

A close-up photograph of a vibrant green leaf, likely from a grass or similar plant, with several clear water droplets resting on its surface. The background is a soft-focus green, creating a natural and fresh aesthetic.

Maureen Gahan

Ireland Market Foodservice Programme

Bord Bia Foodservice Seminar

29th June 2010

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Ireland Market Foodservice Programme: Objectives

- ✓ To provide client companies with up-to-date and **relevant market information** on the Irish foodservice market and to increase awareness of **business opportunities** within this sector.
- ✓ To **develop** strong **relationships** with key foodservice distributors and operators with the ultimate aim of **facilitating sales** for client companies.





*“Knowledge is
crucial to survive...”*

Growing the success of Irish food & horticulture

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Ireland Market Foodservice Newsletter – March 2010

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*Forward thinking strategy for tomorrow,
tactical relevance for today*



Global Foodservice Trends Bulletin

Growing the success of Irish food & horticulture

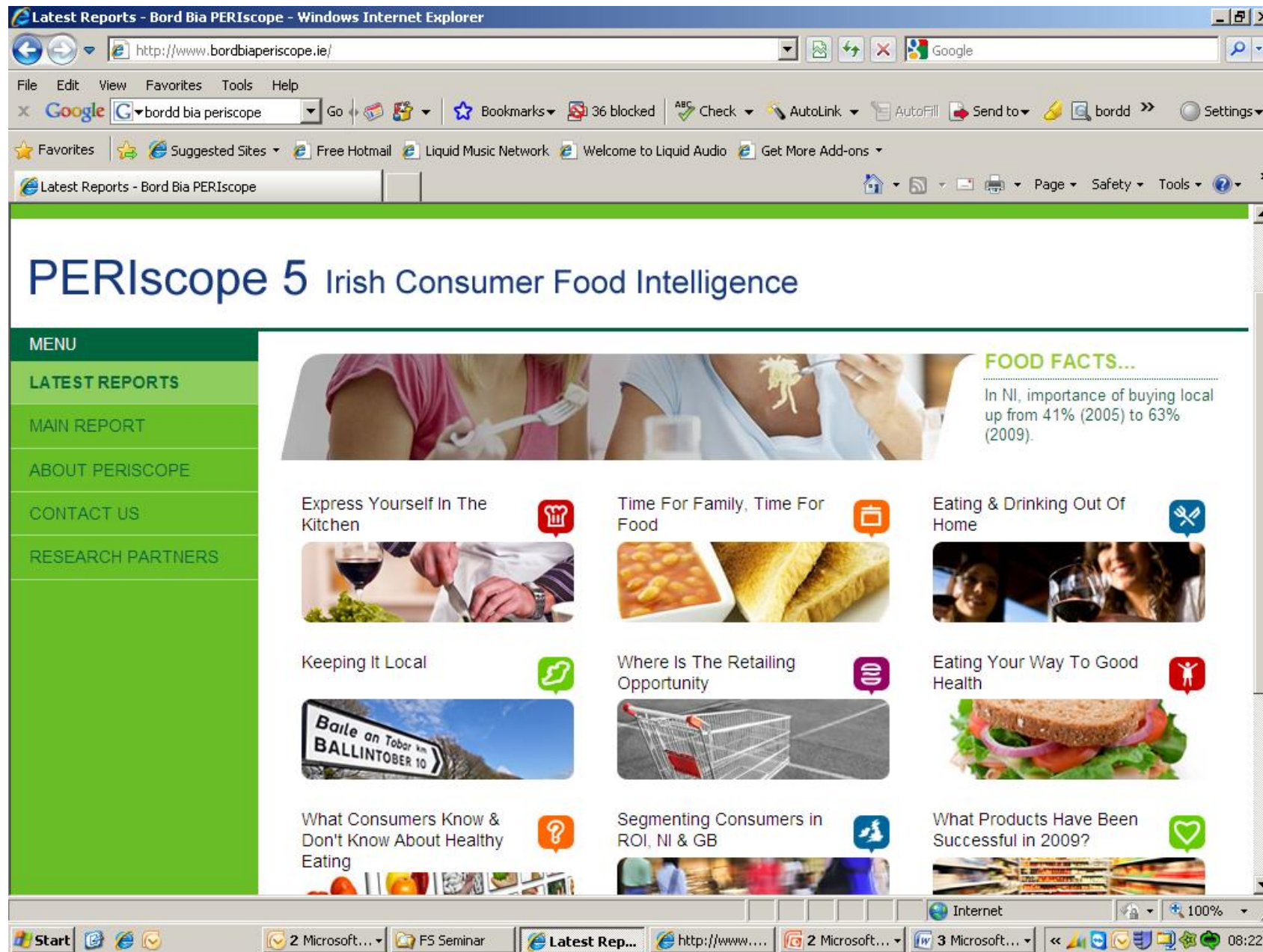
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Operator and Distributor Profiles Irish Foodservice Market

November 2009

Growing the success of Irish food & horticulture

“What are Consumers doing?”



