

BORD BIA BOARD

CHAIRMAN

Mr Dan MacSweeney

Former Chief Executive, Carbery Group

MEMBERS

Ms Lorraine Allen

Managing Director of Brand Innovation
Ireland

Mr Niall Browne

CEO, Dawn Meats

Mr Michael Cronin

Agrifood Consultant

Ms Rachel Doyle

Arboretum Garden Centre

Mr David Harvey

Chief Executive, Peninsula Television

Mr Joe Healy

President, Irish Farmers' Association

Mr Tony Keohane

Former Chairman, Tesco Ireland

Mr Pat McCormack

President, Irish Creamery Milk Suppliers'
Association

Mr Tom Moran

Former Secretary General, Department of
Agriculture, Food & the Marine

Mr Pat Murphy

President & CEO, Primary Dairy &
Agribusiness, Kerry Agribusiness

Ms Sinead McPhillips

Assistant Secretary General, Department of
Agriculture, Food & the Marine.

Mr Raymond O'Rourke

Food and Consumer Lawyer

Mr Patrick Whelan

Whelan's Butchers