

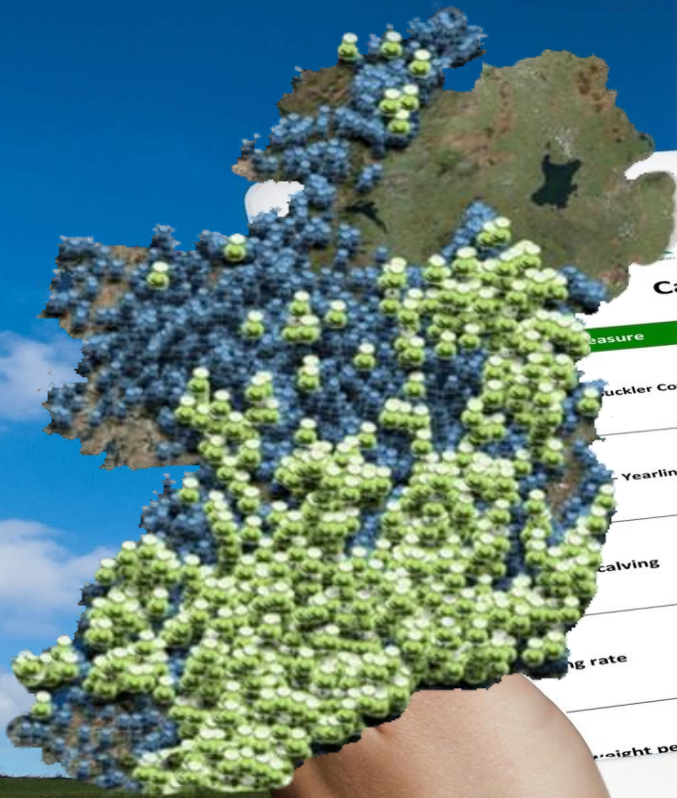
2015 Programmes

Jim O'Toole

9th January, 2015

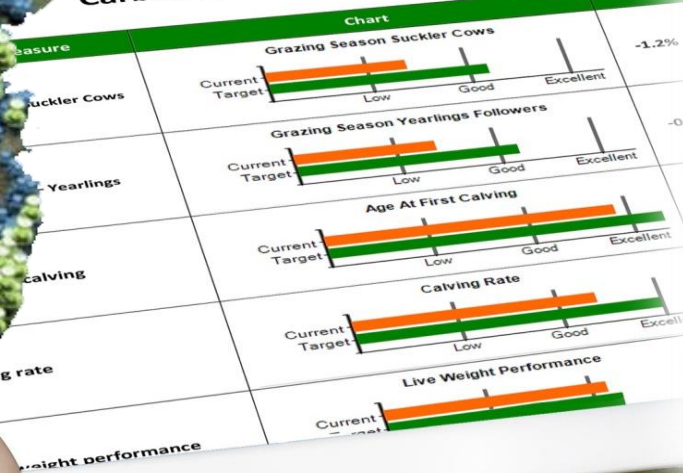
Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board



Bord Bia
Irish Food Board

Carbon Navigator Tool



More than 37,000 audits in 2014....

Growing the success of Irish food & horticulture

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Working
with nature

 [English](#)

an initiative by **Bord Bia**
Irish Food Board

[Home](#)[About](#)[Companies](#)[Farms](#)[Hub](#)[Register](#)

Origin Green

Our ambition is simple: to make Ireland
a world leader in sustainably produced
food and drink >>

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The Co-operative's 100% British own brand performance:

Openness and honesty about food, from where it comes from to what it includes, have long been firm commitments of The Co-operative. On an annual basis we will report on our British sourcing performance to provide transparency about how we really support farmers in our stores.

The Co-operative Food – entirely 100% British

✓ Beef	✓ Sausage	✓ Eggs
✓ Chicken	✓ Turkey	✓ Milk
✓ Breaded chicken	✓ Salmon**	✗ Yogurt
✓ Duck	✓ Chilled pies	✓ Butter
✓ Ham*	✓ Sandwiches*	✓ Chilled ready meals***
✓ Pork	✓ Cheese*	
✗ Lamb (New Zealand lamb produced in season)	✗ Bacon (Danish bacon also offered)	

*Excludes continental varieties, e.g. Parma ham

**Fresh and smoked

***Excluding continental ready meals featuring a continental meat variety, e.g. Chorizo



Origin

At The Co-operative, we have been labelling the origin of our products and key ingredients since 1997. What is legally required on pack has changed since then, but The Co-operative still gives information over and above what is required.

