

Ireland - Your Sustainable Dairy Partner

Tara McCarthy, Chief Executive

BORD BIA
IRISH FOOD BOARD

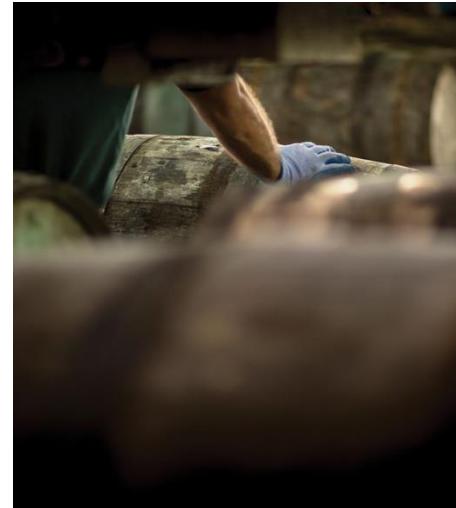


Themes for Today

Irish Dairy Sector

Accelerating Challenges

Driving Growth through Partnership



Bord Bia's role

Our Mission:

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

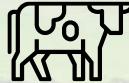




BORD BIA
IRISH FOOD BOARD



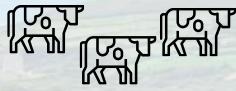
Dairy Farming in Ireland



