

Bord Bia Plans & Programmes 2026

November 12th 2025

Emer Gallahar Hall

Senior Manager Horticulture

BORD BIA
IRISH FOOD BOARD

Agenda

- Strategic Mission
- Strategic Priorities
- Promotion updates

Horticulture Strategic Plans Strategic Mission

Leveraging a **smarter, more focused** response to specific horticulture **client needs**, we will contribute to the revival of a more resilient sector for the future. **Commercial impact** will guide our activities, alongside a renewed focus on **capability development** for the future.



Agenda

- Strategic Mission
- Strategic Priorities
- Promotion updates
- 2025 Review

Horticulture Strategic Plans

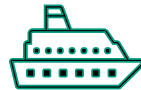
Horticulture Priorities 2025-2028



1.
Enabling Clients to
Maximise the
Domestic Market
Opportunity



2.
Increase Consumer
& Customer
Awareness &
Loyalty



3.
Export Fit Clients
& Market
Development



4.
Foster Innovation
& New
Opportunities
through Insight &
Data



5.
Build Industry
Resilience &
Future
Leadership



6.
Develop
Bloom for the
Whole
Industry

Horticulture Strategic Plans

Horticulture Priorities 2025-2028

1. Enabling Clients to Maximise the Domestic Market Opportunity



- ✓ **Client Plans:** Increased client understanding, through greater engagement and needs assessment
- ✓ **Market Analysis:** Greater focus on helping clients identify gaps and prepare for opportunities
- ✓ **Strategic Planning Support:** Tracking trends and forecasts to help clients adjust strategies
- ✓ **Capability building:** Refine and develop new capabilities, building supports attuned to the sector and scale, and plug and play with client needs
- ✓ **Enhance communications:** Provide before being asked, by being more aligned, and build client satisfaction.
- ✓ **Strategic Lead Generation:** Commercially focused lead generation for maximum impact e.g. organic Hort import substitution in the Irish retail channel. (BB Organic Strategy)

Enabled by / Aligned To:

Bord Bia Corporate Strategy

SI2: Work Smarter and Harness our Insights

- Priority 8: Develop our work to create value
- Priority 9: Transform our data capabilities for strategic decision making

SI3: Drive Focused, Impactful Supports

- Priority 11: Maximise commercial impact across sectors
- Priority 12: Help producers develop their people
- Priority 16: Transform how we deliver support for greater impact
- Priority 17: Ensure cohesive, impactful communication

DAFM Hort Strategy / HIF

Key Strategic Action 1.2

- Strengthen the position of the smaller grower in the marketplace through direct marketing support

Horticulture Strategic Plans

Horticulture Priorities 2025-2028

2. Increase Consumer & Customer Awareness & Loyalty



- ✓ **Deeper consumer insight:** Leverage data, tools and insight for more effective consumer targeting and messaging, and working with clients to enable similarly
- ✓ **Meet consumers and customer where they are at:** Using new media (social and SEO, etc) to connect in a more effective way.
- ✓ **Impactful communication:** Craft content that meets consumer needs and delivers on our narratives
- ✓ **Agile and responsive approach:** Track trends and forecasts to adjust strategies and maximise resources
- ✓ **Collaborate for reach:** Locally and across the UK/Europe for efficient and effective messaging delivery
- ✓ **Umbrella campaign** - Link into for success
- ✓ * Note- Industry funding/ collaboration is also required for success

Enabled by / Aligned To:

Bord Bia Corporate Strategy

SI1: Elevates Irelands Sustainable Food Brand

- Priority 5: Engage stakeholders for brand growth
- Priority 6: Expand market reach with a unified brand and a message of improved sustainability

SI2: Work Smarter and Harness our Insights

- Priority 9: Transform our data capabilities for strategic decision making

SI3: Drive Focused, Impactful Supports

- Priority 14: Connect with stakeholder through narrative driven engagement
- Priority 15: Leverage new media for broader reach
- Priority 17: Ensure cohesive, impactful communication

DAFM Hort Strategy / HIF

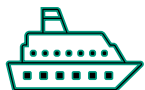
Key Strategic Action 2.3

- Increase consumer demand for local, in season, fresh, quality fruit and vegetables (including organic) and Irish plants by educating consumers of all ages on the benefits of eating more and local fresh fruit and vegetables and the benefits of using Irish plants

Horticulture Strategic Plans

Horticulture Priorities 2025-2028

3. Export Fit Clients & Market Development



- ✓ **Brand Value:** Clarify brand value to stand out from competitors
- ✓ **Enhance Engagement Opportunities:** Leverage existing and new events, and network opportunities (e.g. trade shows), and lean into the Bord Bia office network, with particular focus on the UK (including NI)
- ✓ **Commercial Marketing Strategy Support:** Tracking trends and forecasts to help clients adjust strategies in response to market changes
- ✓ **Market Analysis:** Greater focus on helping our clients analyse competitors to find gaps and opportunities and prepare for opportunities
- ✓ **Export capability building:** Refine and develop new exporting capabilities attuned to client existing capabilities and needs

