



Poultry & Eggs : Tapping into Consumer Needs

Aidan Cotter

3rd Nov

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

“A vigorous domestic food and drink sector is important to every nation in this increasingly uncertain world”

David Bell & Mary Shelman

Harvard Business School, May 2010



Need to show what Irish food & drink stands for



Growing the success of Irish food & horticulture



Smart, Green Growth: Poultry & Eggs

- ✓ Consumer Confidence
- ✓ New technologies to improve efficiencies
- ✓ Enriched cage & free range systems
- ✓ Innovation & added value
- ✓ Promotion
- ✓ International market access



**Food
Harvest
2020.**
A vision for Irish agri-food and fisheries

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Consumers the focus of everything we do

Consumer lifestyle trends



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The Consumer Lifestyle Trends



"I want to stay in control of my busy life and make sure I am at my best for the challenges the day presents"



"I want to be in control of my health and wellness, to manage or improve it through making better choices"



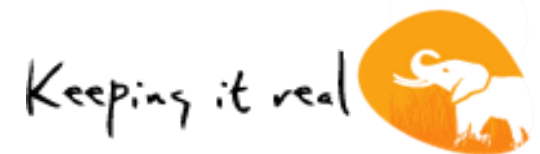
"I need to balance the stresses in my everyday life with experiences that are fun and fulfilling"



"I like to pursue better value, to help maintain my lifestyle and to get the most from the money I have"



"I would like products that create less negative impact on the world; I want choices that make me feel good without harming my wallet "



"I am looking for products and brands that are real and authentic, because they have stood the test of time and remained true to their heritage; they provide me with comfort and reassurance"

Consumers in control

Drivers

Rise of new media and communication technologies

Increasing availability of information

Economic anxieties

Growing market competition and choice

Sub-trends

Value seeking

The deepening desire for good value

Accessible luxury

Luxury items at more everyday prices

Exclusive choices

The demand for exclusivity and rarity

Counselled consumption

The rise of specialist advisers and peer reviews for all consumption matters

Expert status

Growth in pursuit of knowledge and discernment for identity and status

Just right for me

The shaping of products and services to meet individual needs

Consumers in control

Value seeking

The deepening desire for good value



Counselled consumption

The rise of specialist advisers and peer reviews for all consumption matters



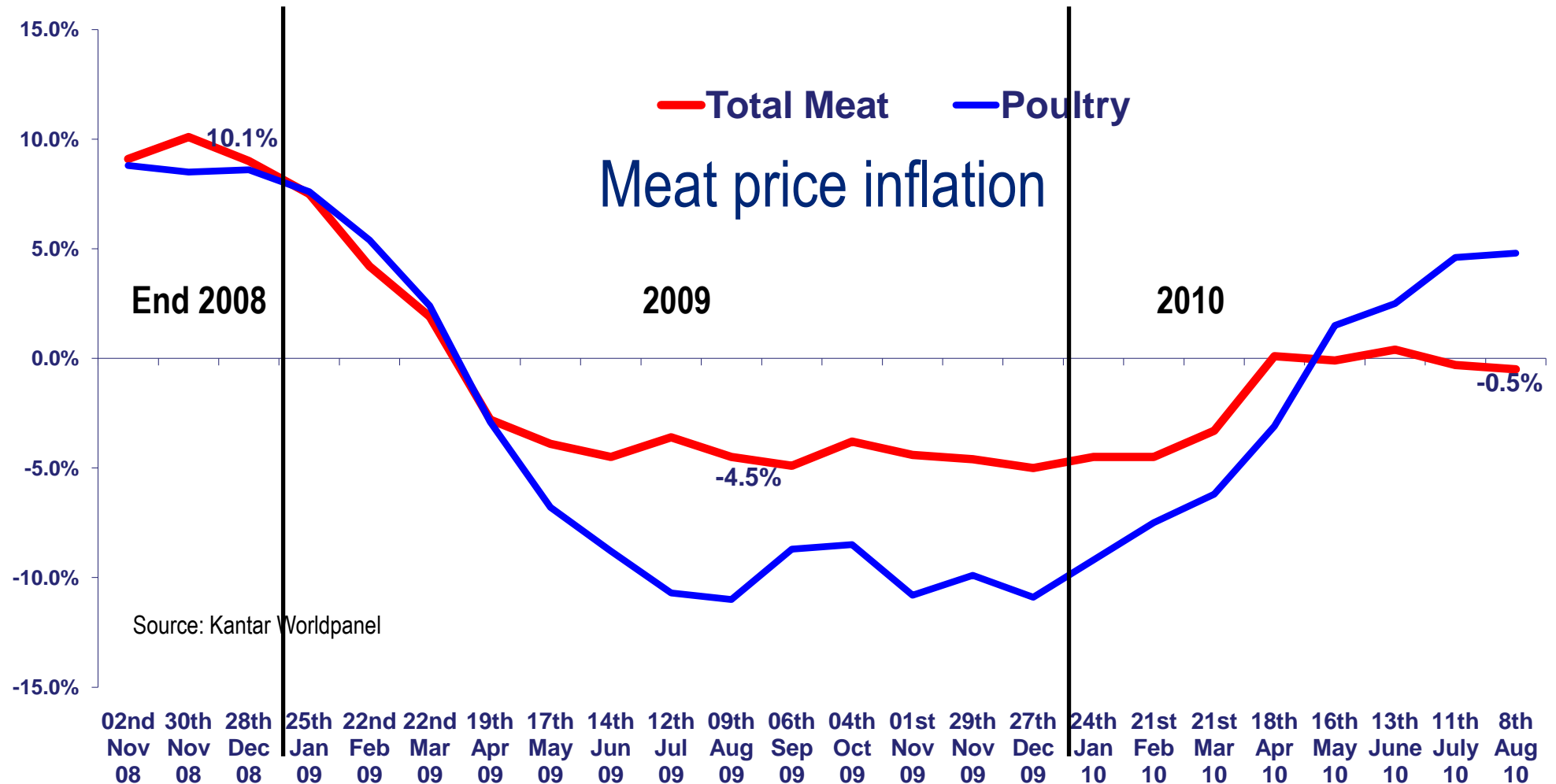
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Consumers in control