1.4m
Cows



55
Age Profile



17,000
Dairy Herds



Multi Generational Family Farms



55ha
Farm Size

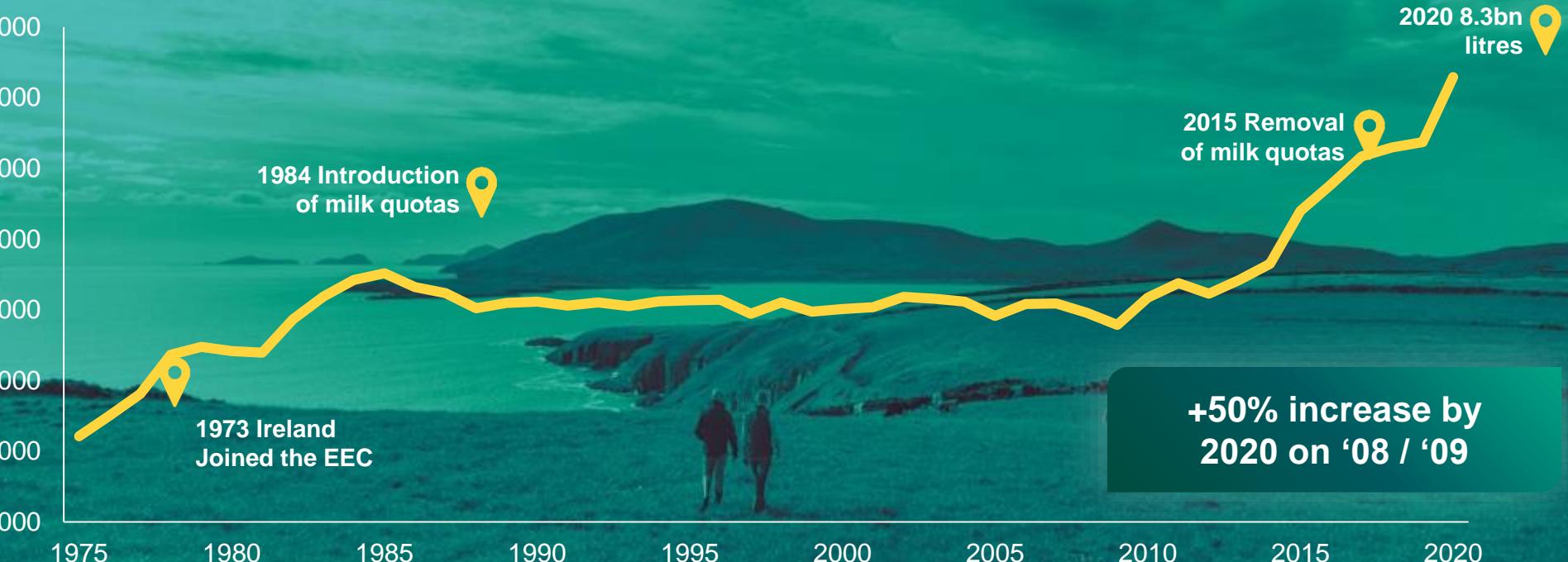


Grass Based
Production



5,500
Litres/cow

Evolution of Irish Dairy



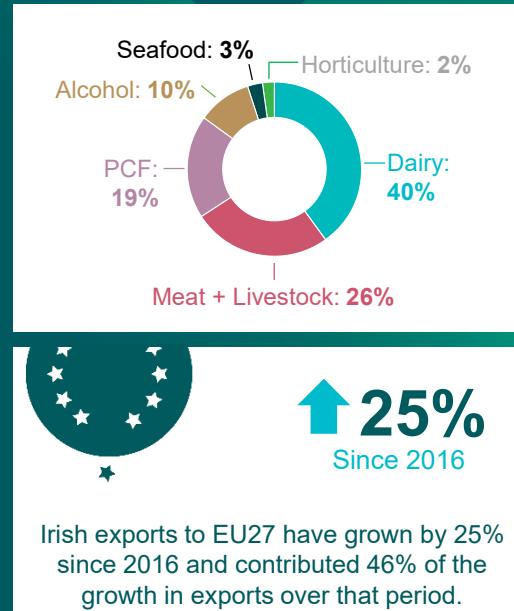
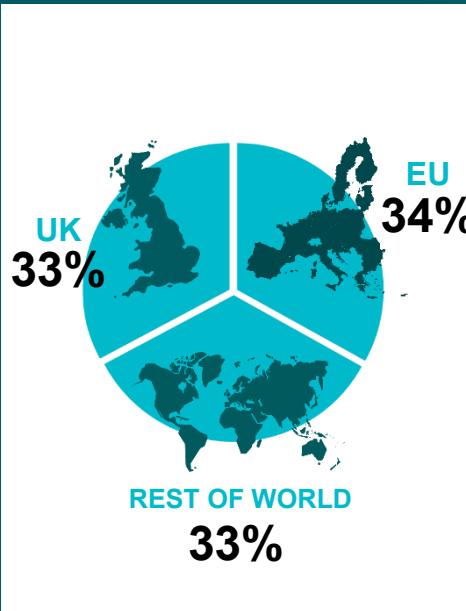
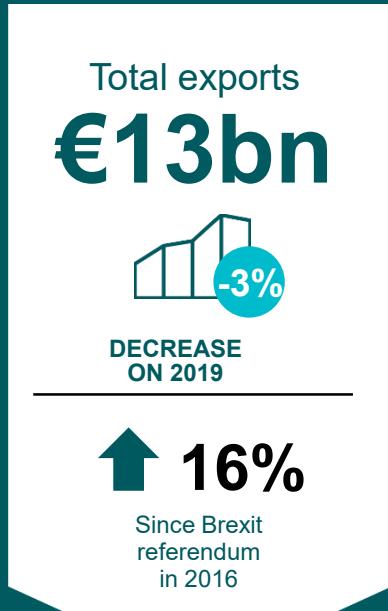
Source: CSO

Irish Food & Drink Exports

Value of Export 2020

& comparison 2016, year of Brexit announcement.

