



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



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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



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

# Irish Government Update

# Tara McCarthy

Address

**BORD BIA**  
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...

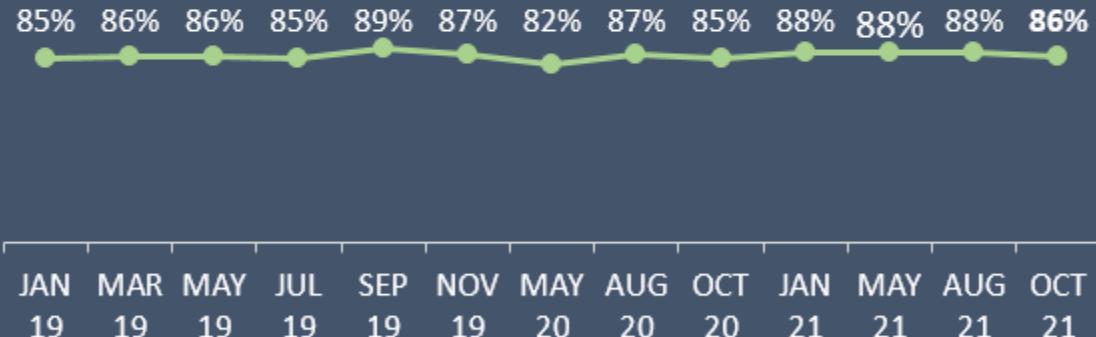
(Base: Grocery Shoppers 18+ in the United Kingdom, n=1,007)

**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

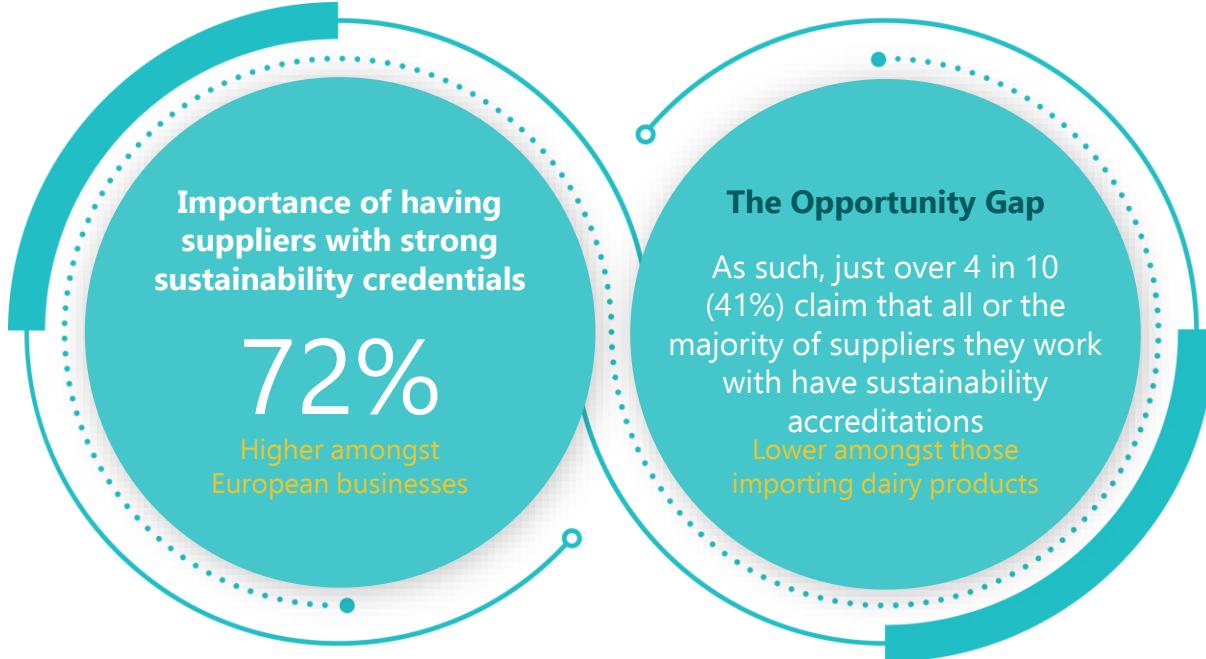
- The industry must constantly innovate to stay ahead.
- Sustainability must be a core priority for the industry as more pressure comes.
- Embrace sustainability in consumer and customer strategy.

