



Is Your Business Future Fit?

Karen Tyner – Senior Small Business Manager

Growing the success of Irish food & horticulture



An aerial photograph of a lush green field, likely a farm or agricultural area. The field is divided into sections by stone walls. In the upper left corner, there is a circular pattern of concentric lines, possibly a field marker or a specific agricultural layout. The overall scene is vibrant green and well-maintained.

**Lets look back at 2017
(MASH UP VIDEO)**

What does 'Future Fit' look like in your business?

Your Goals Drive What You Need to Do

- What are the goals for your business?
- What channels are you going to use to deliver those goals?
- What's unique about your business, why would a buyer buy from you over your competitors?
- What exactly is your business going to do?
- When will you review how you are progressing?

An aerial photograph of a lush green field. A prominent diagonal line, possibly a fence or a path, runs from the top-left towards the bottom-right. In the upper-left quadrant, there are several concentric circles drawn in a light green color. The overall scene is bright and vibrant, representing a rural or agricultural setting.

**How can Bord Bia help you validate
your business goals and channels??**



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 »](#)



23 JANUARY 2018
**Bord Bia's Small
Business Open
Day**

Bord Bia's Small Business Open Day is an important date in the diary for any small food or drinks business looking to grow, be this locally,....

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24 JANUARY 2018
**Think Digital
Seminar 3 -
Exporting**

The next Think Digital Seminar focusing on Digital Exports being held in the Creative Workshop at the Bord Bia Offices on January 24th. The seminar...

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28 JANUARY 2018
ISM

From chocolate and confectionery, to biscuits, through to snack items: With its multifaceted range of offers ISM reflects the entire spectrum of...

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The Thinking House
BORD BIA INSIGHT CENTRE

Groundwork beyond
Google

Bord Bia Generated reports



Fresh & Frozen Pizza



Jams, Nut Butters
and Sweet
Spreads



Pre-packed
Cooked Sliced
Meats



Cooked Ready Meals



Fresh Ready Soups

Library





Consumer Lifestyle Trends

Introduction Global forces Cultural snapshot **The Trends** Hot Topics Contact Us

Keeping it real
"I am looking for products and brands that have real, authentic and honest origins"

Personal value seekers
"I'm willing to spend money on the things that are valuable to me, and am pursuing more creative ways of getting what I want"

Health and wellbeing
"I want to achieve a holistic approach to physical health and emotional wellbeing"

Consumer Lifestyle Trends

Busy lives
"I want help managing and making the most of the time I have"

Shared experiences
"I'm seeking experiences I can share with others, to enrich my daily life and escape life's pressures"

Responsible living
"I want to live more responsibly and make better choices that make a difference without having to"



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

www.bordbia.ie

Ireland Market Foodservice Newsletter



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

www.bordbia.ie



Irish Monthly Retail Report

www.bordbia.ie/industry



Market Webinars - <https://vimeo.com/channels/bordbiamarketplace>

A screenshot of a video player interface. The video content shows the exterior of a "by CHLOE." cafe with a striped awning, and two trays of food: one with a burger, fries, and a drink, and another with a bowl of salad and a bowl of soup. The video player includes a play button, a progress bar showing 24:54, and various control icons like volume, settings, and full screen. On the left side of the player, there is a sidebar with the "Bord Bia Irish Food Board" logo, the title "Ireland Food Service Market Webinar from Bord Bia", and a public chat window.

Bord Bia
Irish Food Board

Ireland Food Service Market Webinar

from Bord Bia

Pat Doyle
Trainer/Spokesperson
00202884546

PUBLIC CHAT

3:45 AM Maureen O'Brien
Hi there, just to confirm that the record of public talks & market analysis will begin at 10 o'clock, @ 11 AM

