

# Bord Bia & The Irish Seafood Sector

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Growing the success of Irish food & horticulture

***Bord Bia***  
Irish Food Board

# Contents

1. Bord Bia – remit, key strategies, structure.
2. Summary of Bord Bia industry services relevant to the Irish pelagic sector
3. Overview of main services planned for 2011

# Agenda



09.00am: Registration

09.30am: Bord Bia introduction: Finnian O Luasa

09.50am: Kontali Session 1: Julian Vangen

11.05am: Coffee Break

11.25am: Kontali Session 2: Julian Vangan

12.40pm: Discussion

13.00pm: Lunch



# 1. Bord Bia – remit, key strategies & structure



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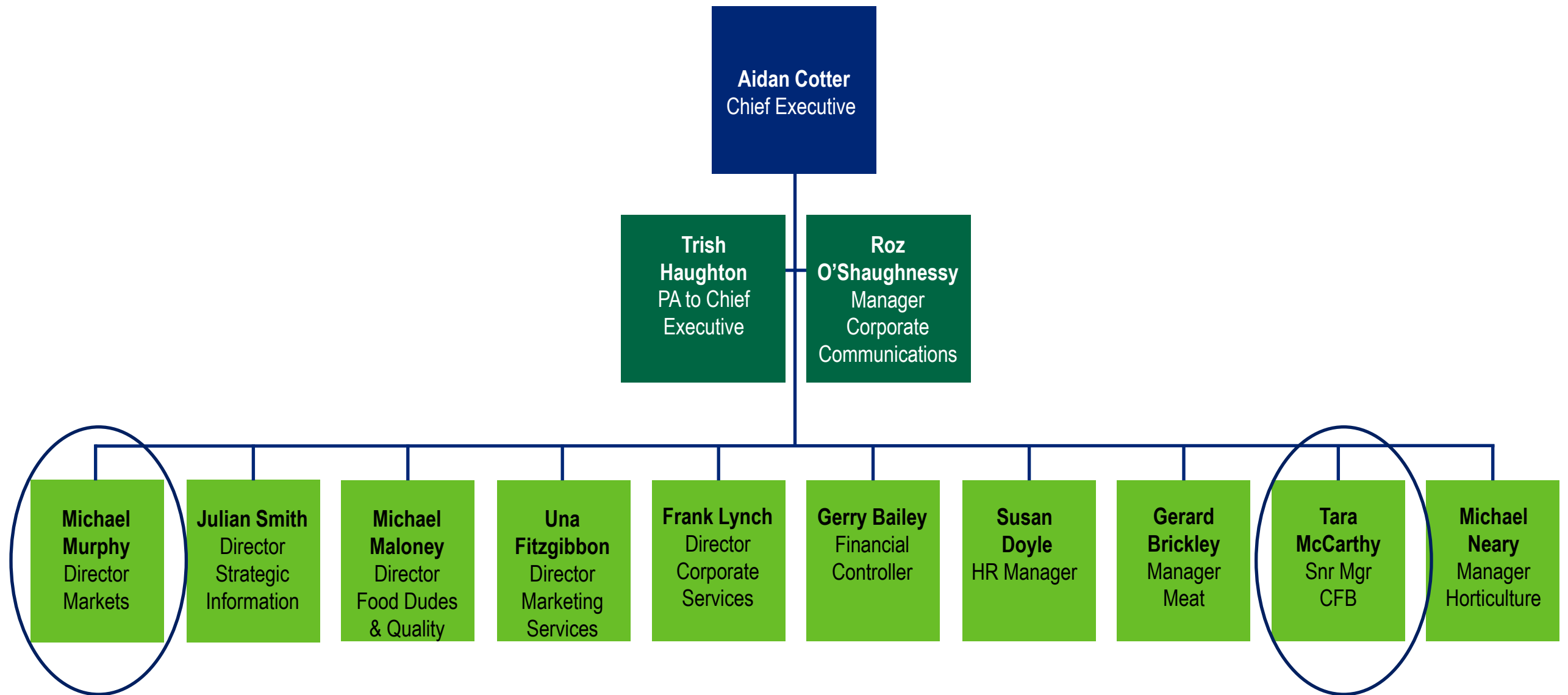
# Bord Bia – The Irish Food Board

...the State Agency responsible  
for the Market Development and Promotion  
of Irish Food, Drink and Horticulture.

