

Bord Bia supports and services

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Client Engagement Manager

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BORD BIA
IRISH FOOD BOARD

Food and Drink Industry: Bord Bia's client base

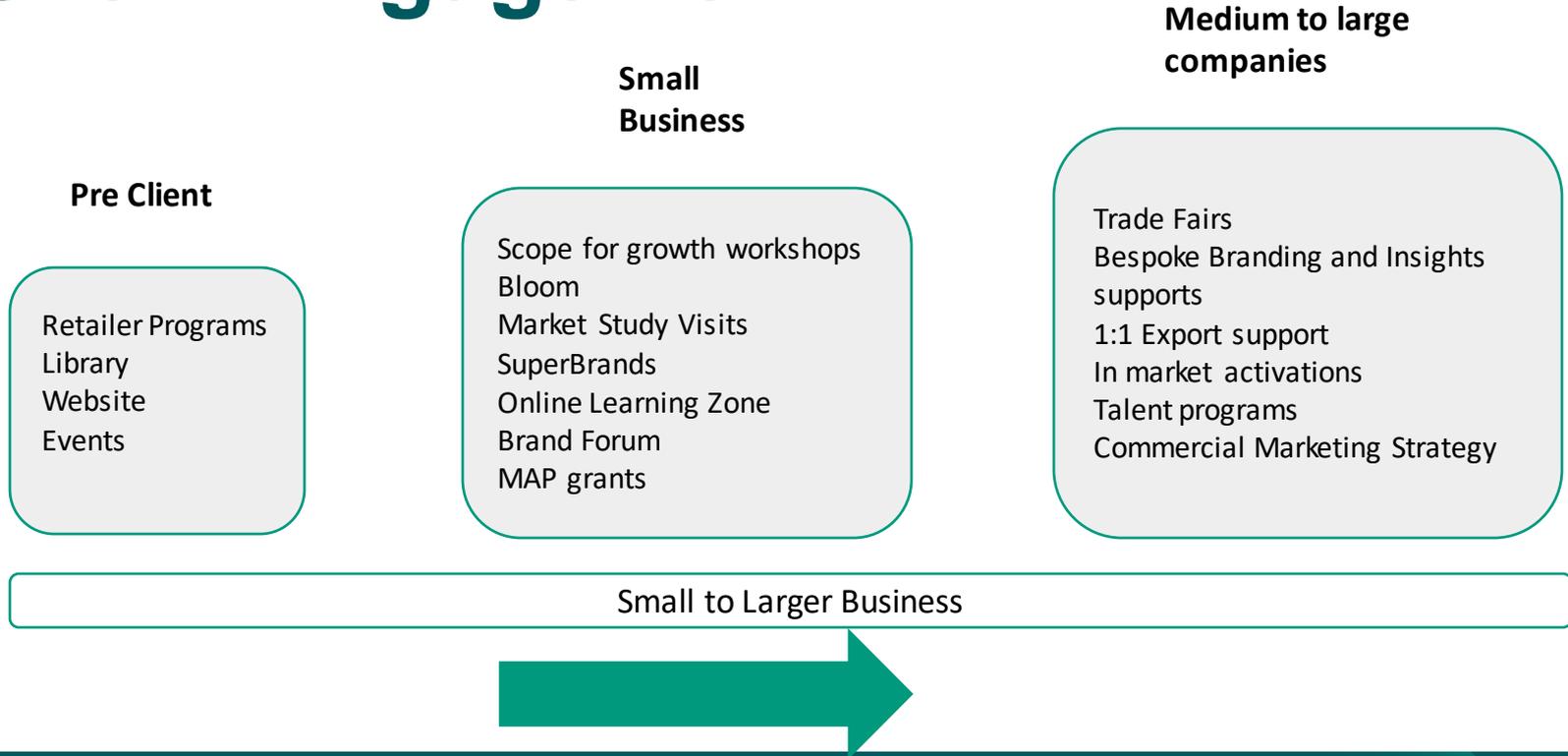
Manufacturing in ROI

Origin Green verified membership (min T/O)

T/O and export potential will influence the level of support but not exclude

Capability supports

Client Engagement



Where can we support?

Consumer trends and Market insights
www.bordbia.ie

Bord Bia Library and on line resources

Self learning modules for Food markets business operators

Bord Bia website requires registration

Capability supports including workshops from Retail programs and Bord Bia specific

Bord Bia team directly involved

Retail Programmes

Retail Programs
Library
Website
Events



Bord Bia Insight Reports

Retailer Programs
Library
Website
Events



Report

JAN 2022

Performance and Prospects Report 2021/2022

2021 marked the first year of trading with the UK outside the EU's customs union. In this context - the value of Irish food and...

Read More



Report

NOV 2021

Feeling the Pinch, November 2021

As the world was reshaped by the events of the COVID-19 pandemic, and businesses expected another recession akin to the...

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Report

SEP 2021

Global Sustainability Insights

The Global Sustainability Insights survey was undertaken domestically and in 12 of Ireland's most important export markets, to...

Read More



Report

AUG 2021

Digital Marketplaces: How to sell to sell on Amazon, Walmart, Alibaba

This report aims to help Irish Food, Drink, and Horticulture Brands to create their digital marketplace proposition from...

Read More



Report

AUG 2021

The Ocado Opportunity

This report aims to highlight the opportunity 'Ocado', an online retailer in the UK, could have for Irish Food, Drink, and Horticulture...

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Report

JUL 2021

Cultivating Craft Futures in Ireland

The objective of this research is to help Craft Beer & Cider makers identify priority growth actions to drive fresh consumer & trade...

