



# Bord Bia Strategic Imperatives

Tara McCarthy, Chief Executive

Foodservice Seminar  
8<sup>th</sup> November 2017

Growing the success of Irish food & horticulture

*Bord Bia*  
Irish Food Board

## **BORD BIA'S INTERNATIONAL REACH...**

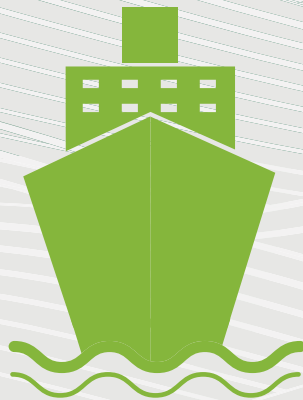


... to drive the success of a world class Irish food, drink and horticulture industry  
through  
**strategic market development,  
promotion & information services**

# 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



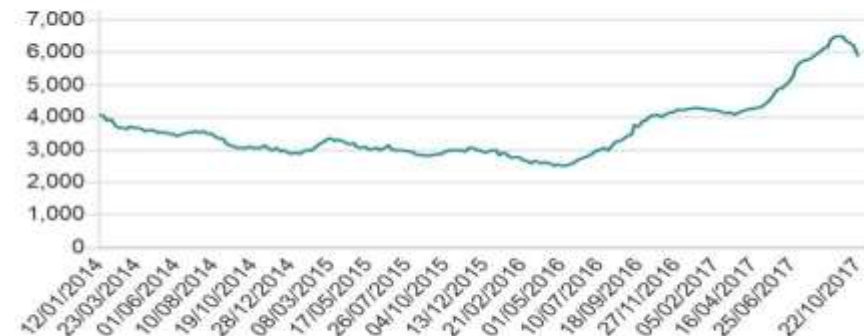
Growth of **41%** or **€3.27 billion** since 2010

A large green arrow points from the bottom left towards the text.



### 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](http://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](http://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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