# Strategic Objectives

- Actively contribute to success and development of the industry
- Build a positive image of Irish food & drink in the marketplace
- Be the top-of-mind source for authoritative market research & analysis
- Lead a collaborative approach to market development with the key agencies
- Proactively respond to significant market issues that affect industry
- Deliver value-for-money with expenditures

# Bord Bia Organisation Chart

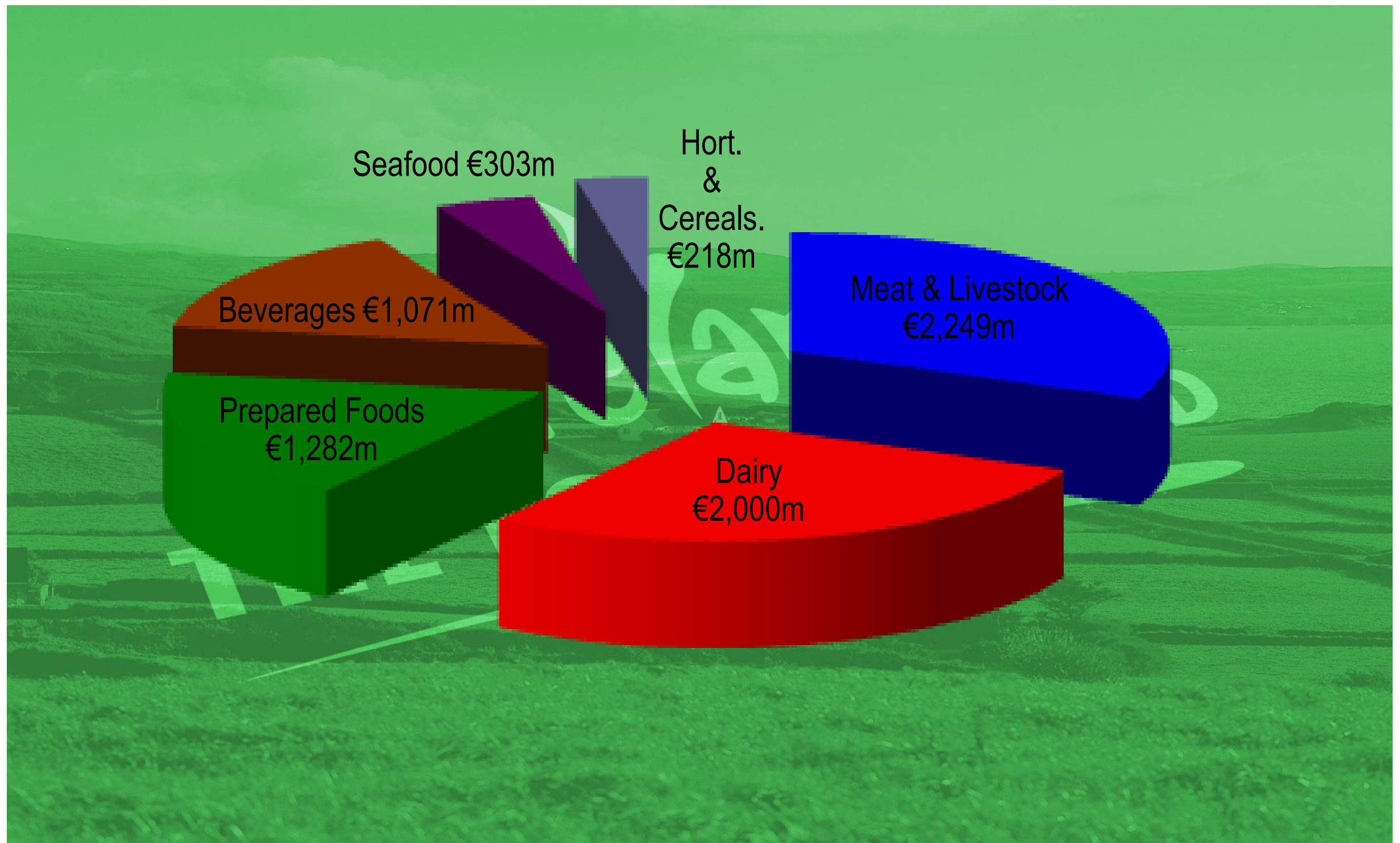


# Bord Bia Footprint





# Export Performance 2009



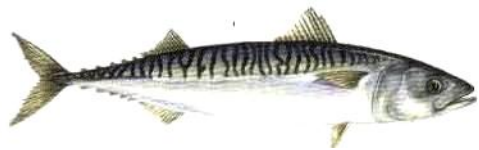


## 2. Bord Bia Industry Services Relevant to the Irish Pelagic Sector



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# Key Industry Services

# Market Intelligence Services

- Market & Category Overviews
- Currency updates
- Bi-monthly retail store audits in key export markets
- Coordinated market study visits
- Weekly Food Alert which captures Global Food & weekly seafood prices
- Weekly average auction prices to relevant seafood clients.
- Daily fish landing forecast in French ports to relevant seafood clients