Value seeking

The deepening desire for good value

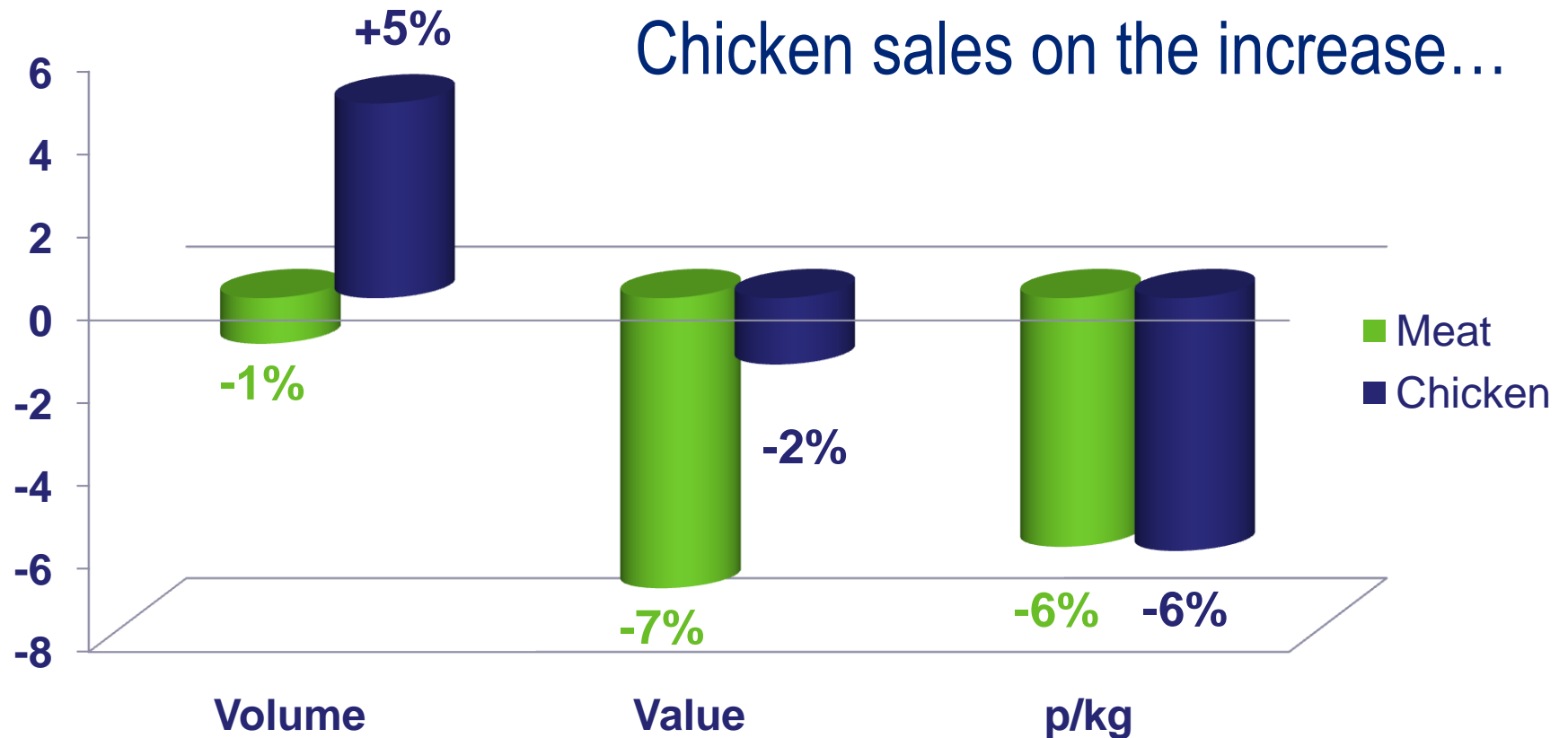


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Consumers in control

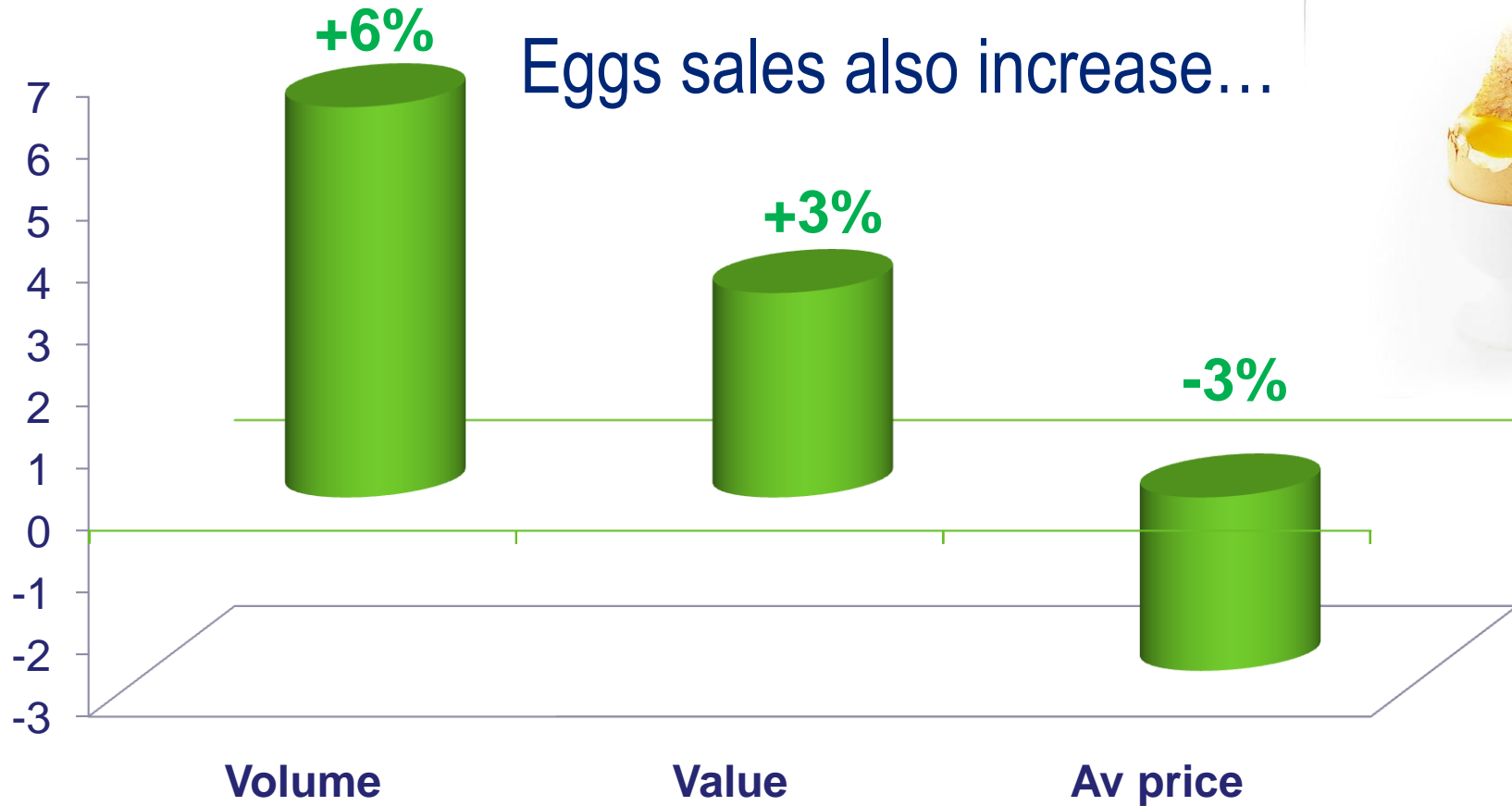
Value seeking
The deepening desire for good value



Source: Kantar Worldpanel 52 w/e 4th Oct

Consumers in control

Value seeking
The deepening desire for good value



Source: Kantar Worldpanel 52 w/e 8th Aug

Consumers in control

Value seeking

The deepening desire for good value

Eggceptional Value.
Quick and Easy too!

Dinner for 4 for less than €2 per person


'What's in the Fridge' Omelette


1½ tablesp. olive oil
4-6 potatoes, peeled and diced
1 onion, chopped
2 cloves garlic, chopped
8 eggs, beaten

2 tablesp. freshly grated cheese
A little salt and freshly ground black pepper
Chopped parsley

1. Heat the oil in a non-stick pan and cook the potatoes for 5-6 minutes until nearly cooked and beginning to brown. Add the onion and continue to cook until the onion is just golden, then add the garlic.
2. Mix the cheese into the egg mixture and season. Pour over the potatoes in the pan, stir well and allow the egg to cook on the base.
3. Finish the omelette off by popping it under a hot grill for a couple of minutes. Serve cut into wedges with a green salad and some crusty bread.

Note: you can add other ingredients whatever is available in the fridge - chopped bacon, scallops, tomatoes, mushrooms