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www.bordbia.ie/industry/insights

Bord Bia's Library

KANTAR



MINTEL

Contact: thethinkinghouse@bordbia.ie

The Knowledge & Market Intelligence Team at Bord Bia will give confidence through clarity of understanding, to help you learn & know so you grow

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The personal data provided on this form will be retained by Bord Bia solely for record keeping purposes and will only be used for the purposes of your request. This data will not be shared with any third parties and will be securely destroyed at the end of the three year retention period.

Yes, I agree to comply with usage terms above (please tick)

Name: _____ Company: _____

Title: _____ Email: _____

Are you participating in the Food Starter or Food Academy Program?
Yes/No Please specify which one: _____

Tell us about your market insight & information needs & objectives?

What do you need to know?

What business problem are you trying to solve with this market insight & information?

Define your 6 C's to help us deliver the best search results possible:

Consumers: All or any specific target group e.g. seniors, children, GenZ

Currency: (of information) Historic, present, forecast

Category: Bakery, meat, meal occasions, organic...

Channel: Retail, Foodservice, B2B, Distribution...

Country: Global, Regional, country specific, e.g. Ireland...

Company: List, profile, case studies...

Return your completed form to the Knowledge & Market Intelligence Team at thethinkinghouse@bordbia.ie

Bord Bia Brexit Hub

Retailer Programs
Library
Website
Events



Brexit Action Plan

Bord Bia's Brexit Action Plan (2021) provides practical information that Irish food and drink manufacturers can utilise in order to prepare for increased complexity in future trade with the UK.

[Learn More](#)

Bord Bia Introduction video: 'Doing Business in GB'

Donal Denvir introduces the 'Doing Business in Great Britain' video series.



Understanding what Brexit means for your business

An important video to help in understanding what Brexit means for your business and how trade has been affected.



www.bordbia.ie/brexit

Learning Zone

Retailer Programs
Library
Website
Events



Choosing and Managing Your Distributor

★★★★★ · Length 20 Mins · Released 28 Jul 2020

A distributor is a company that represents an exporting business (the principal) and purchases stock for selling. A high percentage of Irish/UK exports are made through distributors, and while a good... [Read More](#)

1 Module

9 Reviews

Enrol



Defining Success for Your Business

★★★★★ · Length 10 Mins · Released 11 Jan 2022

When establishing a business, it's important to take time to define what success means for your business. Your definition might be very different to another business. This module will help you to do... [Read More](#)

1 Module

1 Review

Enrol



Exploring Diversification into Foodservice

★★★★★ · Length 15 Mins · Released 28 Jul 2020

This interactive module provides a short introduction to the food service channel for small food producers who are considering diversifying from their current retail or online channels. This... [Read More](#)

1 Module

5 Reviews

Enrol



SWOT Analysis

★★★★★ · Length 20 Mins · Released 28 Jul 2020

If we run a business the chances are we're always looking to improve the business, or some area of it. That involves making decisions, either small tactical ones, or large strategic ones. One of the... [Read More](#)

1 Module

4 Reviews

Enrol



Trade Fair Participation

★★★★★ · Length 20 Mins · Released 16 Jun 2021

Attending a trade fair is a great opportunity to identify new leads and speak with potential customers. In this module you will learn how to maximise your participation in trade fairs and actively fo... [Read More](#)

1 Module

3 Reviews

Enrol



Understanding the Consumer and Market Opportunity

Length 15 Mins · Released 26 Sep 2022

It's often said that 50% of a producer's marketing investment is wasted but which half? By completing this module based on the 6W's model of target marketing you'll understand more about the Who, What... [Read More](#)

1 Module

Enrol

Farmer's Market

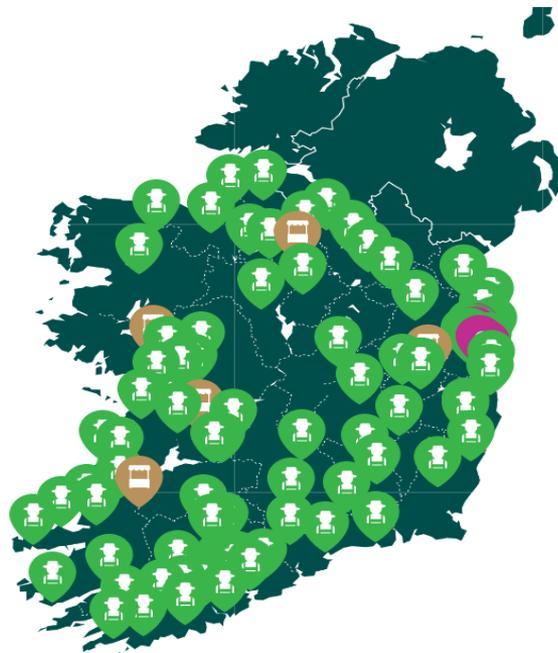
Retailer Programs
Library
Website

Markets

We found 108 markets



Name	Location
Abbeyfeale Farmers Market	Limerick
Achonry Farmers Market	Sligo
Adrahan Farmers Market	Galway
Airfield Farmers Market	Dublin
Ardfert Farmers Market	Kerry
Ardmore Farmers Market	Waterford
Athenry Local Market	Galway
Aughrim Town & Country Market	Wicklow
Ballina Farmers Market	Mayo
Ballinamore Farmers Market	Leitrim
Ballincollig Farmers' Market	Cork



Learn more about Irish Food Markets



Advice on Setting Up a Stall



Setting up a Food Market

www.bordbia.ie/farmers-markets

Events – Bloom, MSV's Trade Fairs

- Retailer Programs
- Library
- Website
- Events



Plant-based UK Market Study visit 2022

- London, United Kingdom
- Wednesday 30th Nov 2022 - Thursday 1st Dec 2022 08:00 - 21:00
- Registration Closed



Thank you

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