Enabled by / Aligned To:

Bord Bia Corporate Strategy

SI1: Elevates Irelands Sustainable Food Brand

- Priority 4: Integrate Origin Green into our brand story
- Priority 5: Engage stakeholders for brand growth

SI2: Work Smarter and Harness our Insights

- Priority 8: Develop our work to create value
- Priority 9: Transform our data capabilities for strategic decision making

SI3: Drive Focused, Impactful Supports

- Priority 11: Maximise commercial impact Across sectors
- Priority 16: Transform how we deliver support for greater impact
- Priority 17: Ensure cohesive, impactful communication

DAFM Hort Strategy / HIF

Key Strategic action 6.3

- Gather and share market insight

Horticulture Strategic Plans

Horticulture Priorities 2025-2028

4. Foster Innovation & New Opportunities through Insight & Data



- ✓ **Inspire and excite:** Leading with insight and inspiration, help to develop a curious / less risk adverse culture, maximising macro and cross sectoral opportunities (e.g. plant based, convenience, organic, etc)
- ✓ **Invest in data/foresight/insight:** Develop Bord Bia's credibility and thought leadership through a continuous commitment to delivering new and usable insight, powered by good data
- ✓ **Convene & foster sharing:** Leverage ability to bring the industry (and other sectors) together to drive greater engagement, relationships and partnerships
- ✓ **Intensive collaboration:** Pursue momentum and commitment across partners to delivering greater industry innovation, by setting the pace and driving engagements
- ✓ **Develop capabilities:** Foster interest by enabling commercial and development skills
- ✓ **Horticulture bespoke research:** Salad crops/ apples, as well as macro level insights, including market study visits
- ✓ **Collaboration:** Explore further opportunities EI / Teagasc, as well as others

Enabled by / Aligned To:

Bord Bia Corporate Strategy

SI2: Work Smarter and Harness our Insights

- Priority 8: Develop our work to create value
- Priority 9: Transform our data capabilities for strategic decision making
- Priority 10: Encourage smarter practices using technology

SI3: Drive Focused, Impactful Supports

- Priority 11: Maximise commercial impact across sectors
- Priority 12: Help producers to develop their people
- Priority 16: Transform how we deliver support for greater impact

DAFM Hort Strategy / HIF

Key Strategic Action 6.1

- Better data for better insights: Collect hortimetrics* data along the supply chain, from production data to sales data to identify growth opportunities and inform policy

Horticulture Strategic Plans

Horticulture Priorities 2025-2028



5. Build Industry Resilience & Future Leadership



- ✓ **Cultivating Leadership:** A bespoke cross –sectoral programme combining global insight / study visits to ease the gap in generational renewal
- ✓ **Supply chain collaboration:** Convening the power of the charter. Expanding to consolidators, foodservice and symbol chains
- ✓ **Diversification opportunities:** Both within current supply chain networks and mapping the foodservice opportunities
- ✓ **Showcase the industry:** Generational renewal required across the full industry
- ✓ **Collaborate to train:** on international best practices, new tech and market trends for better decisions and resilience
- ✓ **Promotional activity:** Bring the Grower closer to the consumer and customer

Enabled by / Aligned To:

Bord Bia Corporate Strategy

SI1: Elevates Irelands Sustainable Food Brand

- Priority 1: Sustainability focus
- Priority 3: Enhance Origin Green
- Priority 6: Expand market reach with a unified brand and a message of improved sustainability

SI3: Drive Focused, Impactful Supports

- Priority 12: Help producers to develop their people
- Priority 14: Connect with stakeholders through narrative driven engagement
- Priority 17: Ensure cohesive, impactful communication

DAFM Hort Strategy / HIF

Key Strategic Action 2.1 & 6.3

- Develop a written charter between growers, consolidators, retailers and consumers
- Better data for better insights: Gather and share Irish and international market insight and intelligence to drive commercial innovation and NPD

Horticulture Strategic Plans

Horticulture Priorities 2025-2028

6. Develop Bloom for the Whole Industry



- ✓ **Showcase our Innovations:** Highlight the latest innovations in horticulture, such as sustainable practices, new plant varieties and technological advancements
 - ✓ **Industry Engagement:** Foster a sense of community by highlighting our local produce via the #MakeYourMark Campaign, encourage participation from all sector groups to broaden the reach and impact of Bloom
 - ✓ **Leverage Bloom Appeal:** Expand the horticulture reach within Bloom towards buyers and stakeholders across both amenity and food producers
 - ✓ **Consumer awareness:** Bring the consumer closer to the industry
- ➔ By implementing these strategies, Bloom can become a vibrant and influential platform for the whole industry which promotes the horticultural sector and engages a broader audience

Enabled by / Aligned To:

Bord Bia Corporate Strategy

SI1: Elevates Irelands Sustainable Food Brand

- Priority 5: Engage stakeholders for brand growth
- Priority 6: Expand market reach with a unified brand and a message of improved sustainability