QUALITY ASSURANCE SCHEME
MEMBER OF THE QUALITY ASSURANCE SCHEME



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An Egg a Day is OK

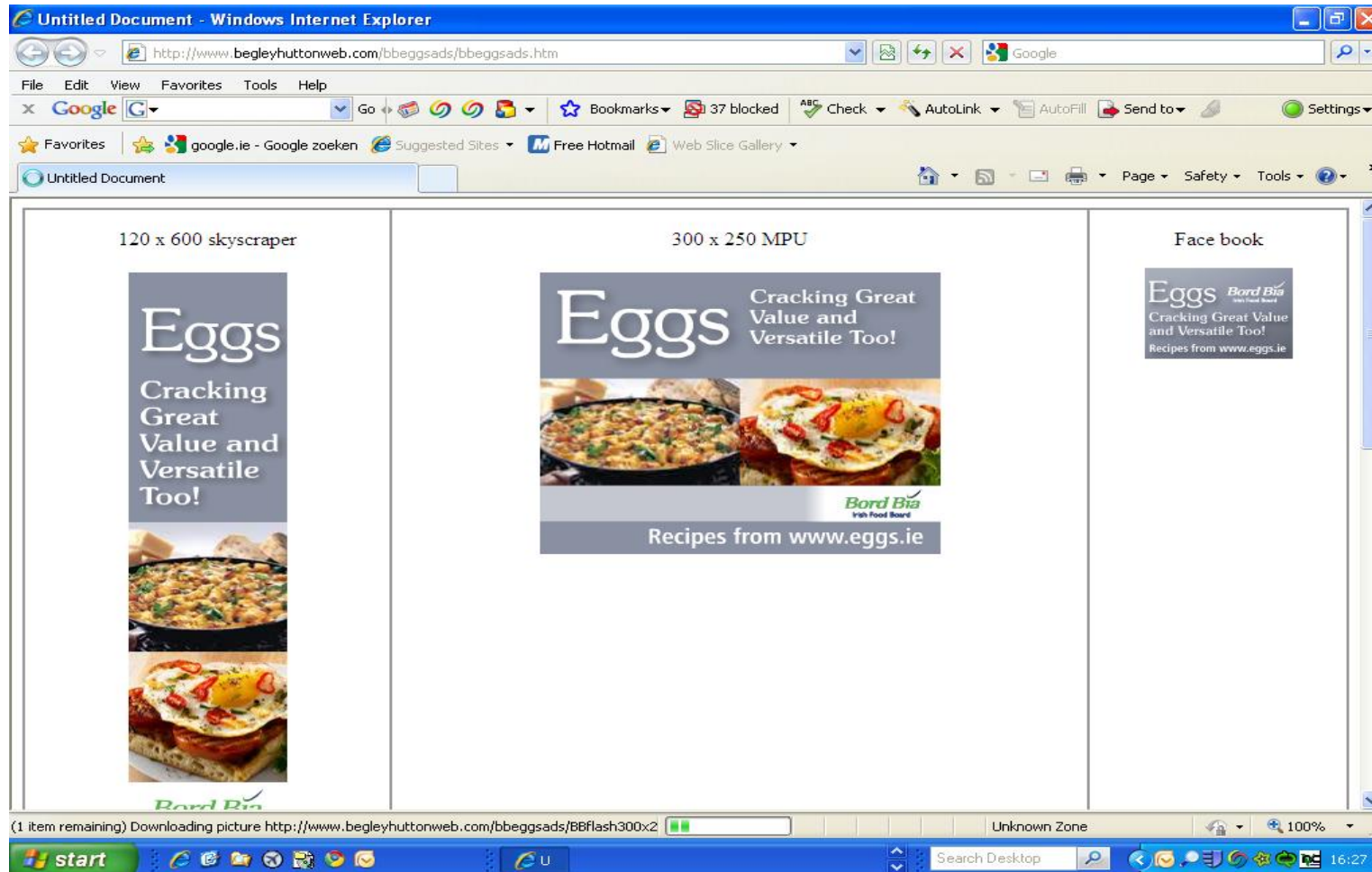
Recipes from www.eggs.ie

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The deepening desire for good value



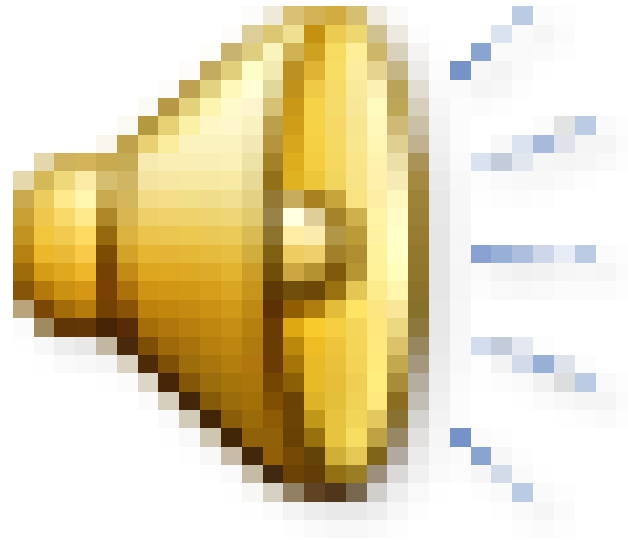
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Consumers in control

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Eggs ... great value for money

Keeping it real

Drivers

Declining trust in governments and big business

Economic anxieties

Rising globalisation

Rising consumer curiosity and desire for transparency

Sub-trends

Back to basics:

Going back to the way life used to be

Celebrating tradition:

Resurgence of respect for tradition and heritage

Craftsmanship:

Rising interest in the people and artisan skills behind products

Behind the scenes:

Transparency as a mark of quality and trust

Passion for place:

Growing interest in where things come from as a mark of quality and authenticity

Reframing tradition and heritage:

A modern take on the past

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Keeping it real

Passion for place:

Growing interest in where things come from as a mark of quality and authenticity



Back to basics:

Going back to the way life used to be



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Keeping it real

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To know where the meat at your restaurant comes from...

Just Ask!

www.bordbia.ie/justask

Passion for place:

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Eating out is still on the menu



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Quest for health and wellness

Drivers

Increasing availability of information

Scientific advances

Growing public and media focus on health and image

Increasing life expectancy

Sub-trends

Boosting the body

Strategies to protect against physical illness and disease

Finding balance

Looking for balance in nutrition, diet and lifestyle

Image control

Managing weight and external appearance

Pure and fresh

Seeking reassurance from Mother Nature

Coping strategies

Using or excluding products in a response to modern-day ailments

Guiltless vices

Mitigating the effects of indulgence

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Quest for health and wellness

It's a cracking idea... eggs are a superfood

EGGS should be considered a 'superfood' because they can boost the immune system and tackle obesity, researchers have claimed.

They are packed full of nutrients and eating one a day can be beneficial.

The study analysed 71 research projects into the composition of eggs and their role in the diet.

Scientists discovered that eggs are a rich source of protein and essential vitamins, particularly B12, selenium and choline.

Just one provided more than a fifth of the recommended intake of vitamin D.

Low levels of the nutrient have been linked to a host of health problems including weak bones.

By Sean Kane

cancer, heart disease, multiple sclerosis, immune disorders and mental health issues.

Eggs could also play a significant role for dieters, as a medium-sized egg has fewer than 80 calories.

grow and recover from cuts and scrapes. The antioxidants in eggs also help prevent blindness in old age.

The findings will be published in the June issue of the journal, Nutrition and Food Science.