# Market Intelligence Services cont'd..

- Customised trade research to identify customers in key markets
- Coordinated buyer itineraries
- Assistance with the development of trade presentations
- Attendance at buyer meetings & assistance with buyer follow up
- Product sector specific research to identify trade opportunities e.g. crab research in Sweden; mussel research in France
- Trade research to identify customers in new markets e.g. Slovenia; Croatia; Hungary; Romania; Greece; Belgium; Russia; Asia



# Business Development Services

- Regular buyer meetings in overseas markets with leads disseminated directly to relevant clients subject to buyer interest
- Inward Buyer Visits a key target to facilitate business development opportunities e.g. Isidro del Cal (Spain); Saizereya (Japan); Pac 2000 & Bennetts (Italy)
- 5 Russian seafood companies participated in Marketplace 2010
- Itinerary of Russian buyer meetings scheduled at ESE 2010 with one to one meetings organised with Irish companies on the Ireland Stand

# Business Development Services cont'd...

- Bord Bia Fellowship Programme, providing a sales resource to participating clients in select export markets
- Coordinated Irish presence at sector specific Trade Shows e.g. ESE; Prodexpo; SIAL China; Biofach; Gulfood
- Customised branding services to assist client companies with costs of developing new packaging & design materials; website development, PR & in-store tastings

# Bord Bia Trade Fair Presence in 2010



Cologne, January



Dubai, February



Nurmberg, February



Tokyo, March



Brussels, March



Brussels, April



Parma, May



Shanghai, May



Beijing, May



London, September



Vigo, October



Paris, October



Cannes, October



# Promotion Services

- Seafood Exporters & Species Directory in 6 languages
- In-store tastings in main export markets e.g. Crab tastings in France & Spain; Mussel, Salmon & Oyster tastings in Germany
- Media press trips to focus on key species & encourage positive consumer & trade press PR in certain markets
- Embassy Trade Receptions to facilitate new buyer contact & strengthening of existing business relationships
- PR & Trade Advertising

# Promotion Services cont'd...

- Irish retail market fish promotions
- Strategy to reposition fresh fish as a quick & easy to prepare option for everyday meals
- Increase consumer **awareness** of the range of available yet **underutilised species** (including hake, haddock, and whiting)
- Liason with main stakeholder groups (FIF; Processors; Retailers; Coops) to ensure product availability
- Hake campaign ran from May to June 2010. Haddock campaign currently underway



## Outdoor Advertising – Dart



“Hake, so simple,  
even I can cook it!”

*Daithi O’Sé*

For tips and recipes check out [bordbia.ie/fish](http://bordbia.ie/fish)

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[www.bordbia.ie](http://www.bordbia.ie)

