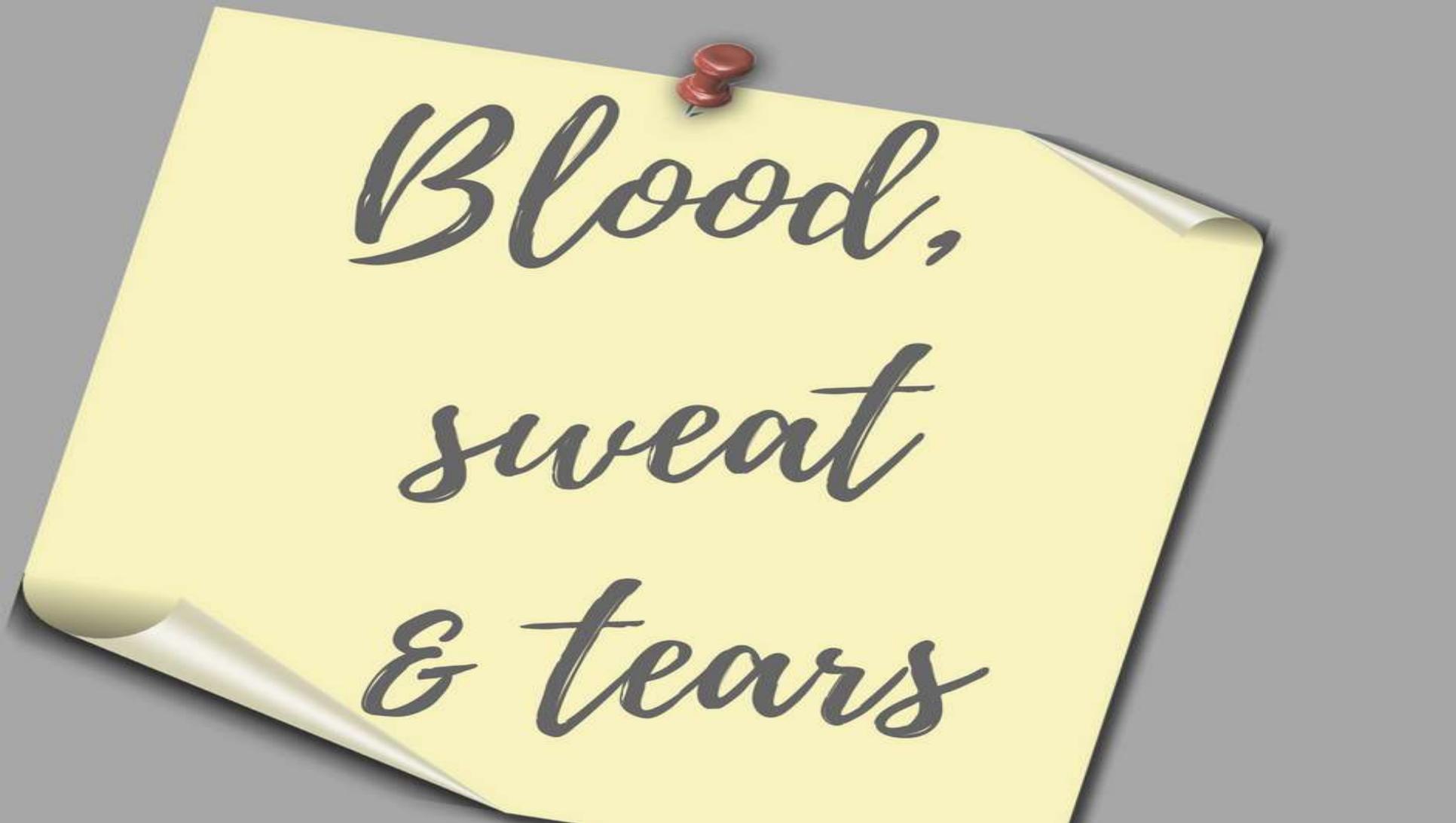
Five Essential Ingredients for Growing Your Business

Mary Morrissey

24th January 2017

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board



Blood,

sweat

& tears

IF THERE'S A
RECIPE FOR
SUCCESS IN
LIFE, IT STARTS
WITH PICKING
THE RIGHT
INGREDIENTS



Welcome to Bord Bia Vantage,
how can we help?