The research team in the U.S. found that a diet which regularly includes eggs contained more antioxidants than that of a non-egg

led the benefits of so great to call

calories nutrients.

'an ideal food, easy to enjoyable to eat.'

reporter@daily Mail.ie

Cheese and Tomato Macaroni with Ham



Fried Rice with Bacon



IRISH
HEART
FOUNDATION

COOK BOOK

Four ways with eggs

They're a cupboard staple and the perfect for you want a quick and easy meal – so

Colcannon Cakes with Poached Eggs and Hollandaise Sauce

Complexity: Medium
Time: 45 minutes
Serves: 4
Method: Pan

You will need:

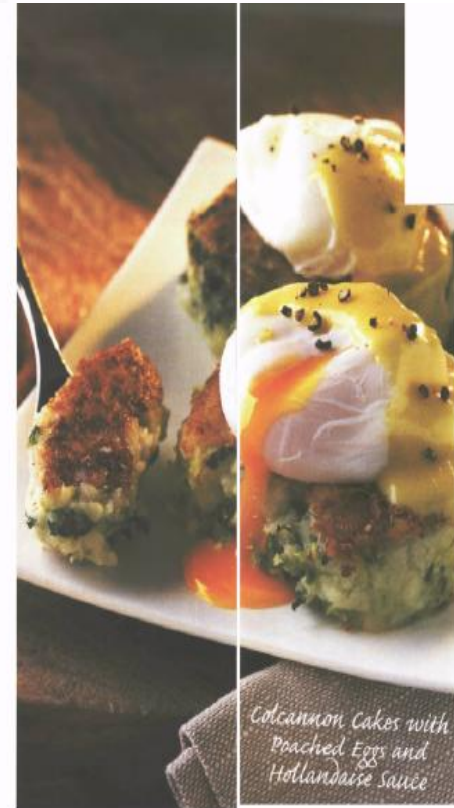
450g/1lb potatoes
About 40g/1½oz butter
3 scallions, finely chopped
Sea salt and freshly cracked black pepper
50g/2oz Savoy cabbage, shredded
A little plain flour, for dusting
Olive oil, for frying
1 tbsp white wine vinegar
4 large eggs

For the sauce:

2 tsp white wine or tarragon vinegar
2 large egg yolks
100g/4oz unsalted butter
Fresh watercress sprigs, to serve

Method:

- Cook the potatoes in a covered pan of boiling salted water for 15-20 minutes until tender.
- Meanwhile, heat a knob of the butter and 1 tbsp of water in a heavy-based pan with a lid over a high heat. When the butter has melted and formed an emulsion, add the scallions and cabbage with a pinch of salt. Cover, shake vigorously and cook over a high heat for 1 minute. Shake the pan again and cook for another minute, then season with pepper.
- Drain the potatoes and mash until smooth, then beat in the remaining butter. Fold in



Colcannon Cakes with Poached Eggs and Hollandaise Sauce

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Keeping it real

Passion for place:

Growing interest in where things come from as a mark of quality and authenticity

Eight out of ten consumers are aware of the Bord Bia Quality Mark



The vast majority say that it influences their choice of purchase

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Passion for place:



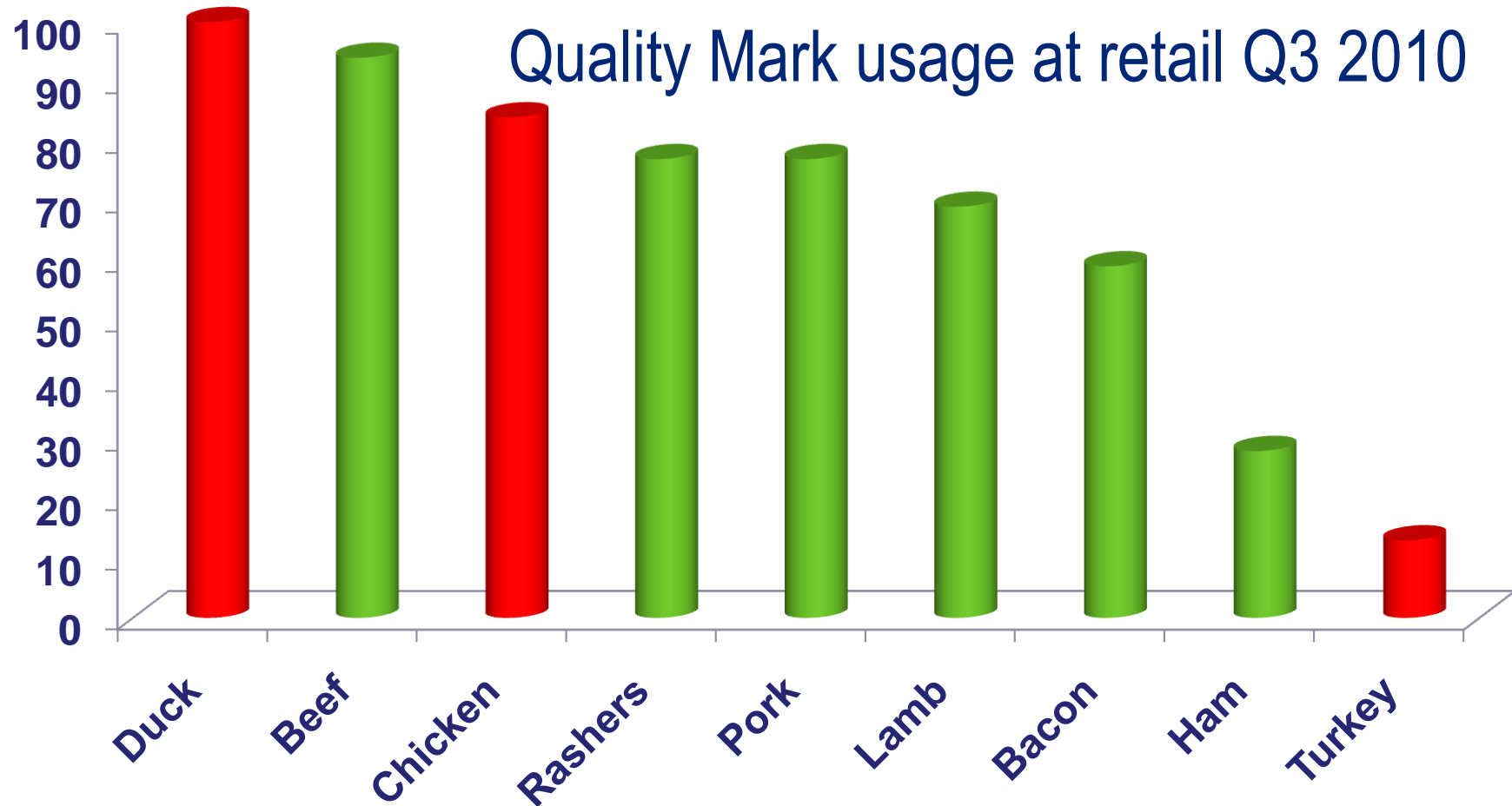
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Keeping it real