Source: Bord Bia





Accelerating Challenges

Living with Covid-19



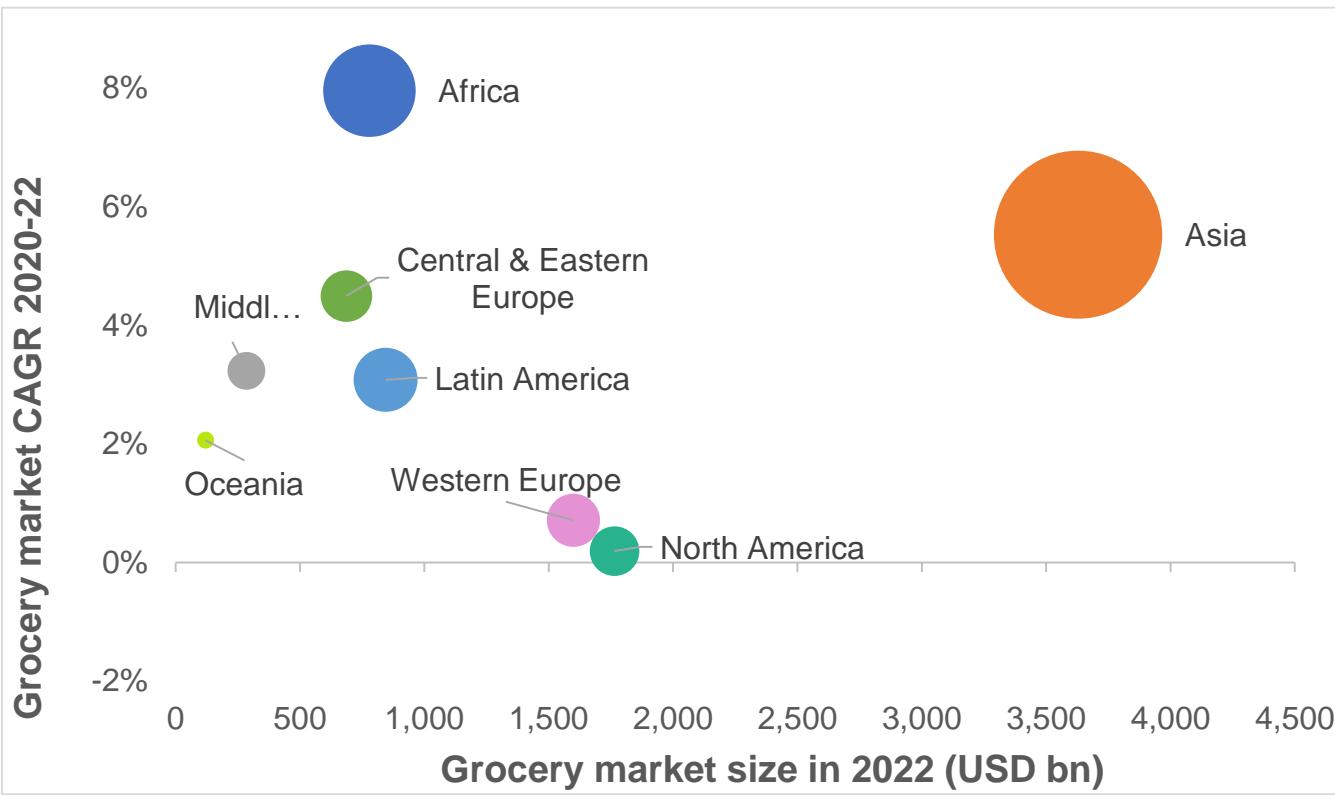
Sustainability



Health

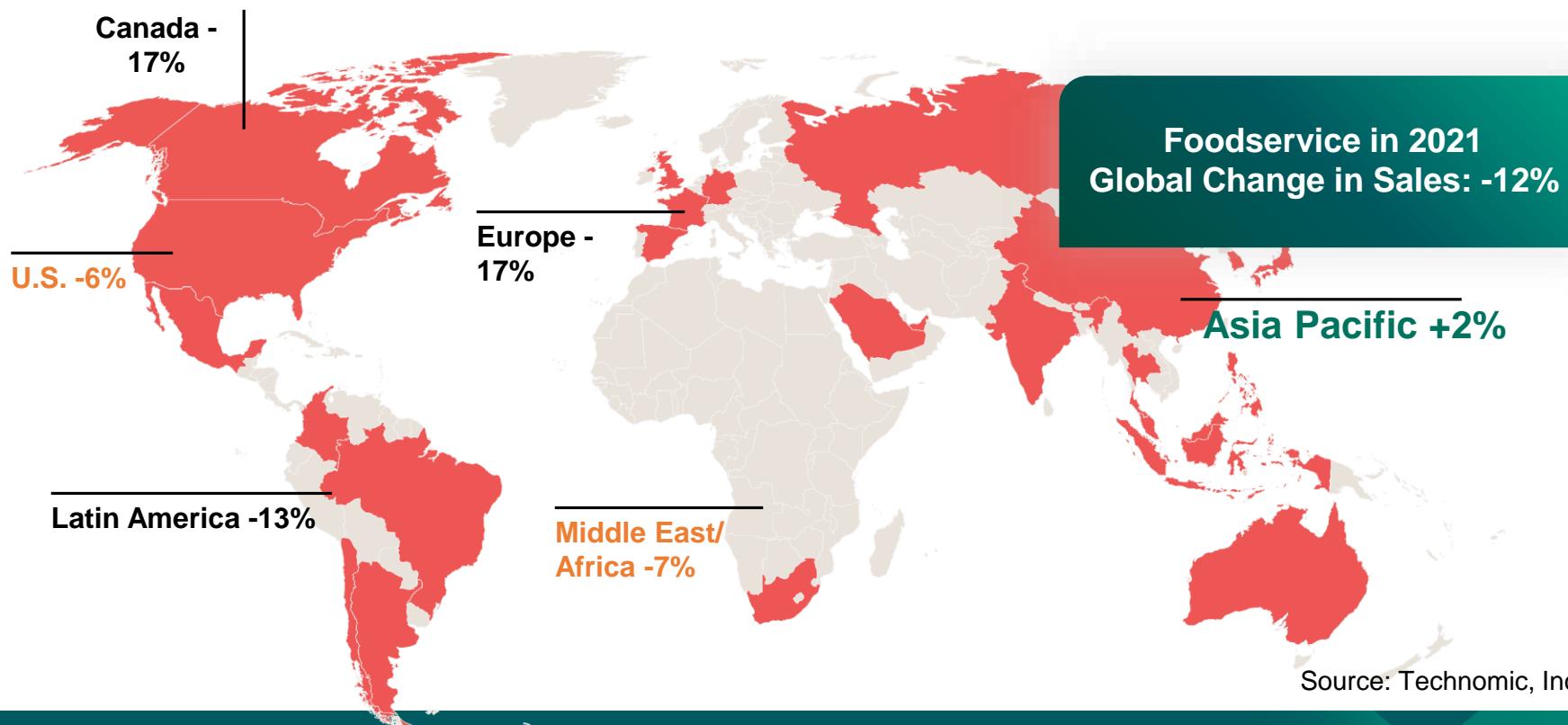


Living with Covid-19



Source: IGD

Living with Covid-19



Source: Technomic, Inc.

Sustainability

3 in 4 Buyers say sustainability is important to their business

Almost 2 in 3 say it's important to their role



Importance of Sustainability...





Sustainability

The sustainability agenda is accelerating
**keep pace or risk
being left behind**

Insight