We label the country or countries that the main ingredients in our products come from; be that beef in a ready meal, apples in an apple pie or milk used in cheese. This isn't just where we're keen to highlight the British credentials of our products or where there is a customer perception of quality linked to that country (such as Danish bacon), but anywhere in the world a characterising ingredient originates from. The format that we declare the origin in may vary depending on the size of the label, but we are as specific as possible.

We also aim to restrict the sourcing of meat, poultry and farmed fish ingredients to a maximum of two individual countries to help us label this way, instead of us using the smallest geographic region such as EU, South America, but recognise this isn't always possible.



Adam Quinney @ACQuinney · May 31
Three major British retailers commit to Irish beef...

Collapse

Reply Retweet Favorite More

RETWEET
1



11:06 AM - 31 May 2014 · Details

Reply to @ACQuinney

WHAT'S THE BEEF?

“Anger over imports grows”

Oliver Dowding @OliverDowding · May 31
@ACQuinney... retailers will support it... farmers, fair deal... #Beefed

Expand

Reply Retweet Favorite More

supermarkets are still stocking cheaper Irish beef and continue and Irish beef. In some cases, it is being marketed in stores using the

labelled as British – but with Irish beef behind the sign.

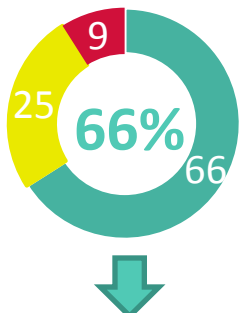
Cutting price.

Growing the success of Irish food & horticulture

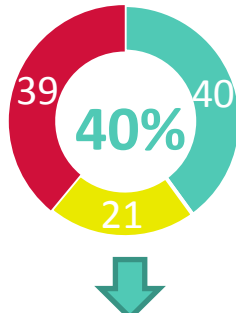
Irish vs. British Beef

(Base: All Regular Beef- Based Readymade Meal Buyers – 1,002)

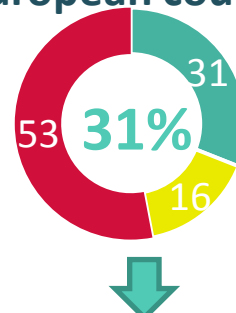
Beef from Ireland is as good as beef from Britain



I would pay extra for readymade meals with British beef content instead of Irish beef



I don't really care about the origin of beef in my readymade meal as long as it comes from an European country



2 in 3 agree that Irish beef is as good as British beef while only 1 in 10 disagree! 2 in 5 claim to be willing to pay more for British beef vs. Irish beef– but the research indicates that this is due to supporting the local economy rather than quality concerns.

Agree

Don't Know

Disagree

REDC

(Q.4)

Fresh Clippings Newsletter



fresh clippings
march

Let the St Patrick's Day celebrations begin!

Dear alex,

On 17th March we'll be celebrating St Patrick's Day in style - with lots of fun and feasting! All over the world, people will be joining in the party in their own special way - from colouring rivers green in Chicago to 'painting' the London Eye with an emerald glow. We'll most definitely be tucking into some truly succulent grass-fed beef. So join us, we have a few very special recipes you may want to try for the occasion.

Challenge our Gastronomy chefs & WIN!

You choose the ingredients and it's up to the chefs on Gastronomy Farm to cook up a fabulous recipe. Plus, you could WIN fabulous prizes every day!

[To enter join us on Facebook](#)

Feast on Thyme-spiced Roast Rib Eye of Beef with Horseradish Cream



This impressive dish is perfect for feeding a crowd on St Patrick's Day - get family or friends round to enjoy a fragrant roast, infused with thyme and served with punchy horseradish and root vegetables. We'll raise a glass to that!



the flavour shows where the best grass grows

Bord Bia Irish Food Board

Home | Brilliant beef recipes | Get cooking with beef | Grasstronomy Farm

Welcome to the Irish Beef site - Home

Win a 'grasstronomical' family holiday in Ireland

Pick up a promotional pack* of Irish beef today for a chance to WIN a flavour-packed getaway. Who knows? You and your family could soon be sampling some of Ireland's best-kept foodie secrets!

[Enter here](#)

plus 1 of 100 luxury roasting trays as runner's-up prizes

Latest recipes from Ireland

Indonesian Beef Skewers | Using shrimp paste here gives

Stuffed Beef Rolls with Red Wine Sauce

FREE 'Fresh flavour of Spring' recipe book

For your FREE copy, sign up now to our monthly newsletter.