Passion for place:

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Quality Mark usage at retail on chicken



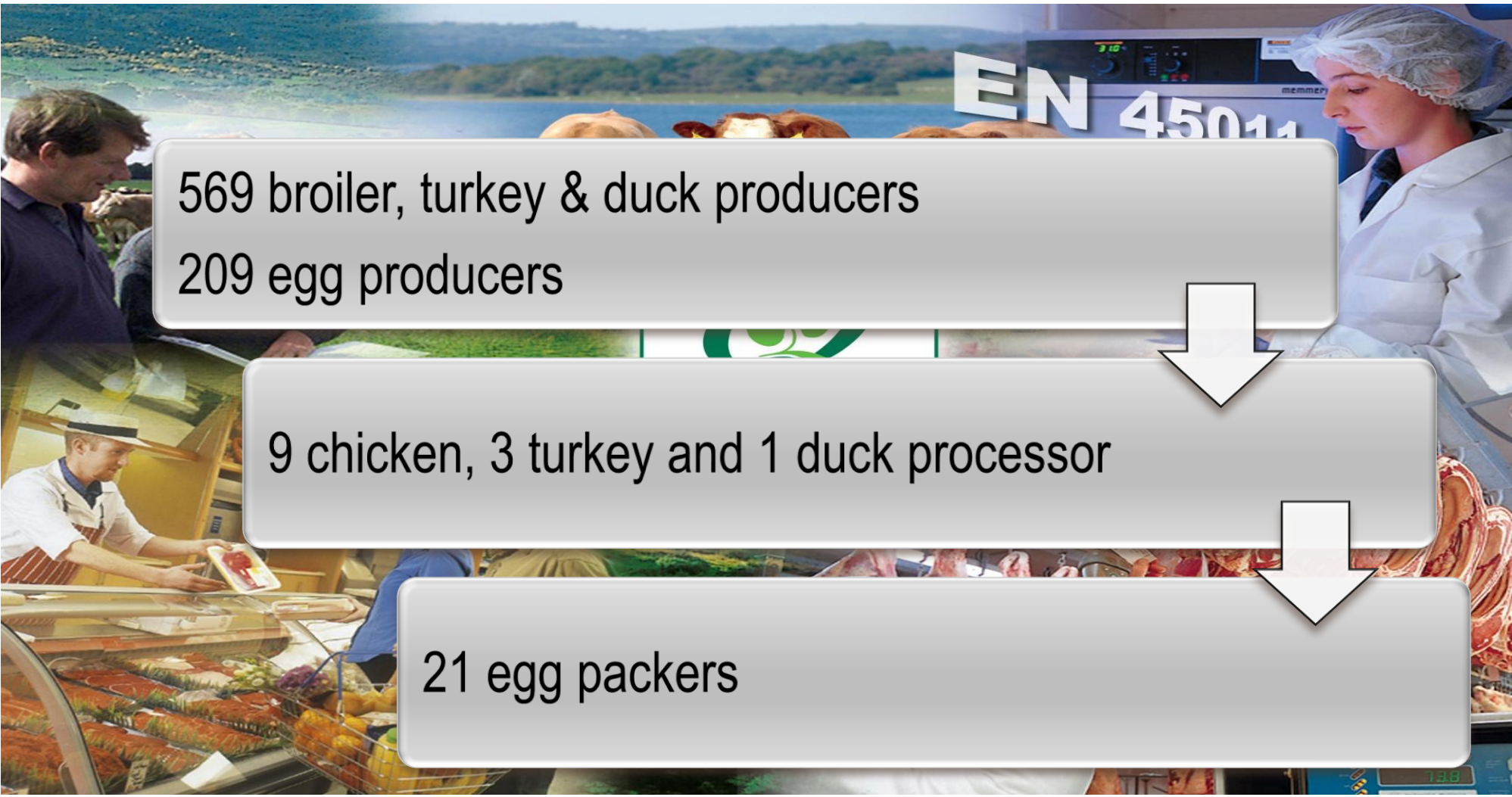
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569 broiler, turkey & duck producers
209 egg producers