# Global Food Sustainability Outlook 2021

BORD BIA  
**Thinking  
House**



# Majority want suppliers with strong sustainability credentials



(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



CANVAS8

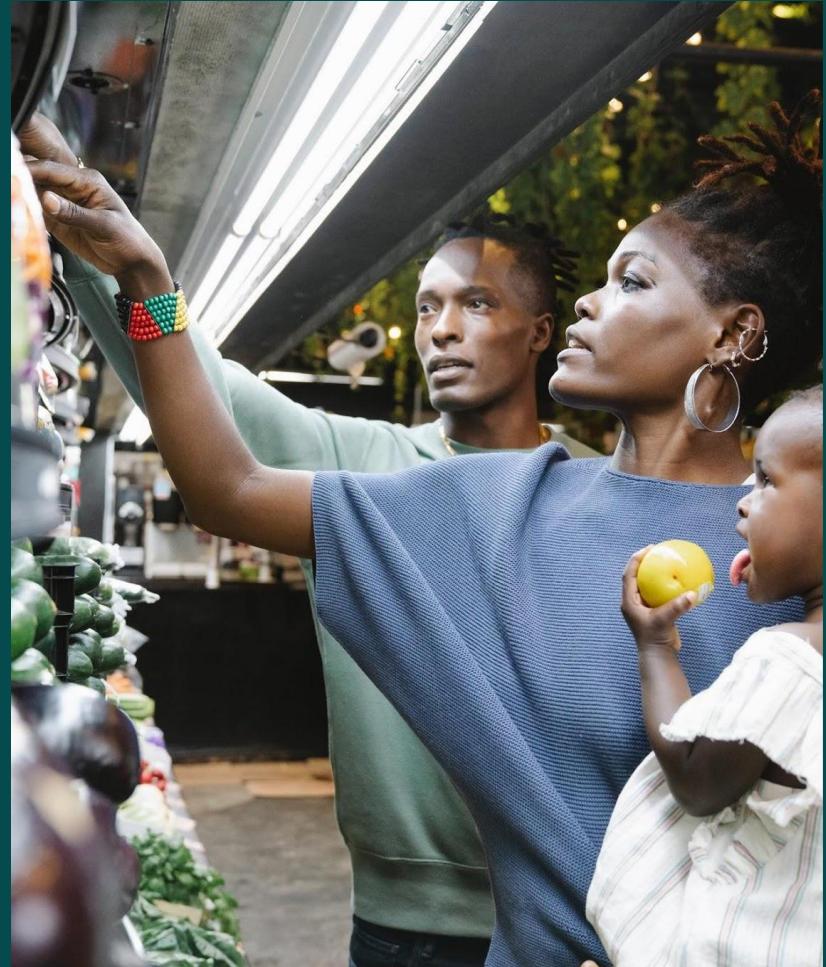


Image by Greta Hoffmann from [Pexels](#)

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



IE Ireland



GB United Kingdom



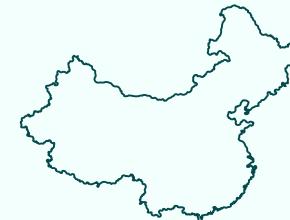
DE Germany



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 [Pixels](#)

## 2 microtrends impacting people's need for comfort and reassurance

01

**A Return  
to Trust**

02

**The Power  
of Local**



“

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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# BORD BIA

## IRISH FOOD BOARD



**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

# BORD BIA

## IRISH FOOD BOARD

### Trading with GB - Customs and Controls

9<sup>th</sup> December, 2021 –  
11:00 – 12:30

# Thank You