



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine

National Strategy for

HORTICULTURE

2023-2027

Mid Term Review

1. Strengthened growers
2. Sectoral promotion and education
3. Talent, skills and labour
4. Research, development, innovation and market supports



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine

KPMG

hif HORTICULTURE
INDUSTRY FORUM

Feirmeoiri Aontaithe na hÉireann
IFA · IFA

BORD BIA
IRISH FOOD BOARD

teagasc
AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

National Strategy for
HORTICULTURE
2023-2027

Strategic Interventions		Outputs	Impacts
1 2 8	Strengthened growers	<ul style="list-style-type: none"> Collaboration and PO support Small grower support scheme Funding pathways for innovative growers  Diversification models development Written charter between growers and retailers 	<p>A more profitable and environmentally sustainable horticulture sector, valued by producers, retailers and consumers</p>
	Sectoral promotion & education	<ul style="list-style-type: none"> Consumer understanding and awareness  	<p>More resilient and socially sustainable primary producers</p>
	Talent, skills & labour	<ul style="list-style-type: none"> Modern curriculum and training  Seasonal worker scheme 	<p>More talent and skills attracted</p>
	Research, development, innovation & market supports	<ul style="list-style-type: none"> Sectoral research & development Collect hortimetrics data Collect sustainability metrics data Market insights data  Broader AKIS integration 	<p>Integration of horticulture into an efficient and high quality Agricultural Knowledge and Innovation System (AKIS)</p>
		<ul style="list-style-type: none"> R & D needs identified Higher innovation spend on product and process innovation including inputs and supply chain Insights and intelligence for market development and sustainability Improved data for policymakers Pilot carbon footprinting for the sector 	<p>More diversification and value-added through innovation</p>



Levers: Promotion | Statutory Levy | Investment Aid | Commodity Groups | Producer Organisations | Working Groups

FV 2030

Challenges and Opportunities



Strengthened Growers

KSA

Strategic Interventions

Strengthened growers



Collaboration and PO support

Small grower support scheme

Funding pathways for innovative growers



Diversification models development

Written charter between growers and retailers

Outputs

- Increased number of POs and growers in POs
- Improved access to finance for smaller growers and groups
- New and bioeconomy business models developed
- Written charter and working group

€639 million

2024



2025



2026

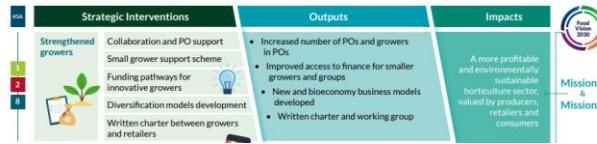


€688 million

2027



Strengthened Growers



49 growers now in Irish POs

Since 2023, 5 Irish POs have invested **€30 million+** in on farm investments, technical advice, quality improvement and received **€15 million in aid**

€19 million paid in supports in 2024

Innovation scheme for primary producers launched 2024 to plug gap in Leader/EI funding

Hort grant scheme more accessible and greater support

- €7,500 threshold
- 50% for young farmers and organics

Leverage commodity groups to drive sub sector actions

HIF sub committee/retailer meetings at least once a year

Draft retail charter presented to 5 main retailers

Continue to instill benefits of joining a PO subject to EU rules



Continue supports for growers

Retailers sign charter and extend to consolidators



2024

2025

2026

2027



€639 million

€688 million

Sectoral promotion and education

KSA

Strategic Interventions

2

Sectoral
promotion
& education

Consumer understanding
and awareness

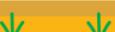


Outputs

- Consumer and industry social media and promotional campaigns

€639
million

2024



2025



2026



€688
million

2027

Sectoral promotion and education



LIFE IS BETTER WITH
FRUIT AND VEGETABLES
(MAR 2022 - FEB 2025)

70M 18

DIGITAL AD
VIEWS
GROWER VIDEOS
(900K VIEWS)



POTATOES, PREPARE
TO BE SURPRISED
(JAN 2023 - DEC 2025)

10M 6M

META
VIEWS
TIKTOK
IMPRESSIONS



MUSHROOMS
THE HIDDEN GEM
(JAN 2023 - DEC 2025)

1.1M

IMPRESSIONS VIA INFLUENCERS
& DIGITAL MEDIA PARTNERSHIP

Consider funding
mechanisms for future
campaigns



Continue sectoral
promotions

Increase coordination with
Dept Health, Dept Education,
Agriaware



2.5m portions each year
200k+ students reached
each year



€639
million



2024

2025



2026

2027

€688
million



Talent, skills and labour

KSA

Strategic Interventions

Outputs

Talent, skills & labour



Modern curriculum and training



Seasonal worker scheme

3

4

- Inventory and curriculum needs identified
- Apprenticeships and graduate training launched
- Seasonal worker scheme in operation

€639 million

2024



2025



2026

€688 million

2027



Talent, skills and labour



Education review published June '25



Horticulture Education Leadership Group agreed – all Island approach



Teagasc Apprenticeship scheme launched

90 employers registered for apprenticeship scheme

great success for amenity sector but only 11% are fruit or vegetable producers

2 out of 54 apprentices are focused on edible horticulture



Seasonal Employment Permit Pilot launched 2025



€639 million

2024



2025



2026



2027

QQI updating horticulture and agriculture QQI Levels 3-7 in 2026

F&V industry support for apprenticeship scheme

Reposition horticulture as a career of choice: target youth

Feed into Seasonal Employment Permit scheme review and next steps

Continue engagement with DoJ and DETE on labour challenges



€688 million

Research, development, innovation and market supports

KSA

Strategic Interventions

5

6

7

8

innovation
& market
supports



Collect hortimetrics data

Collect sustainability
metrics data

Market insights data



Broader AKIS
integration



Outputs

- Higher innovation spend on product and process innovation including inputs and supply chain
- Insights and intelligence for market development and sustainability
- Improved data for policymakers
- Pilot carbon footprinting for the sector

