Bord Bia
Strategic Imperatives

Tara McCarthy, Chief Executive

Foodservice Seminar
8th November 2017

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

The sector recorded the 7th consecutive year of growth in exports during 2016.

€11.15 billion: the value of Irish food & drink exports, an increase of 2%.

Irish food & drink is sold in 180 markets worldwide.

Growth of 41% or €3.27 billion since 2010.

Source: Bord Bia 2017
Growing the success of Irish food & horticulture.
Making a World of Difference

Statement of Strategy 2016 - 2018

1. Informed by consumer insight
2. Enabled by valued people, talent and infrastructure
3. Underpinned by Origin Green
4. Realised by effective routes to market
5. Supported by strong brand communications in the digital age

Growing the success of Irish food & horticulture
Pillar 1: Informed by consumer insight
Pillar 2: Enabled by valued people, talent and infrastructure

- Food Marketing / Global Graduates
- Marketing Fellowship
- Origin Green Ambassadors
- Innovation Champions
- Market Placements
Growing the success of Irish food & horticulture

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

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Pillar 4: Realised by effective routes to market

COMMERCIAL SUCCESS for Irish food drink and horticulture
Growing the success of Irish food & horticulture

Origin Green
IRELAND

Marketplace
International 2018

Ireland’s Sustainable Food and Drink Expo
Marketplace 2018 becomes a sustainable sourcing event informed by consumer insight.
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https://www.irishfoodanddrink.com/marketplace/
Pillar 5: Supported by strong brand communications in the digital age
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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
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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