Consumer Lifestyle Trends



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Develop strong relationships with key foodservice buyers



- 51 Irish foodservice buyers
- 94 Irish food and drink suppliers
- 186 Meetings

30+ Bord Bia / Irish foodservice buyer meetings

“Local suppliers that can produce quality and consistency....we all want to buy local and Irish to help the economy recover.”



Just Ask Campaign

March 2009

A public awareness campaign that encourages diners to look for information on where their food comes from.

Bord Bia encourages diners to Just Ask

Cooking up a storm for local produce in restaurants



EURO-TOQUES BACKS JUST ASK
Bord Bia has launched a new public awareness campaign, Just Ask, which encourages diners to enquire where restaurants source their ingredients. The campaign follows on from the Feile Bia quality assurance scheme which was wrapped up by Bord Bia earlier this year.

**RESTAURANTS
SUPPORT LOCAL**

Bord Bia and RAI
put local producers
on top of the menu

Bord Bia
Irish Food Board

Meet our Supplier Family

Atlantis Seafood & Narrow water



Wildly caught from Newland are one of our three fish suppliers. Atlantis respects the sea and work to meet today's needs while protecting tomorrow. They deal directly with local boats and the sustainability of their stocks is vital to them and the coastal communities they work with. Their local fishermen use the latest GPS technology to limit their impact on the environment.

As part of their initiative to ensure sustainable stock management they are consistently promoting the use of a greater variety of under utilized species. They also promote other sustainable fisheries such as DaghM mussels and organic farmed salmon.

Ted Browne Dingle Bay



Ted Browne and his wife Hannah Mae started this family business from a garage in the back garden of their home in 1988.

The company employs 10 full time and seasonal staff and is based at a state of the art factory in Ballyvaughan, Co. Kerry. The Browne family business is a fish processing business that produces product salmon, cod and prawns for the catering industry.

In addition to the core business of fish processing, the company has recently expanded in a new direction and is now producing high quality canned fish. The company has carried out extensive research and development on the concept in recent years and believes that it will be a key element of the future success of the company.

Our main policy is to ensure sustainability through responsible sourcing, responsible production and to ensure new products.

M & K meats



We started out as butchers a single unit butcher's shop in Dublin although the premises have changed quite a lot but our focus is still the very best meats, hanging, ageing and preparing them correctly and offering our customers every traditional butcher's cut. They could well have changed a lot, but we're proud to offer the very best meats in Ireland and are used by 100% of Ireland's top restaurants, hotels and catering businesses. You'll also find our products well distributed throughout the Town of Dublin as well as within the borders of county Dublin.

Sandra Higgins



Bobbie McKee and his daughter Sandra have recently established a free-range chicken farm on their land in Rathfriland, Co. Kerry. The birds are a strain known as 'Kubik' - well known for growing plump and tasty with the right methods of production. The birds are well looked after by Bobbie and Sandra and are already gaining high praise from local customers and top chefs. The philosophy here is to do things as nature intended and keep the rearing methods as traditional as possible. It's obviously paid off, and the birds are not just in demand from local customers, but have been taken into the homes of other good food members including our husband and wife chef of the Kesh Hotel.

St. Tola Goat farm



St Tola has been made in the townland of Inagh just south of the Burren in County Clare since the early 1980's. Originally made by Mary and Patrick Scully, the business was taken over by their daughter Patricia in 1998. Since then, some premises have been built, the process has been brought up to HACCP standards and in 2001, St. Tola became a registered organic producer with I.O.F.O.I. The Irish Organic Farmers and Growers Association. Both the farm and the cheesemaking operation are inspected individually by I.O.F.O.I. inspectors, twice a year.

Noan's Butchers



This butcher's shop has become something of an institution for many people. There are many obvious reasons for this, such as quality, reliability and value for money. Noan's Butcher has a unique atmosphere. Dubbed aptly as the 'local centre of Kesh', there is a vibe in the shop that appeals to the hearts of the people of the area. People arrive not only for the meat but also for the 'vibe'. It is this combination of guaranteed quality and the unique atmosphere that

makes Noan's the butcher's with a difference.

Pat Clarke growing pleasure



Taste a glass of Ballycross apple juice and you'll realise immediately why the van Engelbrechts are so passionate about their products. They have realised the importance of the new product - the apples.

Ballycross apple juice



Mrs G's jams



The extraordinary thing about Mrs G's jams is the fact that they're all made in the good old-fashioned way - on open fire, in big wooden casks and plenty of elbow grease. Only the very best quality fruit and natural ingredients are used with no artificial colouring or preservatives. This, of course, makes the products taste very delicious indeed - real homemade jam.

Camphill & Grangebeg farm



Camphill and Grangebeg are local Communities that are part of an international charitable trust working with people with intellectual disabilities and other kinds of special needs. They are currently providing an with free-range eggs, organic fruit and vegetables. They have an organic shop here in the town selling many of their lovely fresh produce.

Growing the s

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Thank You

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