SI3: Drive Focused, Impactful Supports

- Priority 11: Maximise commercial impact Across sectors
- Priority 16: Transform how we deliver support for greater impact
- Priority 14: Connect with stakeholders through narrative driven engagement
- Priority 17: Ensure cohesive, impactful communication

DAFM Hort Strategy / HIF

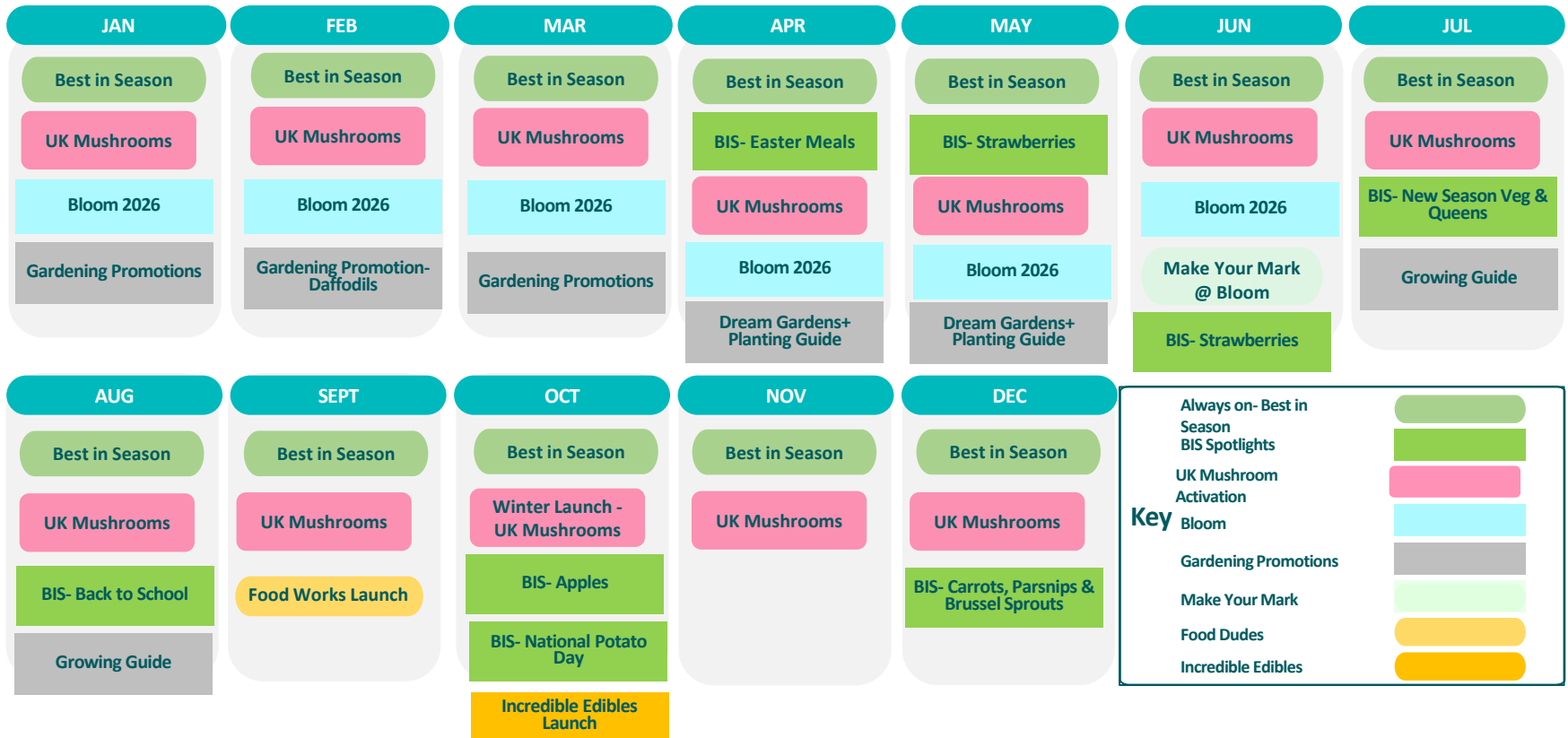
Key Strategic Action 1.2

- Strengthen the position of the smaller grower in the marketplace through direct marketing support

Agenda

- Strategic Mission
- Strategic Priorities
- Promotion updates

Domestic Market Horticulture Activity & Promotional Calendar 2026



Always On Support

Make Your Mark Campaign 2025/2026



When exposed to the ad, consumers are learning about quality assurance, supporting Irish producers, and high quality

2 in 5 respondents learnt something new about BBQM after seeing the ad



"For some reason, I wasn't aware of the Bord Bia Quality Mark on fruits and vegetables, I always thought about it on meat and eggs"

"That I can trust the products have been produced to **highest standards and quality checks**"

"It supports Irish farmers and jobs and **quality produce**"

"It's **guaranteed good quality food**"

"Bord Bia **support** over 60,000 food **producers**, which I didn't know"

"You receive **high quality** products when buying bord bia and know you're feeding your family good food"

"Importance of the mark and **quality farming**"

(Base: All respondents, n=700)

Thank you



- Reminder- Please log into My Bord Bia to access full Bord Bia services