The food and drink sustainability agenda is accelerating – and another tipping point is coming - more will be expected and demanded from customers and consumers.

Implications

- The industry must constantly innovate to stay ahead.
- Sustainability must be a core priority for your business as more pressure comes.
- Embrace sustainability in consumer and customer strategy.
- Essential to stay keenly close to customer and consumer trends.





Health

We are making more of an effort to eat healthily and exercise than we were 12 months ago.

64%

Are making an effort to eat more healthily

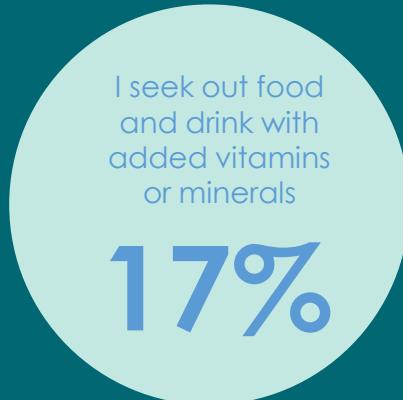
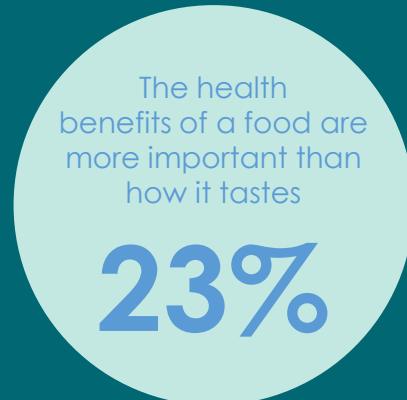
56%