Are you:

- ✓ looking to start a food business
- ✓ looking for finance
- ✓ developing a new product
- ✓ looking for a distributor
- ✓ exporting for the first time

EVENTS

[VIEW ALL »](#)



24 JANUARY 2017
Bord Bia Small
Business Open
Day 2017

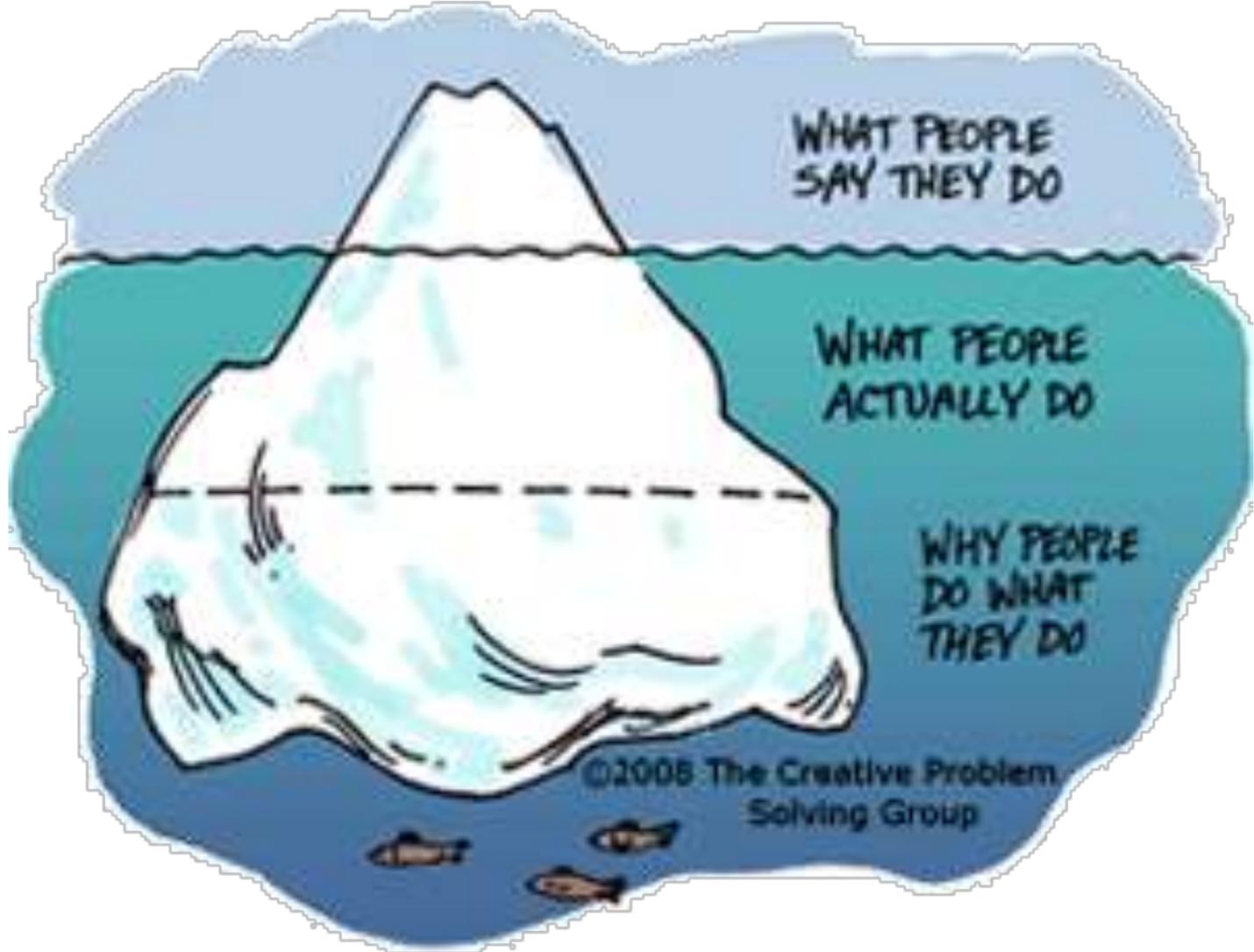


29 JANUARY 2017
ISM

ISM takes place from 29/1 - 2/2 2017 in



14 FEBRUARY 2017
Research and
Innovation
Conference & Expo



WHAT PEOPLE
SAY THEY DO

WHAT PEOPLE
ACTUALLY DO

WHY PEOPLE
DO WHAT
THEY DO

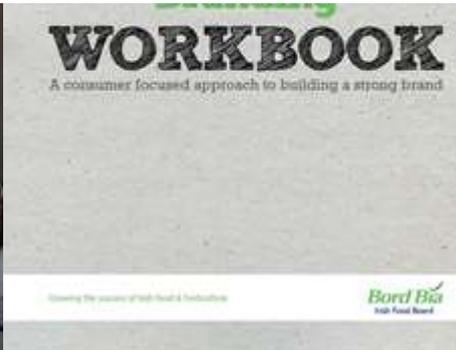
©2005 The Creative Problem
Solving Group



Consumer
lifestyle Trends

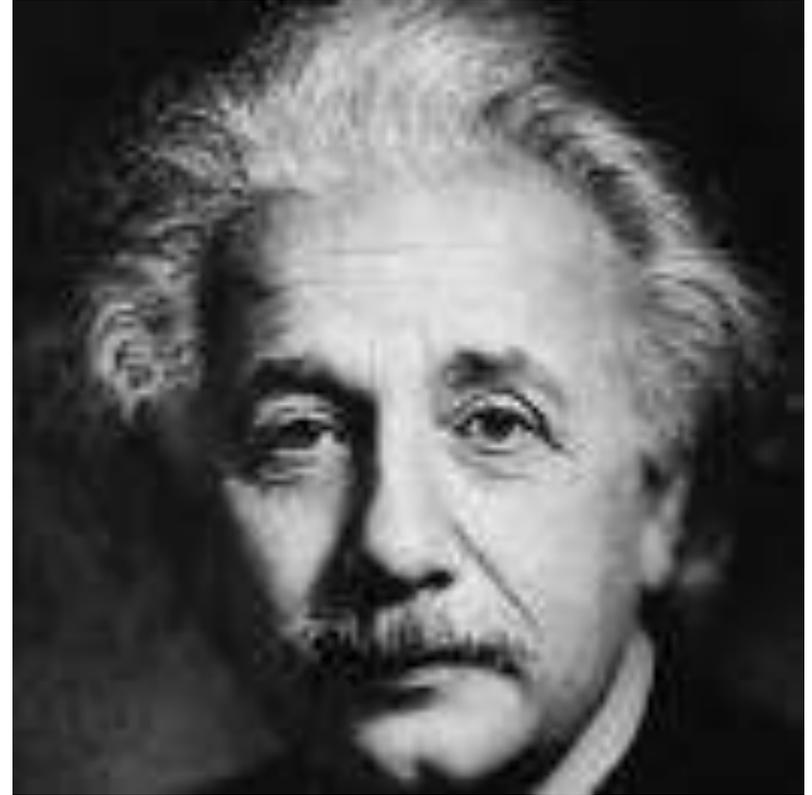


The Thinking House



Where Do You Begin?

1. Info@bordbia.ie to access library
2. Bord Bia **LinkedIn** for info on all research
3. alan.walsh@bordbia.ie for Consumer Lifestyle Trends



Events 2017



- Building Brands that Last (Feb)
- Data as a Driver to grow your brand (March)
- Food Styling and Photography on a shoe string (March)
- Video strategy Workshop (April)
- How to build a better brand (May)
- Packaging Design Workshop (June)
- Winning with the Digital Shopper (Nov)

SuperBrands for Smaller Businesses

A SYNDICATED BRANDING AND INNOVATION
SERVICE FOR IRISH FOOD & DRINK

**Consumer
Insights Team**

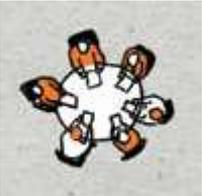
Growth through consumer understanding

Stage 1: Groundwork



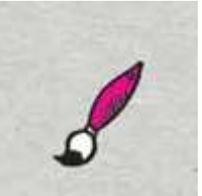
Understand your business issue, the market context and who your target consumer is.

