

Ireland - Your Sustainable Dairy Partner

Tara McCarthy, Chief Executive

BORD BIA
IRISH FOOD BOARD

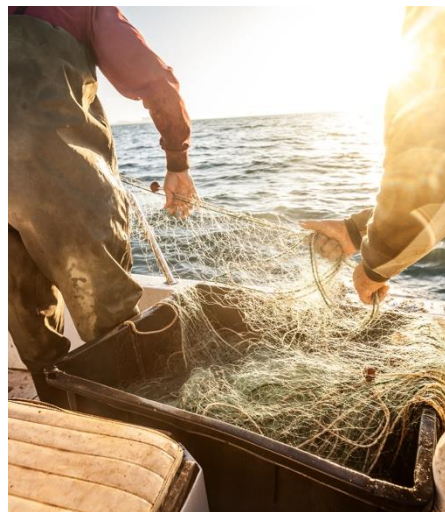
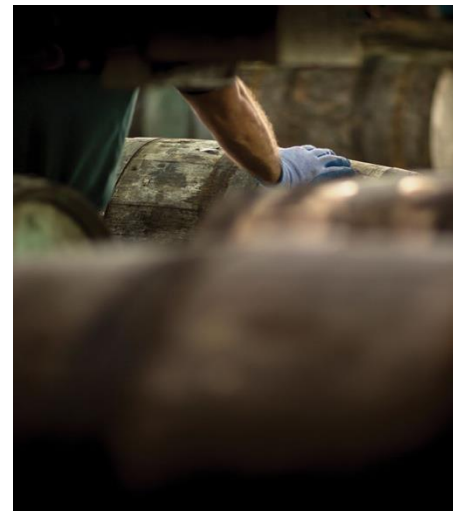