[Get your recipe book](#)

Grasstronomy FARM

See what's happening on the Farm

[Visit now](#)

The kitchen expert

Recipe Website Partnerships



GoodFood WIN daily prizes at [facebook.com/grasstronomy](https://www.facebook.com/grasstronomy)

Brought to you by irishbeef.co.uk

[Enter here](#)

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A-Z of recipes | Cakes | Cuisines | Favourites | Healthy | Ingredients | Occasions | Special diets | Vegetarian | Features

Recipes

With over 8000 tried and tested recipes, you're sure to find the perfect dish. Browse by occasion, cuisine, vegetarian and healthy eating or try our recipe A-Z.

Your binder

Sign up or sign in to receive a £40 wine voucher, and to save, rate and comment on recipes. Plus, get our newsletter.

iFood

Find more recipes at Good Food Channel

Follow Good Food



Win a Gastro Holiday in Ireland for all the family

Plus **100 Luxury Roasting Trays up for grabs!**

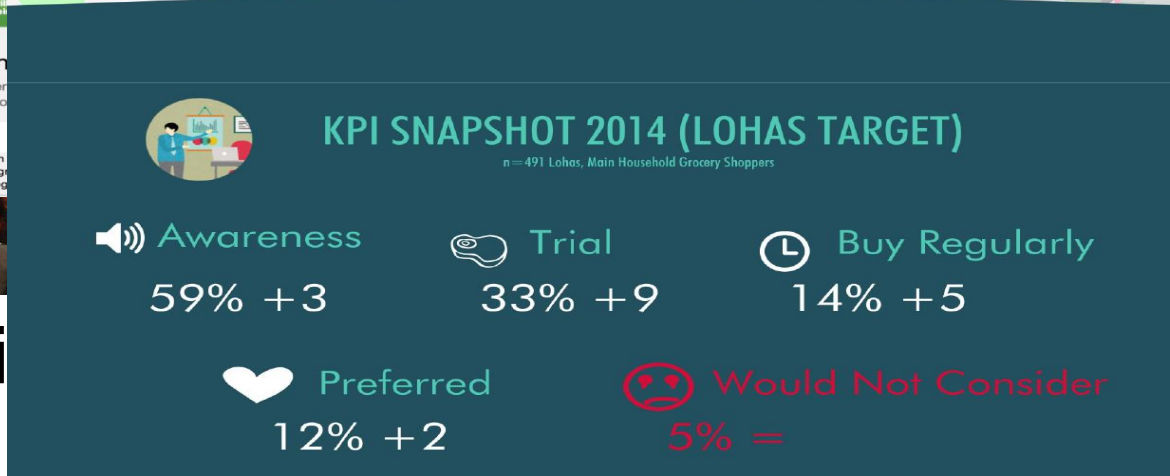
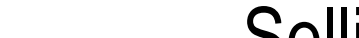
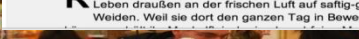
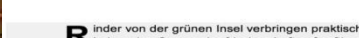
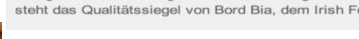
www.irishbeef.co.uk

See inside for details. Prize-draw closing date 31.03.12

FEAST ON ST PATRICK'S DAY

FEEL HERE

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**Win
elke week
een Weber BBQ!**



Kijk voor meer informatie op:
www.irishbeef.nl/actie



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ROASTROT

*Rücken vom irischen Weideochsen mit
sautierten Steinpilzen, Sellerie und Wildkräutern*

ZUTATEN

Rücken vom irischen Weideochsen mit sautierten Steinpilzen, Sellerie und Wildkräutern
(Rezept für 4 Personen)

Rinderrücken

4 Steaks vom Rinderrücken (Roastbeef vom irischen Weideochsen), à 200 g
Salz, Pfeffer, Pflanzenöl

Selleriepuree

500 g Sellerie
30 g Butter
100 g Schalottenstreifen
300 ml Wasser
200 ml Sahne
Salz

Steinpilze

400 g Steinpilze
Steinpilzöl, Salz, Pfeffer

Weitere Zutaten

Wildkräutermix
Blanchierter Minillauch
und Selleriestreifen
Butter
Rosmarin, Thymian
Kalbsjus



36



WEIN
TIPP

HAUT-MÉDOC
CHATEAU REYSSON
CRU BOURGEOIS

Château Reysson liegt im Hinterland von Saint-Émilion und liefert einen angesehenen Cru Bourgeois, der eine deutliche Prägung vom Ausbau in Barriquefässern aufweist, die jedes Jahr zu einem Viertel erneuert werden. Ein Rotwein mit wuchtigem Bukett dunkelroter Beeren.
0,75-L-Flasche 9,99
Preis pro Liter 13,32



1 Die Steaks mit Salz und Pfeffer würzen und in einer heißen Pfanne anbraten. Anschließend im Ofen auf einem Gitter bei 90 °C für circa 8 Minuten garen.