Are making an effort to exercise more

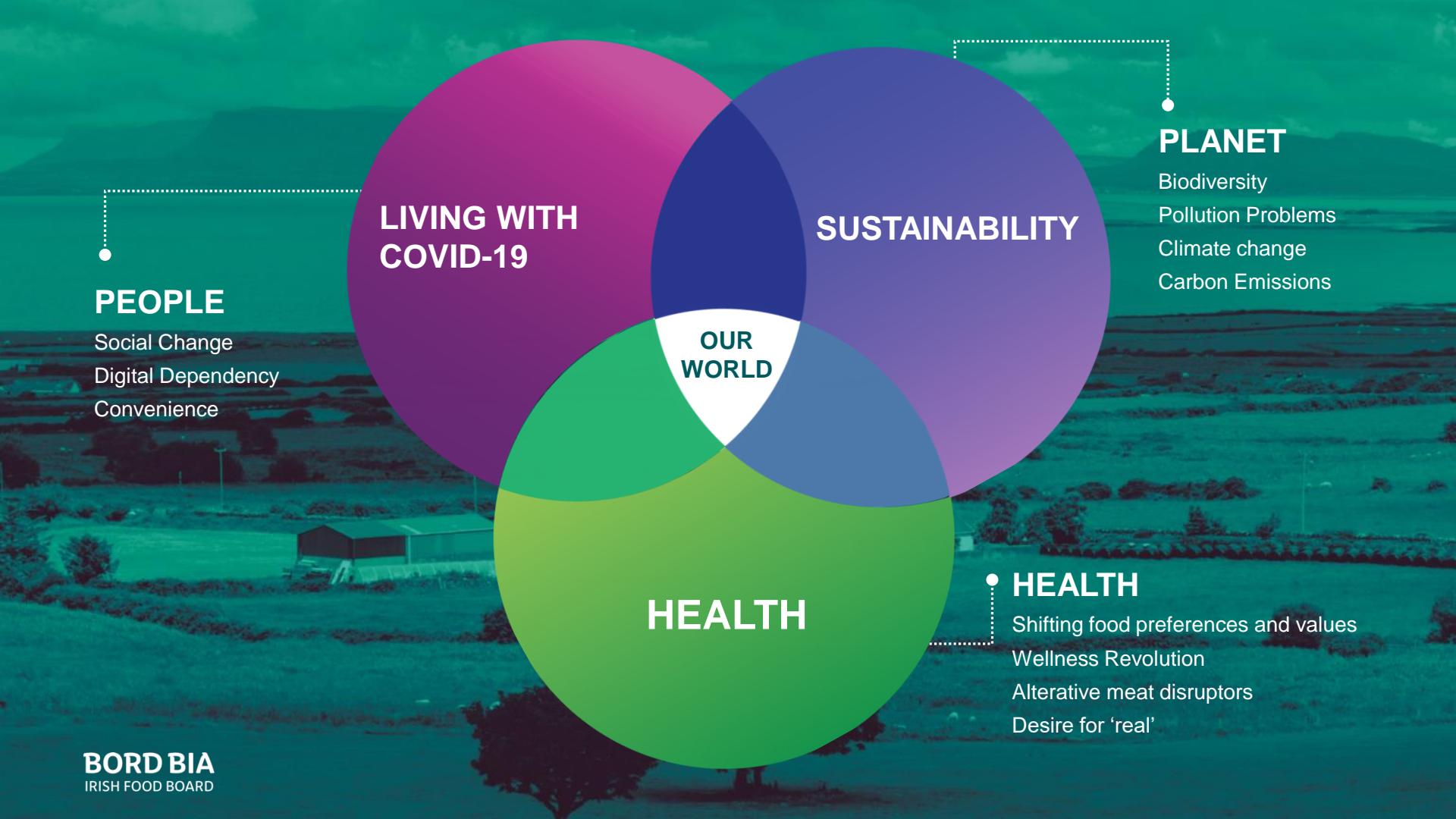
Health

Functional foods continue to show strong growth

% Agree



(Base: All Adults aged 18+ n=18,591)