Themes for Today

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





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Dairy Farming in Ireland



1.4m

Cows



17,000

Dairy Herds



Grass Based
Production



Multi Generational Family Farms



55

Age Profile



55ha

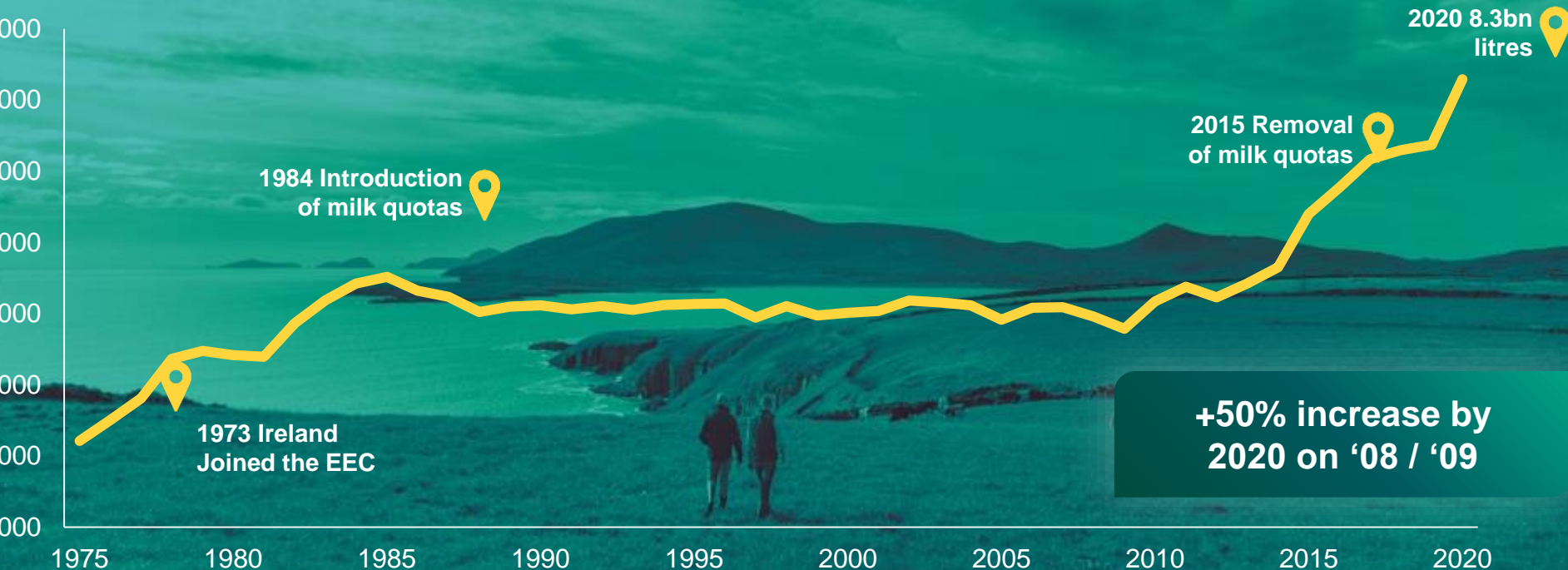
Farm Size



