

Bord Bia – Supports

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Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board



Growing the success of Irish food & horticulture

“To drive through ***market insight*** and in ***partnership*** with industry the ***commercial success*** of a world class Irish food, drink and horticulture industry”

Bord Bia Statement of Strategy 2012-14

Guide to Food Markets in Ireland



FOOD
BUSINESS
GUIDE



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FOOD
BUSINESS
GUIDE

Guide to Retail for Small Food Producers



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Role of Bord Bia in relation to Food Markets

- ✓ Advice & Information
- ✓ Market Insight & Knowledge
- ✓ Listing of Markets
- ✓ Voluntary Code of Good Practice
- ✓ Research
- ✓ Photography



www.bordbiavantage.ie

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Starting your food business

How to get your business idea off the ground and up and running.

Marketing your business


Managing your costs and keeping everything in check as you work.

Insights for Business

Find out about markets, trends, products and categories.

Welcome to Bord Bia Vantage

The online resource centre for small food businesses



Events

29 January 2014


Small Business Open Day 2014
Understanding a Changing Marketplace

04 February 2014

Supplying the Russian Market - A Seafood Perspective
Information Session looking at the complexities/challenges of supplying Russian market.


2013 Bord Bia PERIscope

The 2013 Bord Bia PERIscope study is now available online. Download 10 full country reports as well as summary reports and infographics. [PERIscope 2013>>](#)



2014 Marketing Assistance Programme (MAP)

Application forms for the 2014 Bord Bia Marketing Assistance Programme are now available online. The closing date for receipt of applications is 28th February 2014. Find out how to apply for the MAP [now>>](#)



Small Business Open Day '14

The Bord Bia Small Business Open Day takes place on January 29th in Crowne Plaza Santry - a must attend event for all small food businesses. View the agenda online [now](#).

Find Out How We Can Help

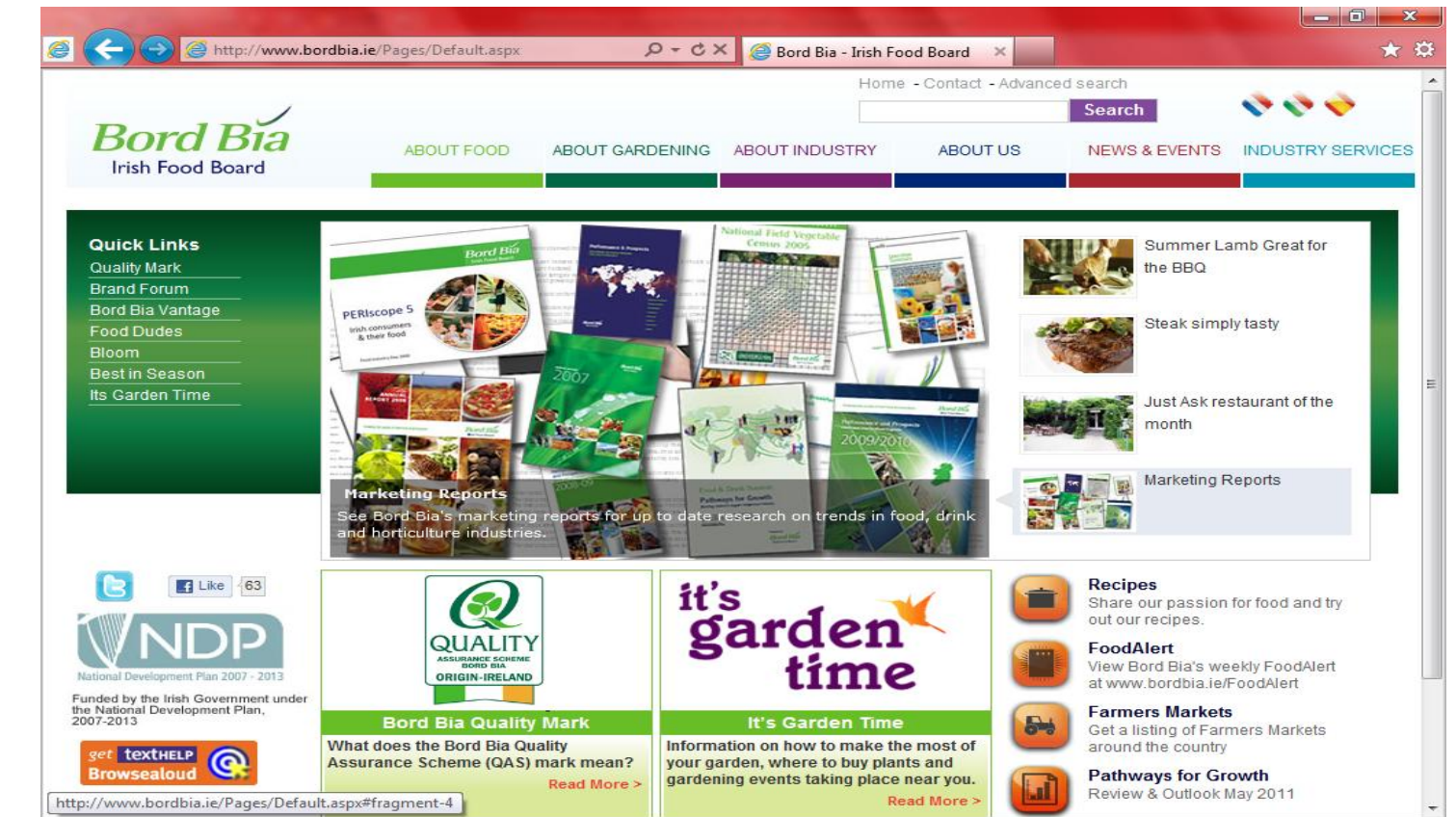
We help small food businesses grow by providing information and marketing know-how, mentoring, buyer meetings. Find out [more...](#)

[Open Day>>](#) [Read More>>](#)

Growing the success of Irish food & horticulture

Market Insight & Knowledge

- Consumer Attitudes and Behaviour
- Trade (or Business to Business) perspectives
- Company Listings or Profiles
- Category & retail overviews
- Trade statistics
- Regulatory information





FOOD ACADEMY START

FOOD KNOWLEDGE FOR GROWTH

Bord Bia
Irish Food Board

 County & City
Enterprise Boards

SuperValu
Real Food, Real People

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Market Study Visits 2014



Growing the success of Irish food & horticulture

Small Business Promotion



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Thank-You!

Visit: www.bordbiavantage.ie

Email: vantage@bordbia.ie

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Copies of all Bord Bia publications are available on
www.bordbia.ie