24:54

Market Missions



Agencies



Oifig Fiontair Áitiúil
Local Enterprise Office

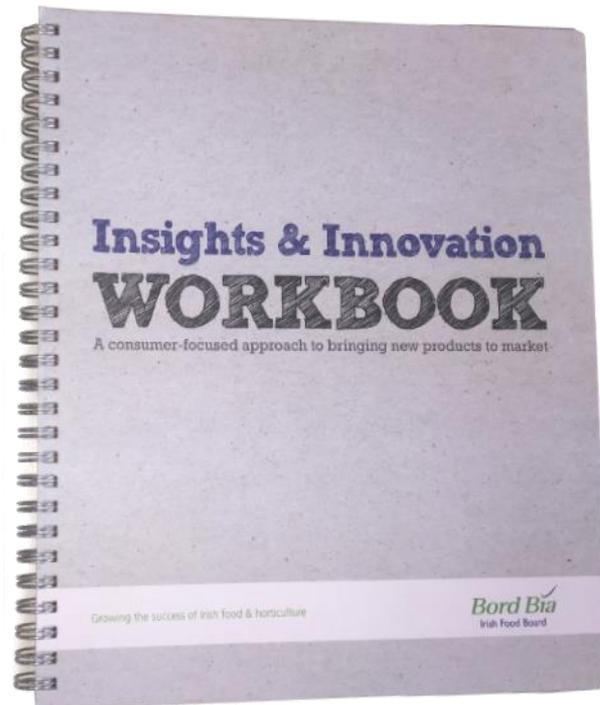
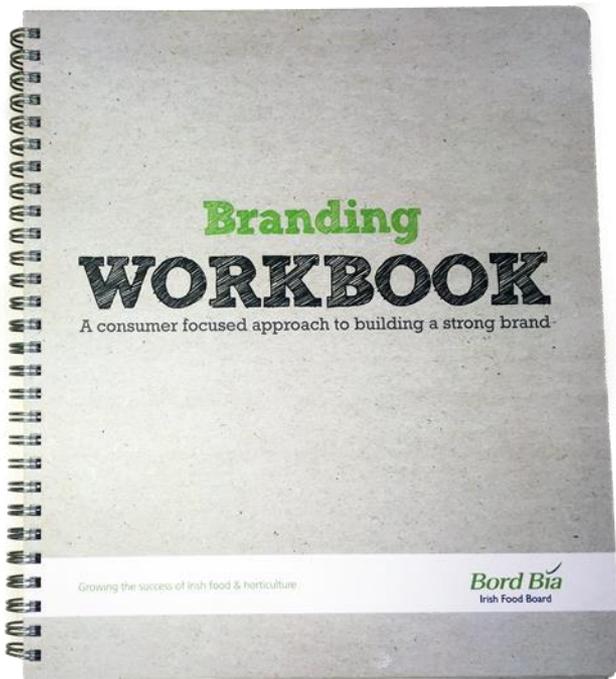


An aerial photograph of a lush green field, likely a farm or rural landscape. A stone wall runs diagonally across the middle of the frame. In the upper left corner, there is a graphic of concentric circles, resembling a target or a bullseye, overlaid on the field. The text is centered in the upper half of the image.

How do you ensure your business is unique?

Branding Options from Bord Bia

Branding and Innovation Workbooks



SuperBrands for Smaller Businesses

A SYNDICATED BRANDING AND INNOVATION
SERVICE FOR IRISH FOOD & DRINK

Brand Forum



Origin Green



Quality Mark



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How do you ensure your business is unique?

Skill Building Options from Bord Bia



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

Brexit



Think Digital



think
digital

A network diagram consisting of seven colored nodes (blue, orange, red, purple, green, light blue, and dark green) connected by green lines, overlaid on a yellow background. The text "think digital" is written in white, lowercase letters on the yellow background.

Bord Bia Vantage - Events



EVENTS

Please check our Events Calendar below, to view our [AWARDS click here »](#)



23 JANUARY 2018
Bord Bia's Small Business Open Day

Bord Bia's Small Business Open Day is an important date in the diary for any small food or drinks business looking to grow, be this...

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06 FEBRUARY 2018
Food & Bev Live

An exciting trade event for the foodservice and hospitality industry. Five national skills competitions including National Barista...

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e.ie/bord-bia-small-business-open-day/



24 JANUARY 2018
Think Digital Seminar – Exporting – Digital Impact

The next Think Digital Seminar focusing on Digital Exports being held in the Creative Workshop at the Bord Bia Offices on January...

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25 FEBRUARY 2018
Salon du Fromage

With 190 exhibitors and 6,720 visitors, the Cheese and Dairy Products is the capital event for the cheese industry. The 15th Cheese and...

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28 JANUARY 2018
ISM

From chocolate and confectionery, to biscuits, through to snack items: With its multifaceted range of offers ISM reflects the entire...

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31 MAY 2018
Bloom in the Park

Bloom was launched by Bord Bia in 2007 primarily as a promotional vehicle for horticulture; providing a showcase for garden plants,...