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

Total exports
€13bn



DECREASE
ON 2019

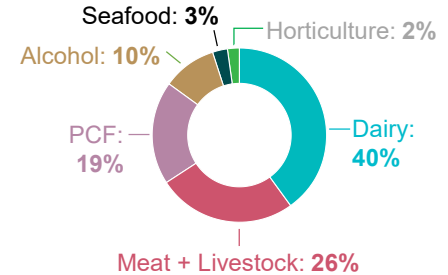
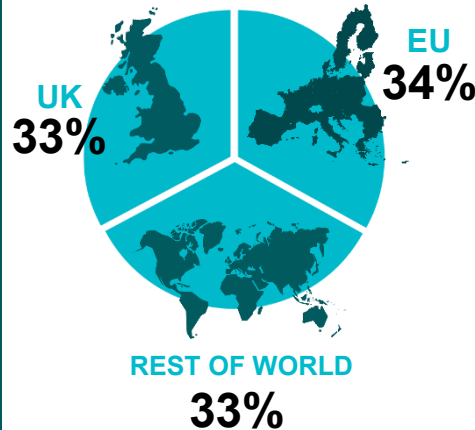
↑ 16%

Since Brexit
referendum
in 2016



180+

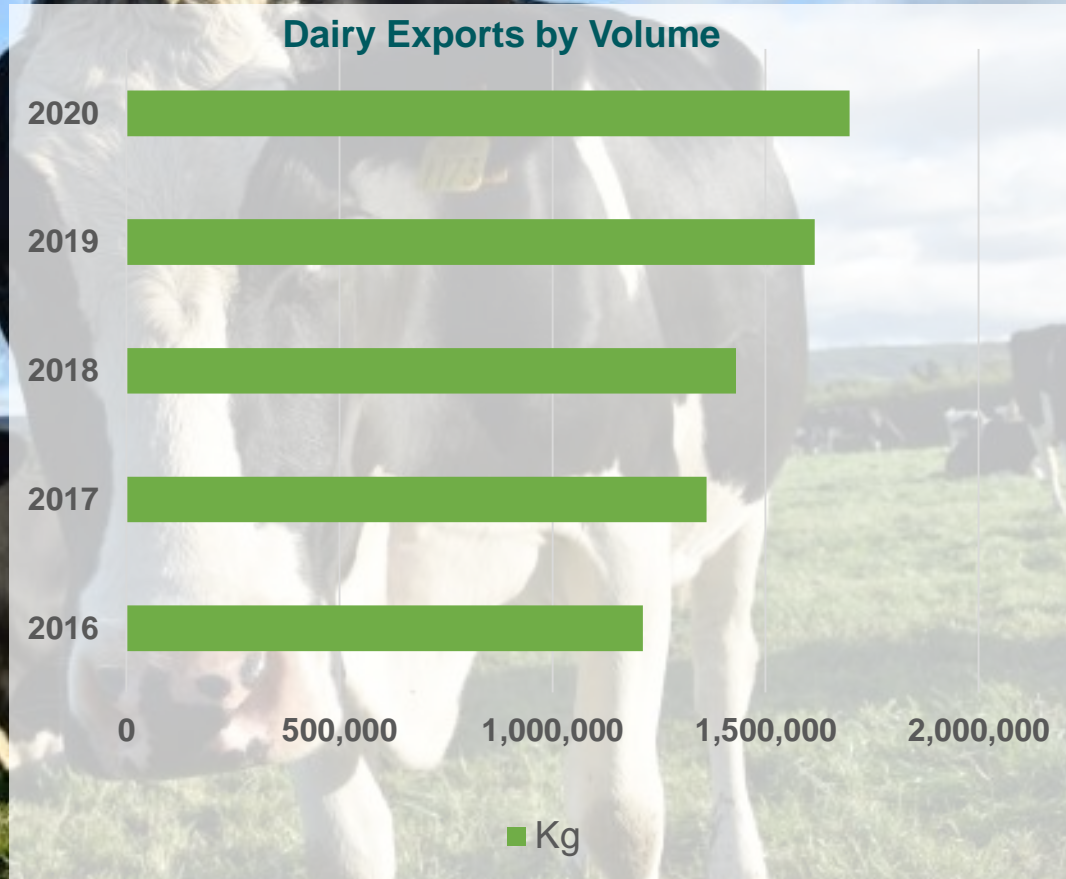
Irish food and
drink is sold in
more than 180
markets
worldwide



