



Coming together is a beginning,
keeping together is progress,
working together is success.

Thursday December 2nd, 2021

16:00-17:15 GMT

Bord Bia UK Virtual Trade Reception 2021

Agenda

BORD BIA
IRISH FOOD BOARD



Mr. Charlie McConalogue, TD
Minister For Agriculture, Food and the Marine

Tara McCarthy
CEO, Bord Bia



Agenda

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IRISH FOOD BOARD



Tara McCarthy
CEO, Bord Bia



Michael Carey
Chairman & CEO,
Eastcoast Bakehouse



Aodhan Connolly
Director, NIRC / BRC



Brendan Gleeson
Secretary General,
DAFM



Irish Government Update

Tara McCarthy

Address

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IRISH FOOD BOARD







UK

Value of Export 2020

Total
exports
to UK
€4.3bn



Dairy

€894m



Beef

€881m



Horticulture

€215m



PCF

€1.6bn



Alcohol

€207m



Pigmeat

€156m



Seafood

€43m



Sheep

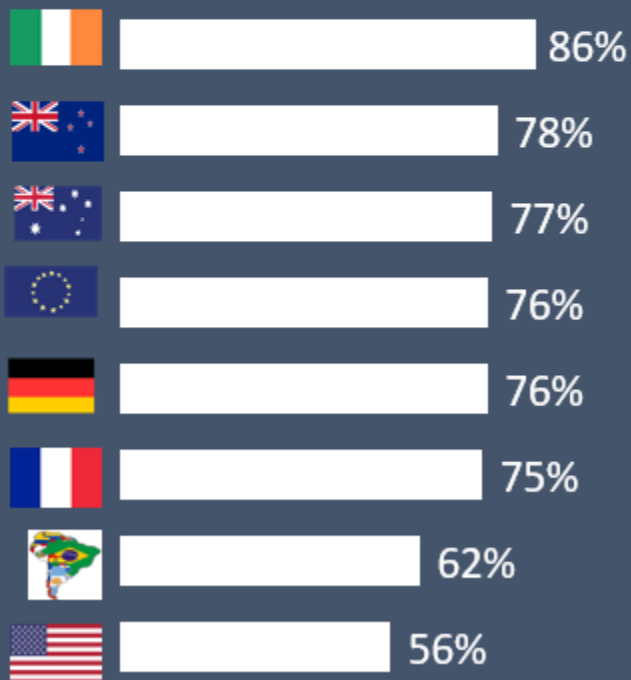
€65m

Openness to choosing Food & Drink from...

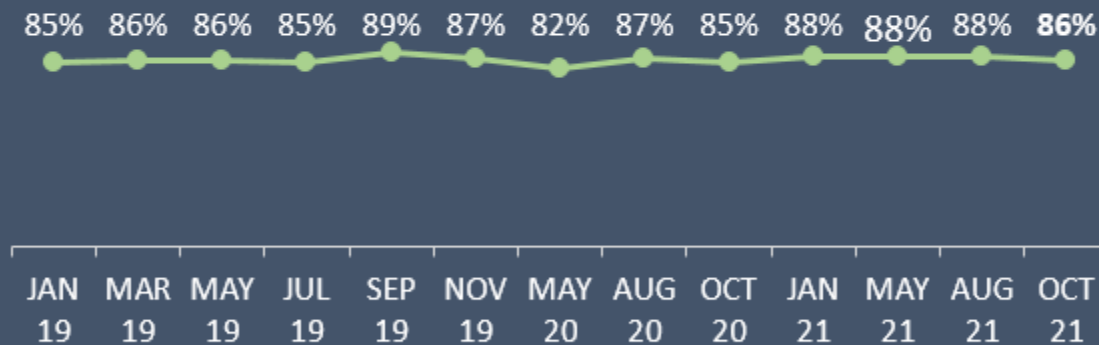
(Base: Grocery Shoppers 18+ in the United Kingdom, n=1,007)

UK Shoppers remain as open as ever to choosing Food & Drink from the Rep. of Ireland...

Openness to choosing Food & Drink from....



Openness to choosing Food & Drink from ROI over time





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 the industry as more pressure comes.
- Embrace sustainability in consumer and customer strategy.

Global Food Sustainability Outlook 2021

BORD BIA 
**Thinking
House**



Majority want suppliers with strong sustainability credentials

Importance of having
suppliers with strong
sustainability credentials

72%

Higher amongst
European businesses

The Opportunity Gap

As such, just over 4 in 10
(41%) claim that all or the
majority of suppliers they work
with have sustainability
accreditations
Lower amongst those
importing dairy products

(Base: Buyer Barometer Survey n=189)



Consumers expect producers to step up



Insight

Consumers want to make more sustainable choices in the future and expect food producers to help them do that.

61%

Say it will become more important to them to buy more sustainably-produced products in the next 3 years.

Bord Bia x Canvas8

Feeling the Pinch 2021

November 2021

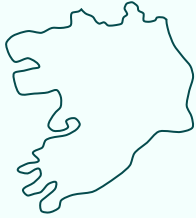
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CANVAS8



Image by Greta Hoffman from [Pexels](#)

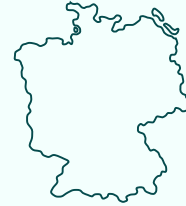
The Feeling the Pinch 2020+ study was conducted in six key markets:



IE Ireland



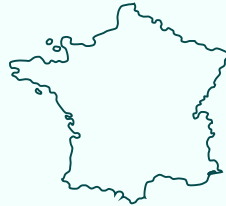
GB United Kingdom



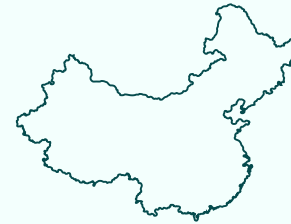
DE Germany



us United States



FR France



CN China

Using a mixed methodology approach



Landscaping Research

Intensive desk and third-party research to identify market nuances and context for fieldwork.



Quantitative Survey

2nd wave survey of 2,000 respondents in 6 key markets conducted in September 2021 (12,031). Tracking financial outlook, food and shopping behaviours with predictors for behaviour change and global consumer segmentation.



Deeper Dive

30 auto-ethnographies in 6 key markets conducted in October 2021. Bringing to life the segments through self-recorded video and adding detail and context to behaviour changes identified in quant survey.

2

COMFORT



Image by cottonbro from [Pexels](#)

2 microtrends impacting people's need for comfort and reassurance

01

**A Return
to Trust**

02

**The Power
of Local**

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Thinking House

“

I can do things you cannot,
you can do things I cannot.
Together we can do great things.

”

Mother Teresa

Panel Discussion

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Emmet Doyle
Market Specialist - Meat UK



Estelle Alley
**Market Specialist - Dairy, Seafood
and Alcohol UK**



Roisin Keane
**Market Specialist - Prepared
Consumer Foods and Horticulture UK**



Trading with GB - Customs and Controls

9th December, 2021 –
11:00 – 12:30

Thank You

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