Stage 2: Exploration

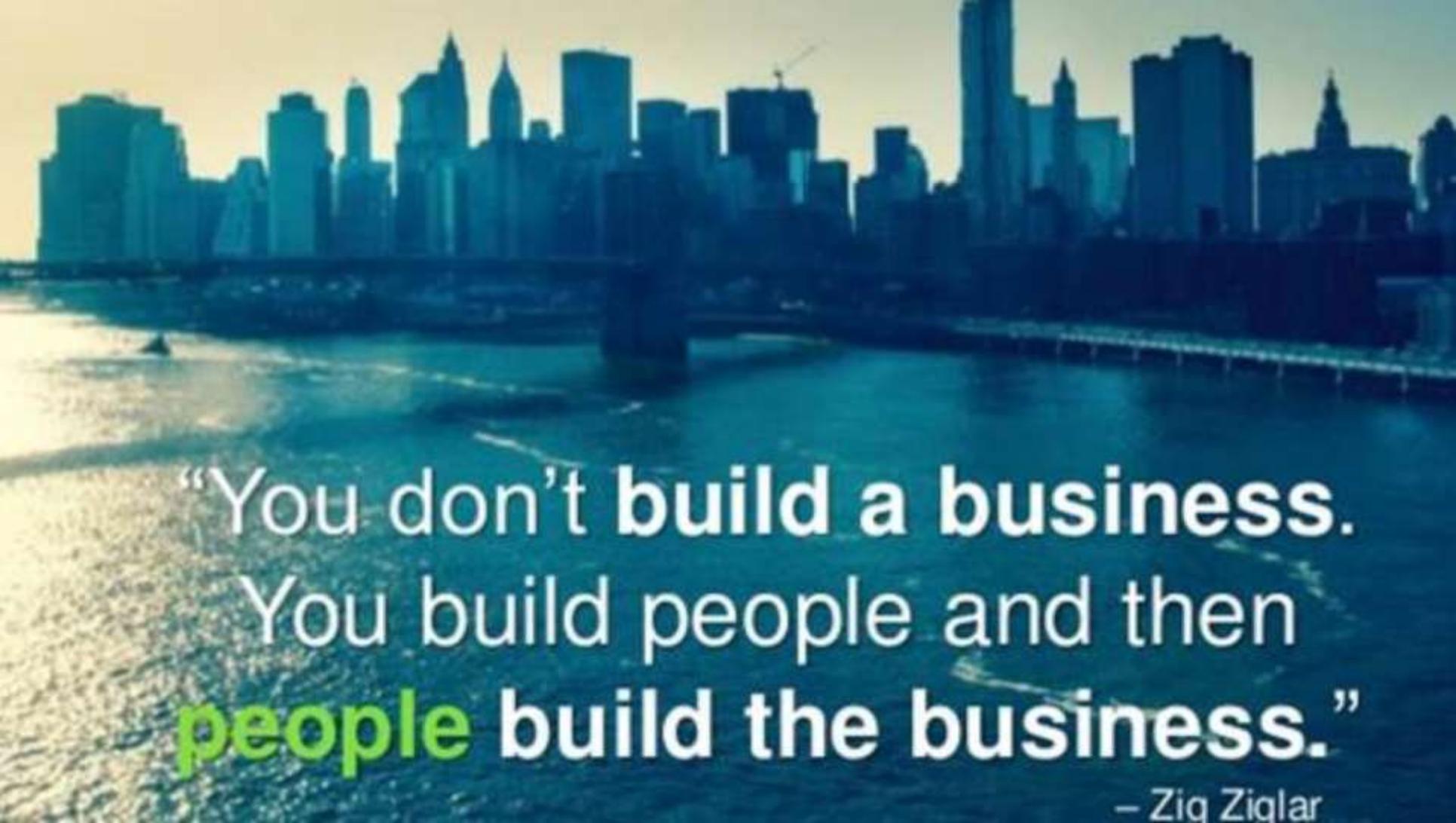


Exploration using qualitative research to generate deep consumer insights about your brand.