↑ 25%
Since 2016

Irish exports to EU27 have grown by 25%
since 2016 and contributed 46% of the
growth in exports over that period.

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Accelerating Challenges

Living with Covid-19



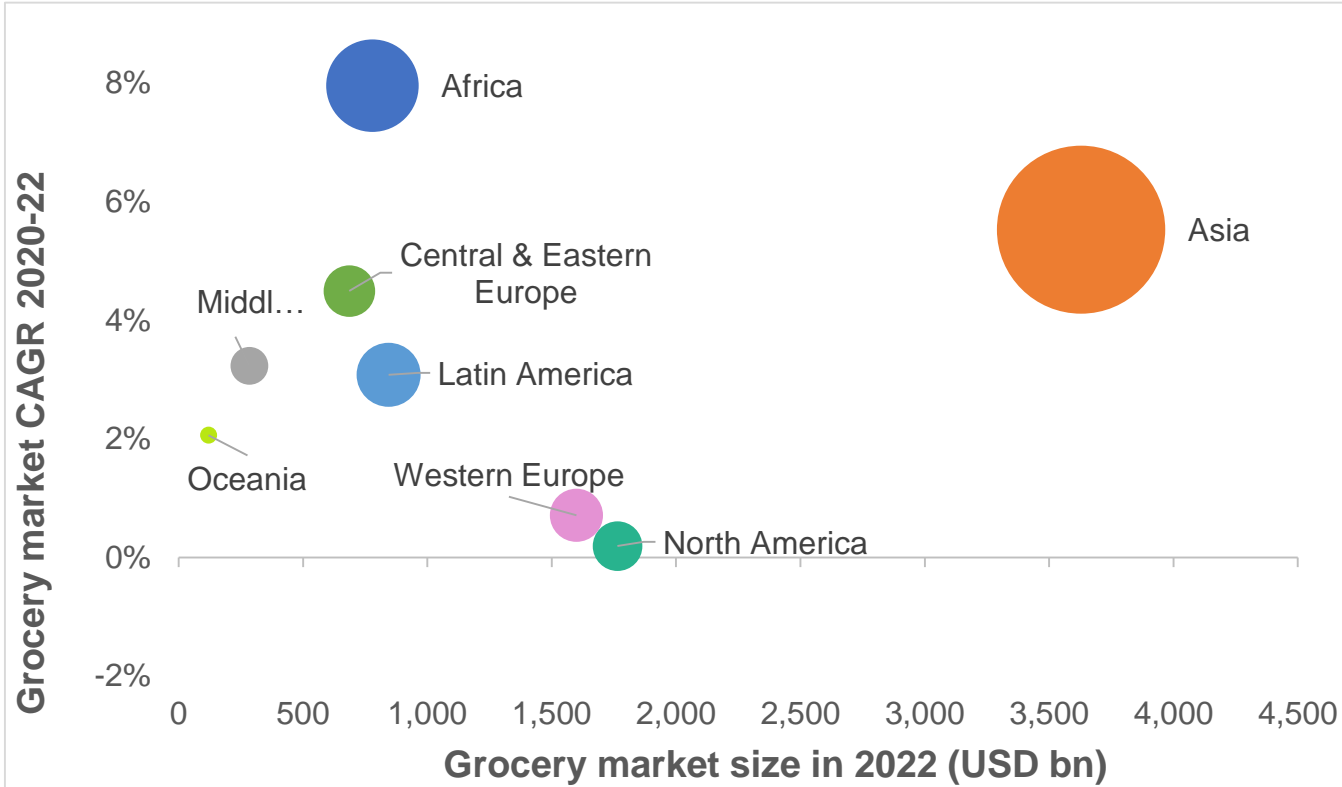
Sustainability



Health

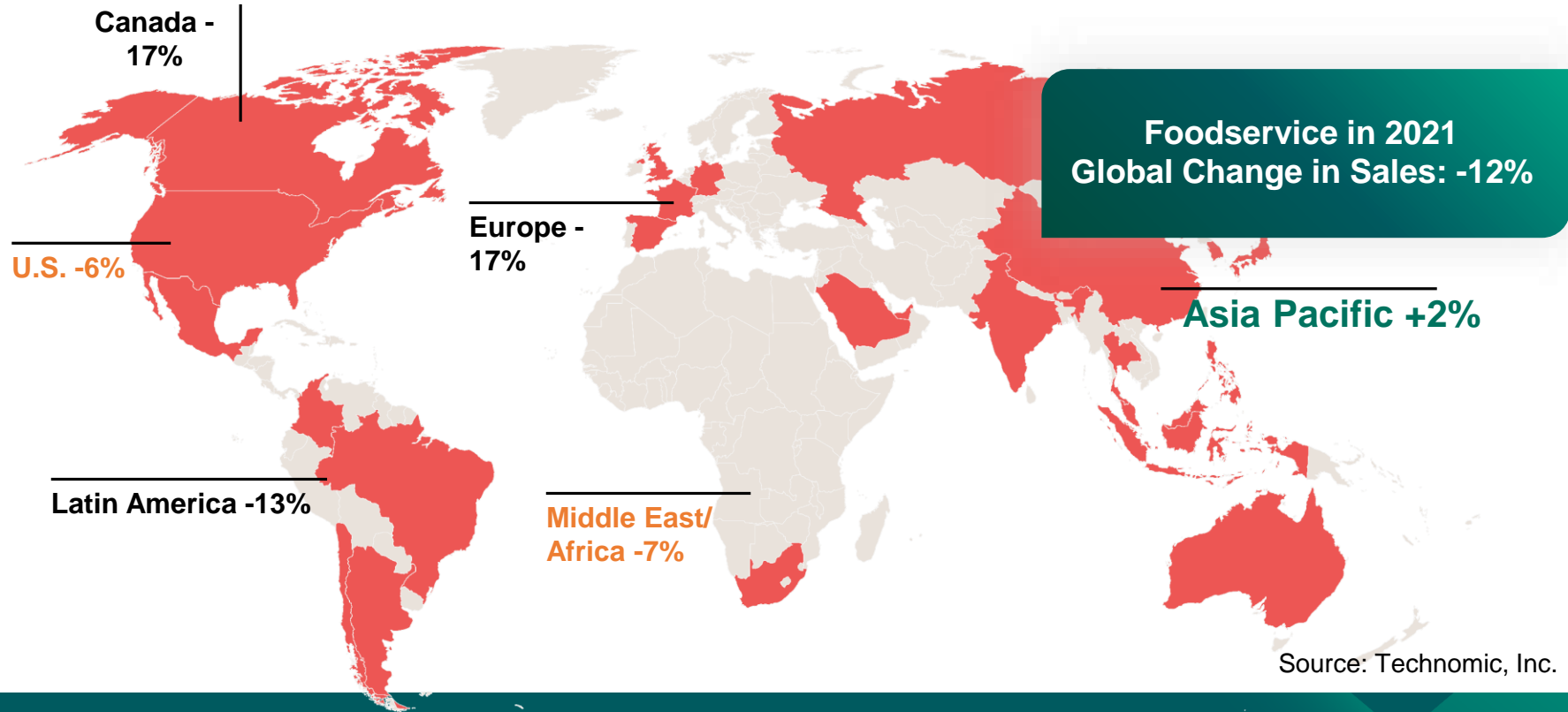


Living with Covid-19



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

BORD BIA
Thinking
House



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

I seek out food
and drink with
immune boosting
benefits

24%

The health
benefits of a food are
more important than
how it tastes

23%

I seek out food
and drink with
added vitamins
or minerals

17%

I seek out
food and
drink with
added protein

14%

(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'

An aerial photograph of a city harbor, likely Hong Kong, at dusk. The water is dark blue, and the city skyline is visible with many lights. A large green geometric shape, resembling a stylized 'A' or a triangle, is overlaid on the right side of the image. The title text is centered in white.

Driving Growth Through Partnership

International Presence



Southeast Asia Regional Team

Global Business Development Team



Ciarán Gallagher

