

Research Takeaways & Marketing Plan 2014

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Research Takeaways

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Irish and Local are integral to the overall organic value proposition

Health is a key driver for organic buyers

Opportunity to create more desire and aspiration around organic food purchasing

Consumers open to alternative usage occasions for organic

Majority of organic purchasing not pre-planned, creating product appeal at point of purchase is key

Marketing activity to year end

- ✓ July – Launch of National Organic Food Awards 2014
- ✓ Weekend magazine press advertising
- ✓ Germany – market in focus
- ✓ Retail mentoring – spaces available!

| Quarter 3 | Quarter 4 |
|---|---|
| Industry Debrief | National Organic Food Awards |
| Advertorial 1 NOFA Launch German Market Report Study Visit Germany Retail Mentoring | Advertorial 2 Foresight4Food Organic Retail Mentoring |

National Organic Food Awards - October 14th 2014

✓ New Industry and Consumer focus for
2014

- Best Fresh Organic Product
- Best Processed Organic Product
- Best New Organic Product
- Export Award
- Innovation Award
- Direct selling Award

Plus - Lifetime Achievement Award



Key Dates

- ✓ End July – online applications open
- ✓ 5th Sept – applications close
- ✓ 18/19th Sept – judging days at Bord Bia
- ✓ w/c 29th Sept – photography and shortlist announcement
- ✓ 7 Oct (tbc) – PR and Social Media workshop
- ✓ 14th Oct – National Organic Food Awards lunch (Bord Bia)



Weekend Advertorials

- ✓ Irish Times magazine and Life magazine
- ✓ Aimed at Passionate and Engaged audience
- ✓ Key message around quality, taste, natural
- ✓ Strong food imagery – fresh and delicious, something for me

ORGANIC FOOD — GOOD FOR NATURE, GOOD FOR YOU

Going organic, good food comes naturally

Those who recall a time when meat, dairy, fruit, vegetables and eggs were home produced or locally sourced will be familiar with many of the key principles of organic farming.

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More information available at www.bordbia.ie



ORGANIC SMOKED SALMON AND CHEESE FRITTATA

A special treat that's quick and easy to prepare

8 organic eggs
2 tablesp chives, chopped
1 tablesp basil, chopped
Salt and black pepper
1 tablesp, olive oil
50g cream cheese, diced
75g organic smoked salmon, thinly sliced and chopped
Organic red onion slices to garnish
Salad leaves and brown bread to serve

To Cook: Set the grill to high. Whisk the eggs with the chives, basil and seasoning. Heat the olive oil in a non-stick pan. Pour in the egg mixture, stir for a moment or two, allowing the liquid egg to flow on to the base of the pan. Scatter on the cream cheese and continue cooking until the egg is almost set but still moist on top, add the smoked salmon pieces, press on salmon lightly. Place the pan under the hot grill to finish cooking 1-2 minutes. Cool 2-3 minutes, and then loosen edge with spatula and slide onto a large plate. Cut into wedges and serve warm. Garnish with red onion slices. Serve with salad leaves and brown bread.



ORGANIC CHICKEN BREAST WITH FENNEL & ROCKET SALAD

4 chicken breasts, skin on
Juice of 1 lemon
1 tablesp, olive oil
Salt and black pepper
Fennel Salad
2 fennel bulbs, sliced thinly as possible
2 tablesp, olive oil
Juice of 1 lemon
1 tablesp, good quality mustard
Handful rocket leaves per person
An hour or two ahead if possible place the chicken breasts in a shallow dish. Pour over the lemon juice, olive oil and seasoning. Prepare the salad – put the sliced fennel in a large bowl, in another small bowl mix the olive oil, lemon juice and mustard together, taste for seasoning. Mix the fennel and dressing together – set aside. Seal the chicken breasts on a hot pan until well browned. Then finish cooking in the oven for 10-15 minutes. Serving suggestions: Slice the chicken, serve with a mound of the salad and the rocket leaves on top. Drizzle with a little olive oil and balsamic vinegar and a little black pepper

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Germany – Export Focus

- ✓ BioFach is key organic export event
- ✓ Widen 2015 BioFach participation by sharing of insights and opportunities via
 - Publication of Organic Market Report for Germany (Dairy focus)
 - Market Study Visit to Dusseldorf



Ambition for 2015 – Activities & Outputs

Activities

Develop targeted advertising to core organic shoppers

Highlight organic opportunity (incl. Private label) with retailers

Work with suppliers on range innovation

Develop export opportunities for Irish organic producers (Biofach, MarketPlace 2015 etc)



Outputs

Increased awareness and broadening of purchase repertoire

Maintain market growth for organic in Ireland

Increase shelf space for indigenous producers

Increase export reach of Irish organic food & drink

Today's presentations
available on
www.bordbia.ie