€639
million

2024



2025



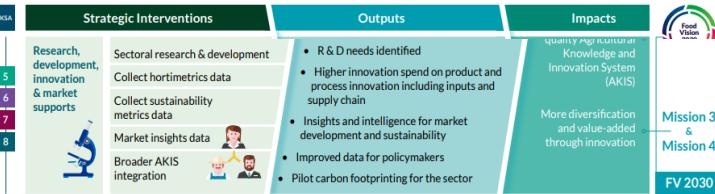
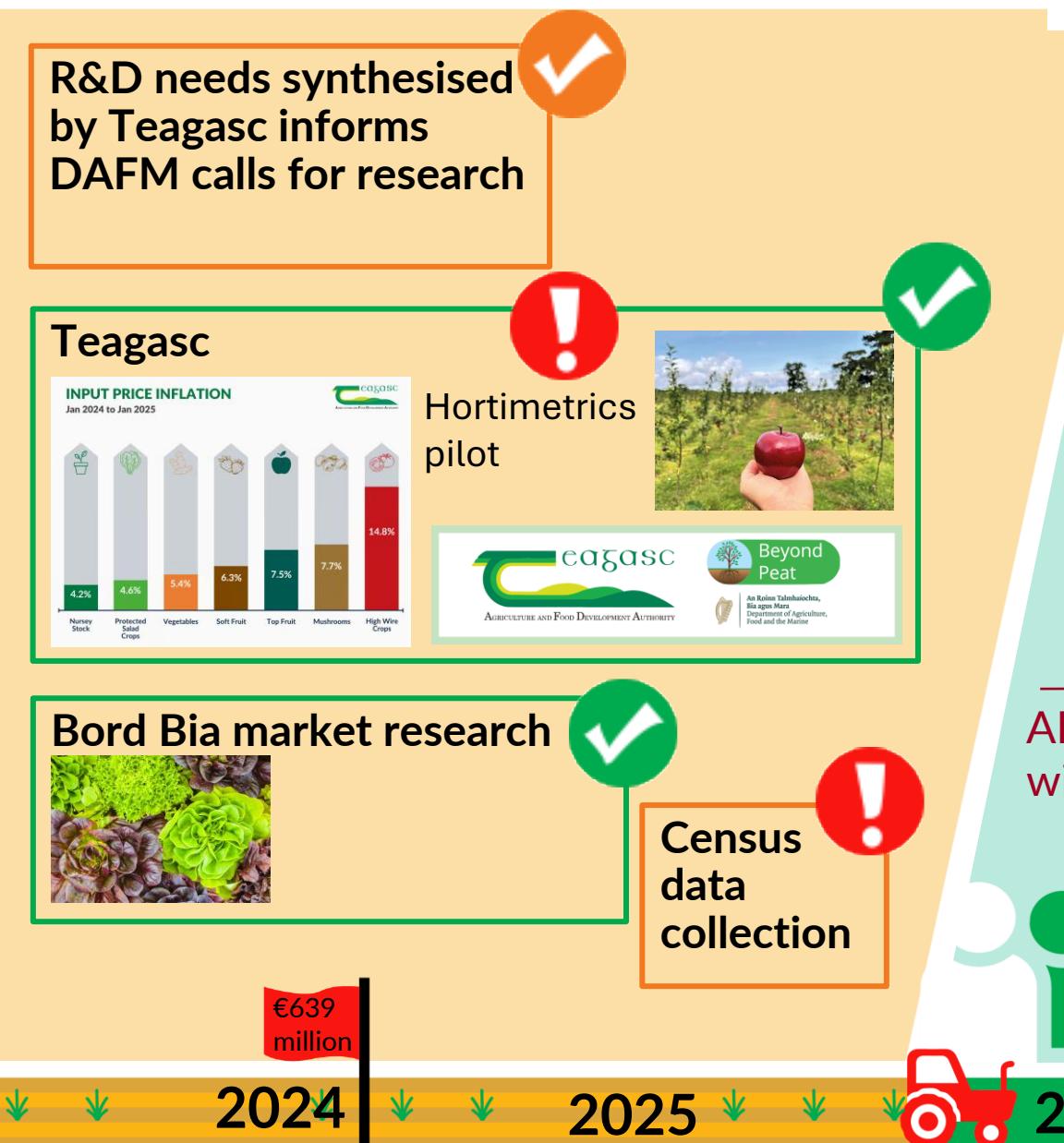
2026

€688
million



2027

Research, development, innovation and market supports



DAFM calls for research

Grower participation in census and better data collection



Bord Bia: Multi country pricing and crop intelligence from 2026

Import substitution research

AKIS for horticulture: work with ERINN



€688 million



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine

National Strategy for

HORTICULTURE 2023-2027

Mid Term Review

Engage with sector reps/DAFM on strategy review
by 1st December 2025

horticulturestrategy@agriculture.gov.ie

- Consider joining a PO
- Additional challenges/opportunities?
- Funding mechanisms for promotions
- Apprenticeship scheme
- Commodity groups
- Engage with census



Growers

hif HORTICULTURE
INDUSTRY FORUM

Feirmeoiri Aontaithe na hÉireann
The Irish Farmers' Association
IFA

BORD BIA
IRISH FOOD BOARD

teagasc
AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine

National Strategy for
HORTICULTURE
2023-2027