9 chicken, 3 turkey and 1 duck processor

21 egg packers

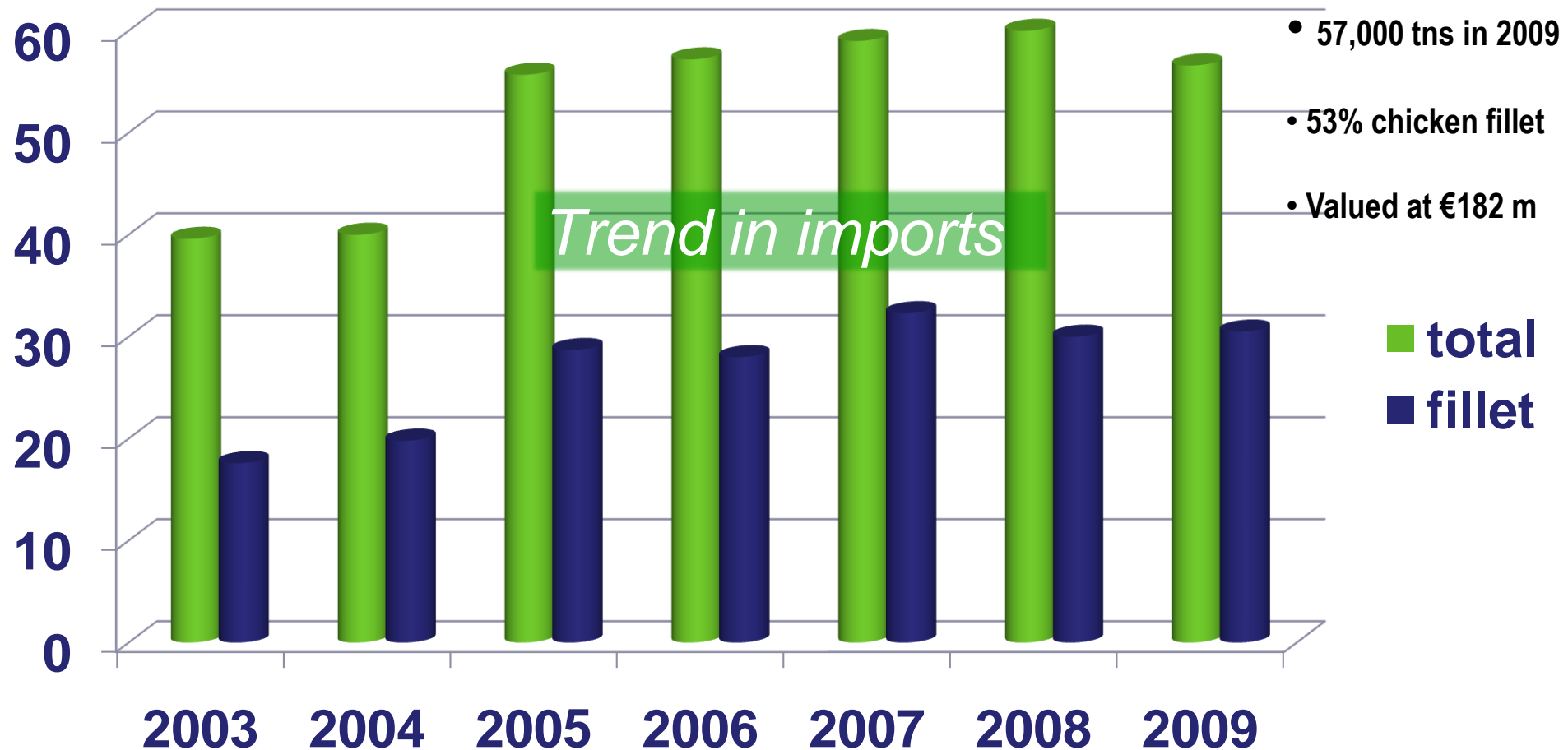
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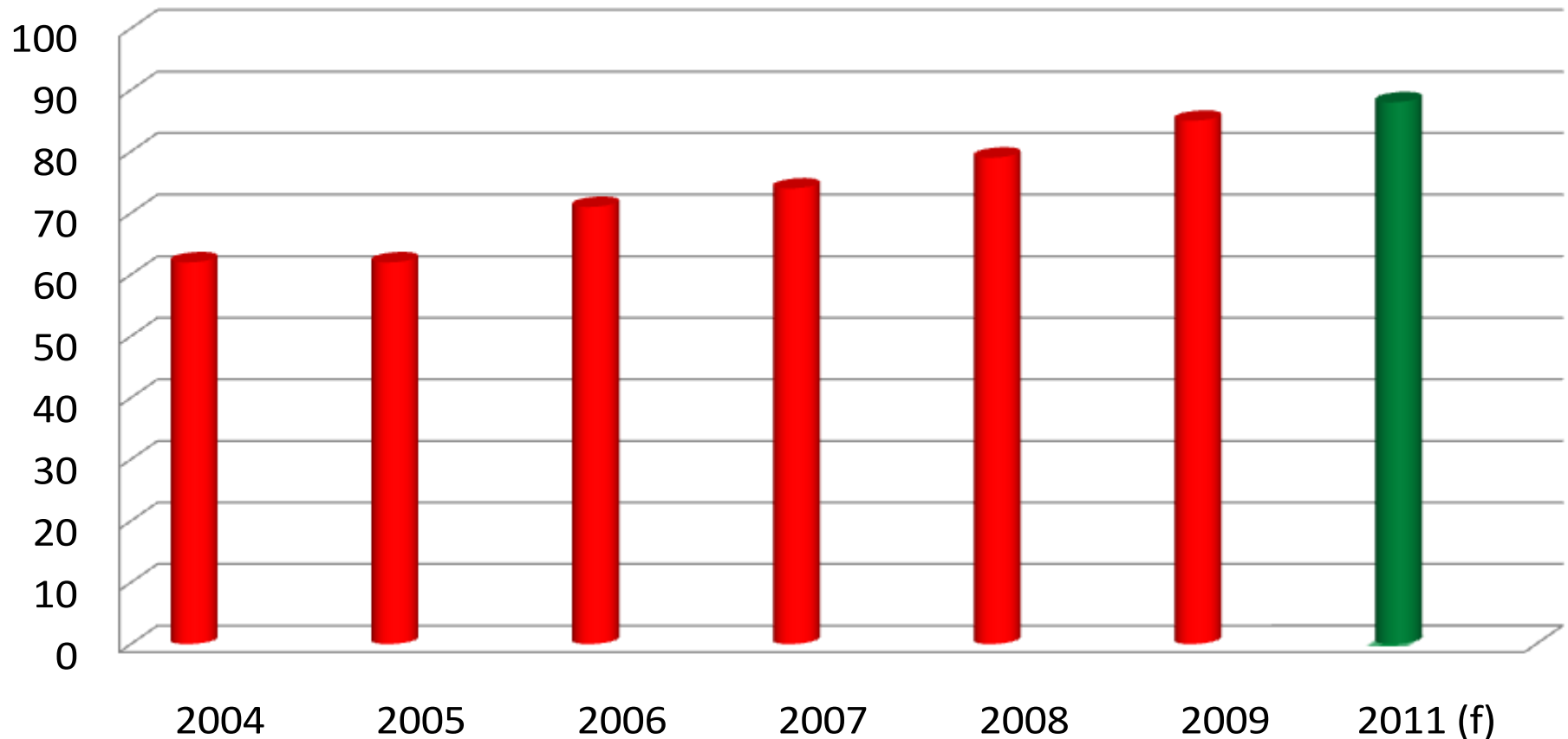
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Keeping it real