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Farmers Markets



An aerial photograph of a lush green field, likely a farm or agricultural area. A stone wall runs diagonally across the field. In the top left corner, there is a graphic of concentric circles, resembling a target or a bullseye, overlaid on the field. The text is centered in the upper half of the image.

How do you ensure your business is unique?

Resource Options from Bord Bia

Bord Bia Talent Programmes



Global
Graduate

Marketing
Fellowship

Origin Green
Ambassador

Market
Placement
Programme

MSc Design
Innovation

Marketing Fellowship



Grants



2018 MAP & SCP
closing date for application: Wednesday 31st January 2018

Bloom



Trade Shows



BIOFACH 2018

into organic



Marketplace International 2018

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



FREE FROM FUNCTIONAL FOOD EXPO

NORTH EDITION SPRING 2018
16 - 17 MAY STOCKHOLM, SWEDEN

BOOK NOW • BENEFIT FROM IT!



Organic Programme



Your Goals Drive What You Need to Do

- What are the goals for your business?
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- What's unique about your business, why would a buyer buy from you over your competitors?
- What exactly is your business going to do?
- When will you review how you are progressing?

Foodwise

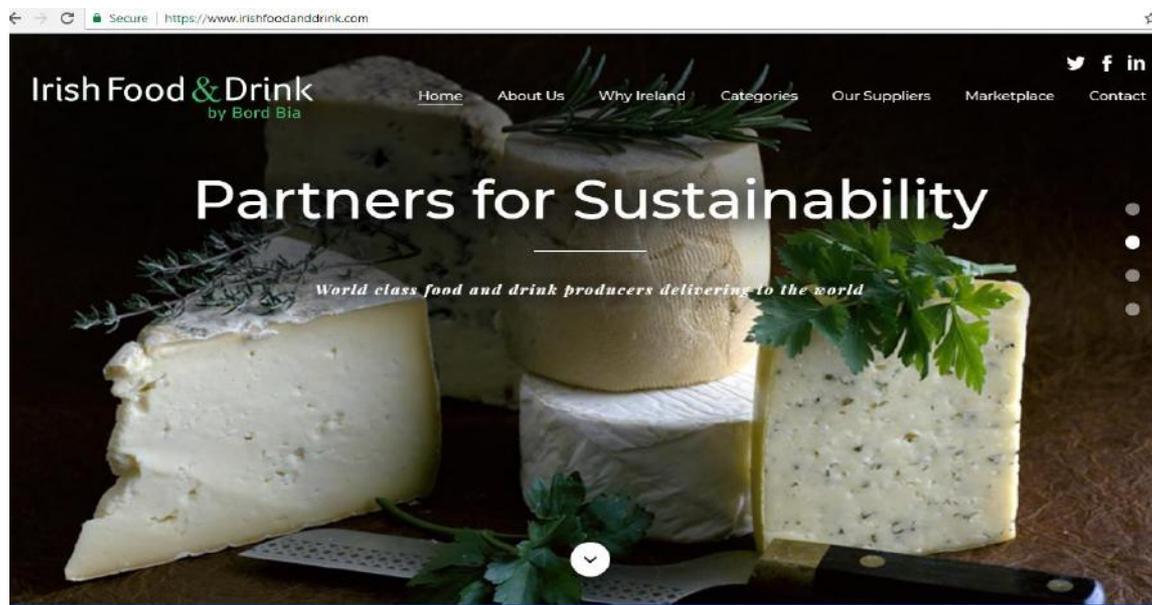


Small Business Strategy Development



**START
SURVEY**





The screenshot shows the homepage of Irish Food & Drink by Bord Bia. The browser address bar displays "Secure | https://www.irishfoodanddrink.com". The website header includes the logo "Irish Food & Drink by Bord Bia" and a navigation menu with links for Home, About Us, Why Ireland, Categories, Our Suppliers, Marketplace, and Contact. Social media icons for Twitter, Facebook, and LinkedIn are also present. The main content area features a large image of various cheeses with the headline "Partners for Sustainability" and the subtext "World class food and drink producers delivering to the world". A scroll indicator is visible at the bottom center of the main image.



Explore Categories

Scroll using arrows, click to view



Our Global Coverage

What does 'Future Fit' look like in your business?

An aerial collage of four images: a green field with a stream, a blue canal with white lines, a top-down view of a greenhouse with circular lights, and a wind turbine in a green field.

Thank You

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board