**FISH. SURPRISINGLY SIMPLE.**

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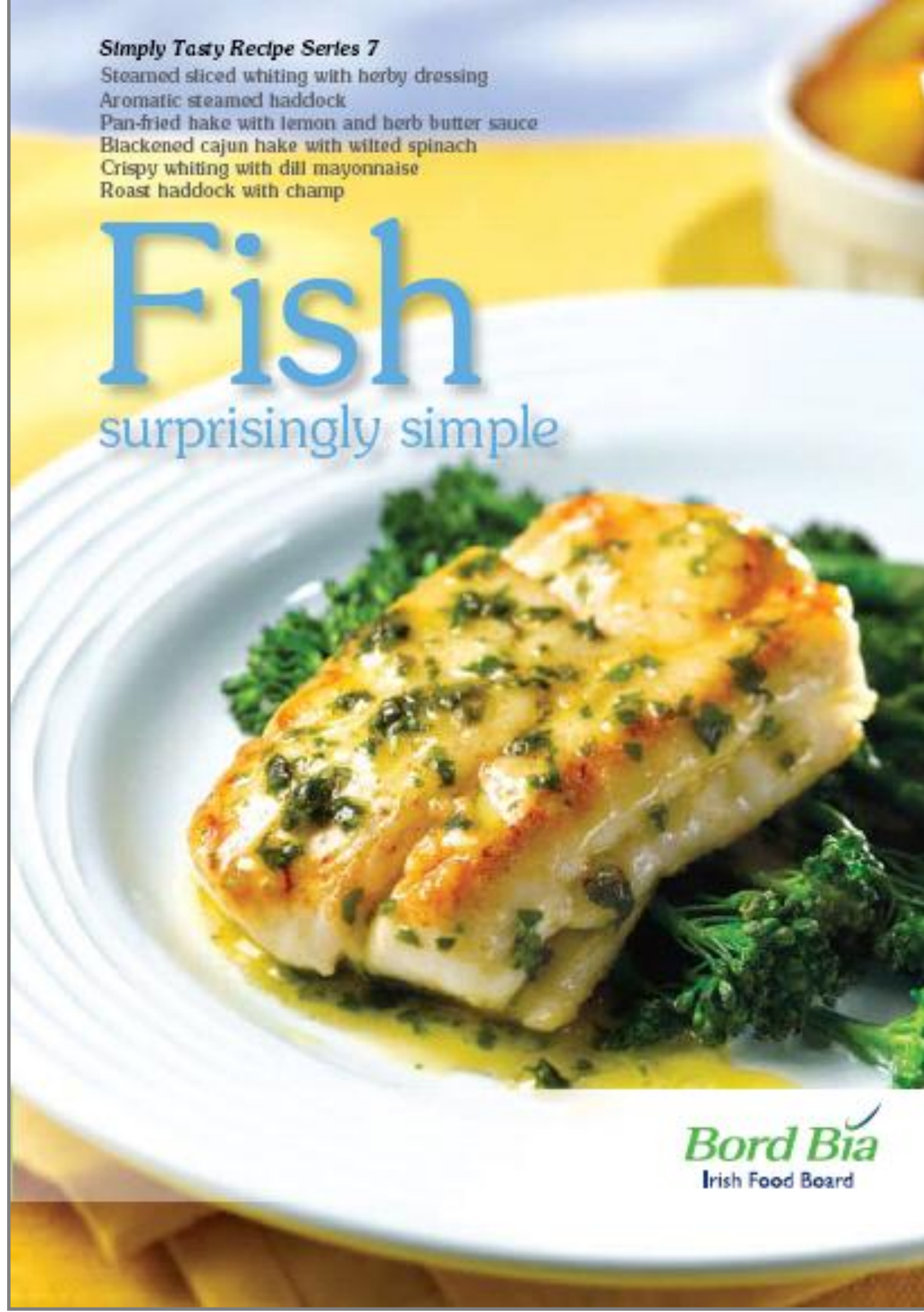
## Bord Bia Consumer Leaflet

### *Simply Tasty Recipe Series 7*

Steamed sliced whiting with herby dressing  
Aromatic steamed haddock  
Pan-fried hake with lemon and herb butter sauce  
Blackened cajun hake with wilted spinach  
Crispy whiting with dill mayonnaise  
Roast haddock with champ

# Fish

surprisingly simple



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### 3. Overview of main services planned for 2011



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# Market Intelligence Services

- Trade Research in Austria & Switzerland to identify new customer opportunities
- Market study visit to Austria & Switzerland March 2011
- Asian seafood importer & processor directory
- Annual pelagic seminar in Killybegs, subject to client interest
- Chinese Retailer Buyer meetings scheduled from November 2010 to March 2011 e.g. Lianhua customer meeting 3<sup>rd</sup> November (China's largest retailer)
- Russian seafood importer directory and market overview
- Seminar for Russian seafood buyers in St. Petersburg April 2011

# Business Development Services

- Programme of Trade Exhibitions to include:
  - Biofach
  - ESE
  - Gulfood
  - SIAL China
- Assistance with customer contact through Bord Bia Shanghai
- Targeted programme of inward buyer events in Ireland subject to buyer interest
- Bord Bia Fellowship Programme – 2011 Launch?



# Promotion Services cont'd...

- Food & Beverage Embassy Reception, Tokyo 25<sup>th</sup> November 2010, profiling Irish seafood
- Irish seafood promotion at Russian media lunch in Embassy of Ireland, 14<sup>th</sup> December 2010
- Seafood Exporters & Species Directory Update for launch at Biofach 2011
- Continental Retailer & Wholesaler Promotions
- Domestic market consumer promotions – species TBC

# Bord Bia Key Contact

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# Thank You.



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