

# Characteristics of a good food market

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8<sup>th</sup> April 2014

Growing the success of Irish food & horticulture

*Bord Bia*  
Irish Food Board

**“ Consumers have reached a plateau of stability ...**

**Their objective has shifted  
from surviving to thriving  
in a new reality. ”**



# 1. Community Vision



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## 2. Location, location, location!





### 3. Good facilities





## 4. Stallholder fit





# 5. Product offer



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## 6. Good value



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# 7. Entertainment and marketing



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## 8. Local authority back-up





# 9. Economic feasibility





# 10. Strong management structure

- ✓ Written charter
- ✓ Responsibilities
- ✓ Long term planning
- ✓ Fairness





# Guide to Food Markets in Ireland



FOOD  
BUSINESS  
GUIDE



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**Bord Bia**  
Irish Food Board



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


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**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.

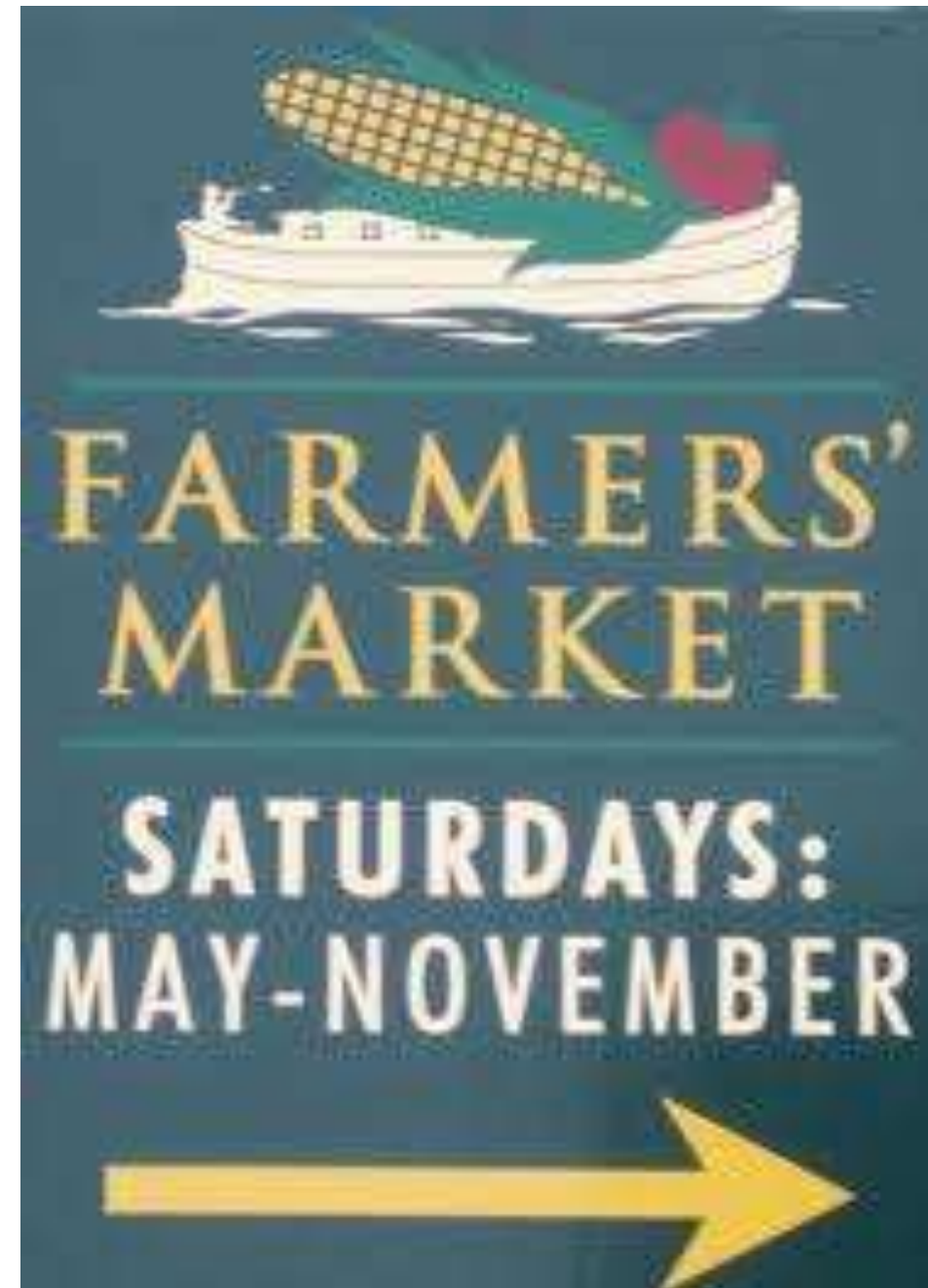
**Find Out How We Can Help**

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

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

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Thank-You!

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