2 Sellerieknochen schülen und würfeln. Schalotten und Sellerie in Butter anschwitzen. Mit Sahne und Wasser auffüllen und leicht würzen. Sellerie weichkochen. Flüssigkeit entfernen und gut ausdrücken. Anschließend im Mixer fein pürieren.

3 Die ganzen Steinpilze putzen und in Steinpilzöl sautieren. Mit Salz und Pfeffer würzen und bis zum Anrichten beiseitestellen. Die Selleriestreifen und das Selleriepuree im oberen Drittel des Tellers platzieren, in die Zwischenräume die Steinpilze und darauf den Minillauch geben. Die Wildkräuter gut waschen und in die verbleibenden Lücken setzen. Das Fleisch nach dem Garen kurz in der Butter und den Aromaten schwenken und anschließend aufschneiden. Das aufgeschnittene Fleisch vor dem Gemüße platzieren und etwas Kalbsjus angießen.

Dom Pérignon



Dom Pérignon
Vintage 2004
Limited Edition
by Iris van Herpen
0,75 l



Dom Pérignon
Vintage Rosé 2003
Limited Edition
by Iris van Herpen
0,75 l



DOM PÉRIGNON BY IRIS VAN HERPEN

Die von der Modeschöpferin Iris van Herpen gestaltete limitierte Geschenkbox ist eine glanzvolle Interpretation der Reifung und Verwindung des Dom Pérignon Champagners von der ersten Vollkommenheit und des Versprechens einer weiteren Metamorphose

Photo: Peter Lindbergh, www.irisvanherpen.com, www.domperignon.com

EU Generic Lamb Promotion 2015 – 2017



Markets: *Ireland, Belgium, Denmark
England, France, Germany*

€7.7m

jointly funded with EU

Bord Bia

EBLEX (UK)

Interbev (France)



Ham/Bacon: Prompted TV Advertising

% Awareness



Targeted Group- 30-60 year old female shopper

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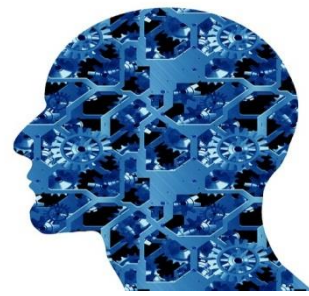
A blind test under scientific conditions with a robust consumer sample provides reliable data on product acceptance levels within the competitive market context.

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Consumer Insight & Innovation

A range of programmes designed for individual company needs...



Insight

Understanding the needs of the consumer
Delivering long term & commercial growth
Exploring trends and future spaces



Innovation

Placing the consumer at the heart of new product development
Stimulating creative thinking and idea generation
Co-creation & validation to underpin commercial success



Branding

Creating & building brands
Ensuring products remain relevant & differentiated
Building deeper relationships between brands & consumers

Leveraging Specialist Undergraduate Programmes



Food Marketing Graduate Programme



Marketing Fellowship Programme



Strategic Growth (Food Industry) Programme



Origin Green Ambassador Programme



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Trade Fair Programme 2015



Amsterdam



Lyon



BIOFACH 2015
12th International Food Processing Exhibition
Nuremberg

Cologne



Milan



Dubai



Shanghai

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**MARKETPLACE
INTERNATIONAL 2015**
WORLD LEADERS. WORLD CLASS. WORLDWIDE.



March 26th 2015
Ireland Awaits You!



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MILANO 2015

Feeding the Planet, Energy for Life



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The Origin Green Report 2015

Origin Green

Ireland is forming a new contract with nature. Be part of it.

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The Inaugural Global Sustainability Forum



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DAWN MEATS

glanbia

Irish Dairy Board

KERRY

abp

Irish Distillers
Pernod Ricard

DAWN FARM

KEPAK GROUP

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Irish Food Board

2015 Programmes

Jim O'Toole

9th January, 2015

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