Director, Southeast Asia, Japan and Korea



Joe Moore

Japan and Korea Market Specialist



Malcolm Leoi

SE Asia Market Specialist
Core Responsibilities: Meat & Seafood



Patrick Lim

SE Asia Market Specialist
Core Responsibility: Dairy



Charmaine Eu

Marketing Events & Brand Activation Manager

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



Eimear O'Connell

Based in Singapore on dairy and seafood client projects



Fiona Flavin

Based in Tokyo on meat and beverages client projects



Katie Meegan

Based in Singapore on dairy and meat client projects and a Bord Bia beverages project



Quy Nguyen

Based in HCMC on dairy and meat client projects and a Bord Bia seafood project

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



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

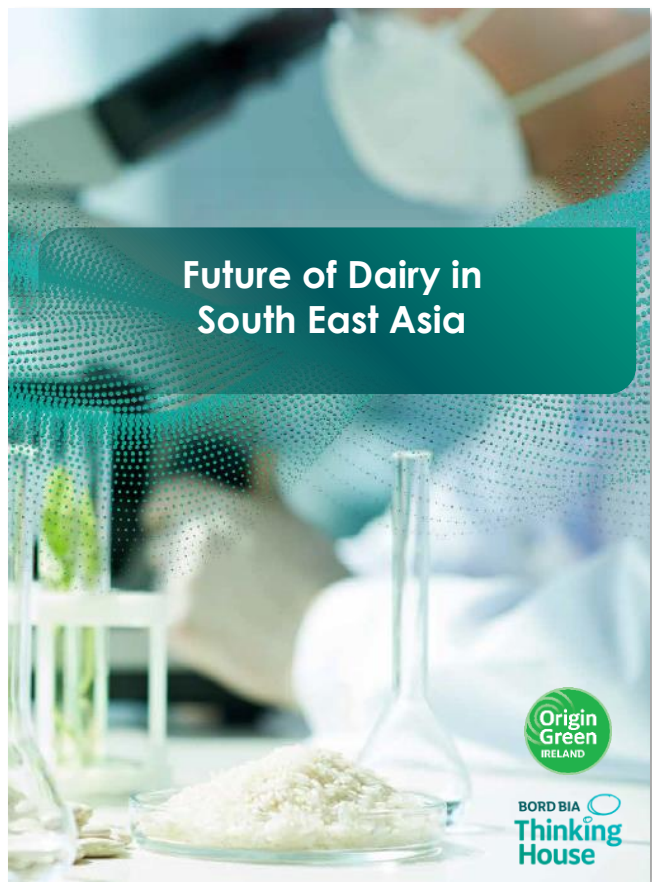
The world's first independently verified standard that provides proof of the grass-fed status of each and every qualified animal.

Origin Green

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

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Future of Dairy in South East Asia



BORD BIA 
**Thinking
House**

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



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