● PEOPLE

Social Change
Digital Dependency
Convenience

LIVING WITH COVID-19

SUSTAINABILITY

OUR WORLD

HEALTH

● PLANET

Biodiversity
Pollution Problems
Climate change
Carbon Emissions

● HEALTH

Shifting food preferences and values
Wellness Revolution
Alternative meat disruptors
Desire for 'real'

A wide-angle, aerial photograph of a city skyline at dusk or night. The city is densely packed with buildings of various heights, their lights glowing against the darkening sky. A large body of water in the foreground is dotted with numerous small boats and larger ships. In the background, a range of mountains is visible under a sky filled with scattered clouds.

Driving Growth Through Partnership

International Presence



Southeast Asia Regional Team

Global Business Development Team



Bord Bia Marketing Fellowships MSc degree programmes in collaboration with UCD Smurfit and Irish industry



From physical engagement to virtual...



3 physical trade missions
to South East Asia since 2016

FROM

TO



5 virtual trade missions
to South East Asia in 2020

Bord Bia
South East Asia

Virtual Trade Mission

Long Term Investment
€2.5bn





Origin Green

To drive and monitor positive change across Ireland's food and drink industry so we can continue to build and protect our global reputation for food sustainability.



Ireland's Sustainability Credentials

Grass Fed Standard

The world's first independently verified standard that provides proof of the grass-fed status of each and every qualified animal.

Origin Green

Ireland's national food sustainability programme. Uniting government, industry and producers to protect our pure environment and achieve shared sustainable goals

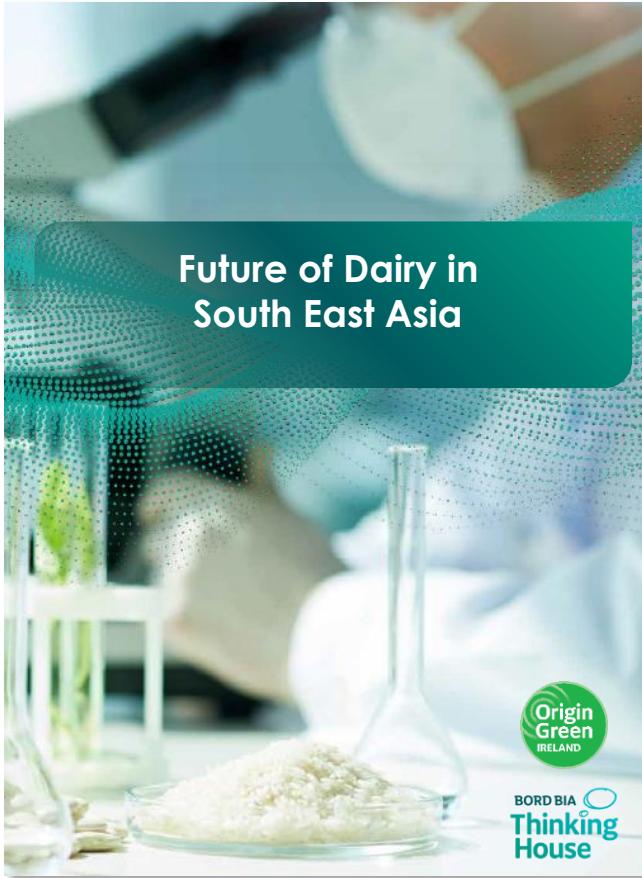
BORD BIA
IRISH FOOD BOARD



GRASS FED
CERTIFIED MEMBER

BORD BIA
IRISH FOOD BOARD

**Origin
Green**
IRELAND



Examining the likely dairy trends and growth opportunities in the next 5-10 years in the South East Asian region



ENJOY
IT'S FROM
EUROPE



European Dairy, the Sustainable Choice for Asia

2022 - 2024

Thank You

