

BORD BIA QUALITY MARK - FACTS & FIGURES

WHAT IS THE BORD BIA QUALITY MARK?

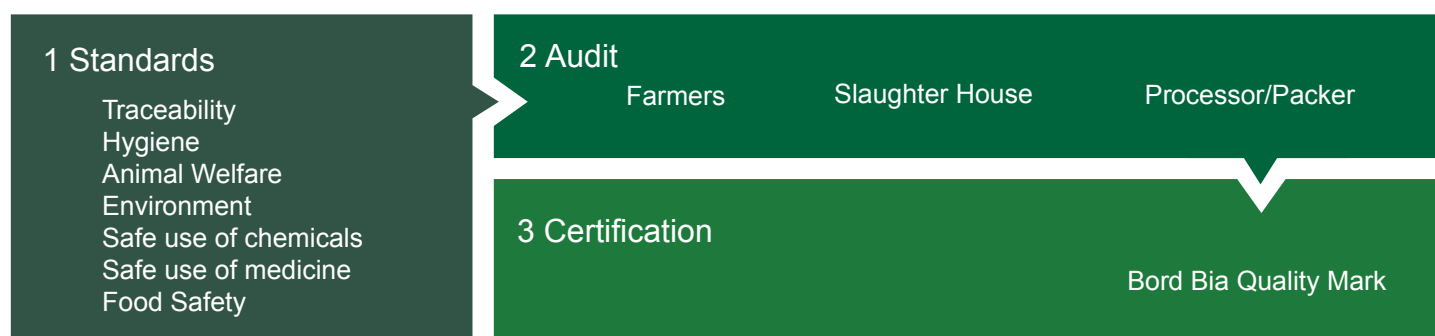
- 1 The symbol used to indicate certification under Bord Bia's Quality Assurance Scheme
- 2 Guarantees that the highest Bord Bia standards in food production have been achieved
- 3 Guarantees that Farmers, Processors and Packing Houses have been independently audited
- 4 It is the only Mark that guarantees that food has been produced and processed within the 26 counties of Ireland



WHY PURCHASE FOOD WITH QUALITY MARK?

- It is the only brand that has credible and independent processes of monitoring, auditing and certification in place at producer, processor and packer level. Therefore you can trust you are doing the best for yourself and your family.
- Food produced to the highest international standards – only brand that conducts an ongoing independent auditing and certification process.
- Grown and processed in Ireland.
- Supporting Farmers and the Food Industry

WHAT IS THE PROCESS?



WHY QUALITY ASSURANCE?



To promote sustainable food product



To re-assure customers on food safety, traceability and origin



To enable promotion of QA Product



To support exporting products abroad

WHO IS INVOLVED?

51,000
Farmers

115
Food Processors
and Packers

are members of the
voluntary Bord Bia Quality
Assurance Schemes

WHAT PRODUCTS CARRY THE QUALITY MARK?



Pre-packaged
meat



Pre-packaged
meals with meat

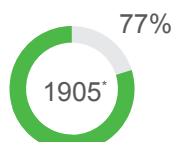


Fruit
& vegetables

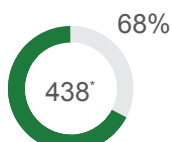


Eggs

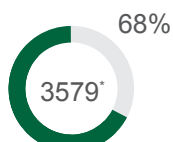
USAGE OF QUALITY MARK ACROSS RETAILERS



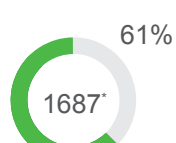
ALDI



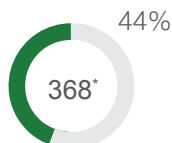
CENTRA



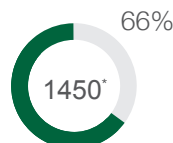
DUNNES
STORES



LIDL



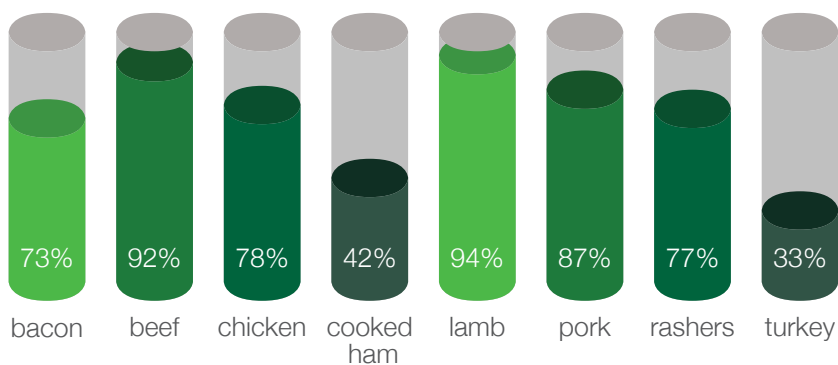
SPAR



SUPERVALU

*total number of facings per retailer

% OF MEAT PRODUCTS WITH QUALITY MARK



IRISH CUSTOMERS

91%

of Irish consumers are aware
of the Bord Bia Quality Mark

and

72%

are more likely to buy Bord
Bia Assured products

THE FUTURE FOR BORD BIA QUALITY MARK

- All schemes to incorporate sustainability
- Extend to butchers' counters
- Increase membership
- Increase demand from consumers

NUMBER OF FARMS THAT ARE QUALITY ASSURED



BEEF

47,530

Certified farms,
> 90% production



LAMB

11,603

Certified farms,
> 65% production



PIG

417

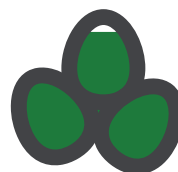
Certified farms,
> 97% production



POULTRY

738

Certified farms,
> 95% production



EGGS

224

Certified farms,
> 97% production



HORTICULTURE

366

Certified farms,
> 75% production



DAIRY

13,884

Certified farms,
> 2.5% production