Stage 3: Expression



creation of a design brief right through to final brand design including pack design.



“You don’t **build a business.**
You build people and then
people build the business.”

– Zig Ziglar



Workshop Series & Mentoring for Small Businesses



PREPARING
TO
EXPORT

Workshops
Mentoring
**Visit to export
market**





MAP & Step Change Fund

**2017 Applications
close 31st Jan**

Bord Bia Marketing Fellowship 2017



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FOOD WORKS

CREATING GLOBAL FOOD ENTREPRENEURS



Expert & Industry Led Workshops



1:1 Business Advisor Sessions



Consumer And Market Research



Retailer Engagement



Overseas Market Study Trip



Industry & Investor Networking



Access To Production & Technical Expertise



Feasibility Grant Funding

PROGRAMME OUTPUT - INVESTOR READY BUSINESS PLAN



FOOD WORKS
CREATING GLOBAL FOOD ENTREPRENEURS

Bord Bia
Irish Food Board

ENTERPRISE IRELAND
where innovation meets business

cafosc
Association of Food Business Owners

A green directional signpost with two signs against a blue sky with clouds. The top sign is rectangular with rounded corners and contains the text "ROUTE TO MARKET". The bottom sign is arrow-shaped and points to the right, containing the text "...this way...".

ROUTE TO
MARKET

...this way...

SKILLS TRAINING FOR SELLING AT FARMERS' MARKETS

DON'T MISS THESE BORD BIA
HALF DAY SKILLS TRAINING
WORKSHOPS



THESE WORKSHOPS WILL HELP YOU IMPROVE YOUR:



Stall Management



Selling & Marketing Tips



Building Customer Loyalty



Costing and Profits



Sharing Producers' Ideas



Networking

These **practical** and **interactive half day workshops** will be delivered by an **experienced** Irish indoor and outdoor stall holder, **Margaret Hctor** of **Kilmullen Farm**. Suitable as a **refresher** for **existing stall holders** and as a helping guide if you are **starting to sell** at farmers' markets.

Irish Retail Programmes



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Irish Food Board

Retail & Foodservice



© Alamy

Growing the success of Irish food & horticulture

A photograph of four people (three women and one man) standing on a rooftop terrace. They are smiling and looking towards the camera. In the foreground, there is a tray with several jars and a box of Kildare Creamery products. The background shows a cityscape under a cloudy sky.

Market Insight
Route to Market
Company Strategy
Product costing
Management structure
Accessing Finance

Market Study Visits 2017



15 - 18 February 2017
Nuremberg, Germany

BIOFACH2017
into organic

Speciality
& Fine Food Fair 2017
3-5 September, Olympia London



lunch!
The contemporary food to go show



FREE FROM
FOOD EXPO



FUNCTIONAL
FOOD EXPO

8-9 JUNE 2017
BARCELONA



**BIGGER
BETTER**
FREE FROM
FUNCTIONAL
FOOD EXPO

5TH EDITION
Fira Barcelona

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Mass advertising can help build brands, but authenticity is what makes them last. If people believe they share values with a company, they will stay loyal to the brand.

– Howard Schultz



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think digital.



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Sector Overviews

Colgan Room 2.15pm

- Beverages – Denise Murphy
- Bakery – Orla Donohoe
- Confectionery – Miriam Tuomey
- Grocery – Linda Cullen
- Organic – Stephanie Moe

Colgan Room 2.15pm

- Frozen – Margaret McCarthy
- Chilled Food – Miriam Tuomey
- Seafood – Annette Kenny
- Dairy – Eimear O'Donnell

**Even if you are on the right track,
You'll get run over if you just sit
there. – *Will Rogers***