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Growing Consumer Awareness of the Quality Mark



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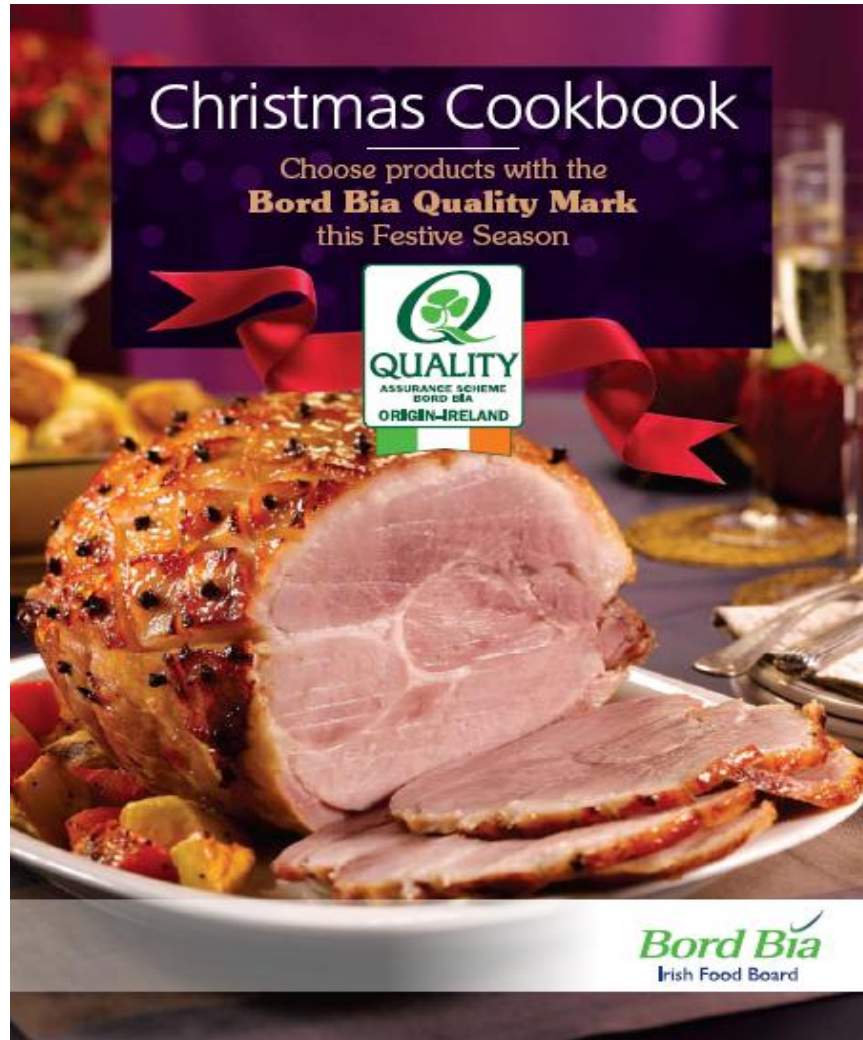


Pet O'Flaherty, Co. Kildare



**Proud to Produce
Quality Pork
and Bacon this
Christmas**

"I rear 1,200 pigs across two different farms. Being Quality assured means that I look after my animals well, giving them natural feed mostly produced from around the farm. It also means that an independent Bord Bia auditor regularly checks that I am working to the highest standards at all times."



Mary Clooney, Dublin



**Proud to Buy
Quality Produce
this Christmas**

"Christmas is the time of year when I have so much to do and think of what meals will I plan for both family and friends. When I'm shopping I choose food with the Bord Bia Quality Mark as I know it is a symbol I can trust and helps me in making the right choices for my family. I am proud to provide my family with food with the Bord Bia Quality Mark."



Tanya Murphy, Cork



**Proud to Serve
Quality Produce
this Christmas**

"At Christmas I want to spend time with my family and give them that bit of extra special attention. It's important to me that I prepare meals for them using the freshest, most natural ingredients which have been produced to the highest standards. Serving food with the Bord Bia Quality Mark makes me feel I am doing my best for them."

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