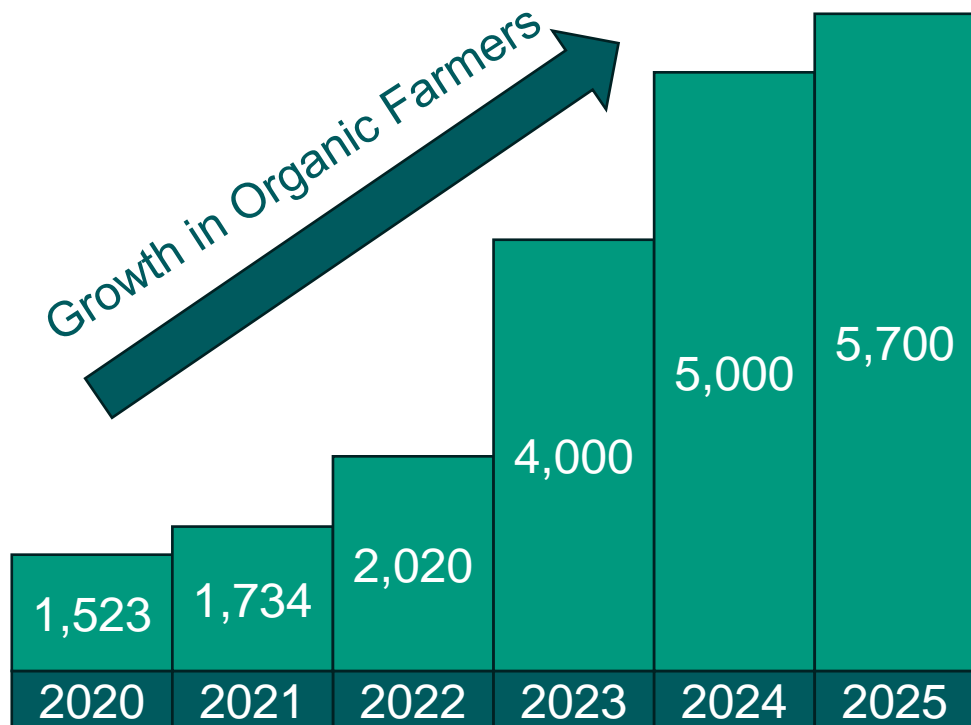


Review and Outlook for Irish Organic Beef and Lamb Sectors

BORD BIA
IRISH FOOD BOARD



Organic Sector Update



2024 Organic Farming Scheme

52% cattle farmers: (84% or 2,184 full symbol Jan 2025)

40% sheep farmers: (77% or 1,504 full symbol Jan 2025)

Opportunities

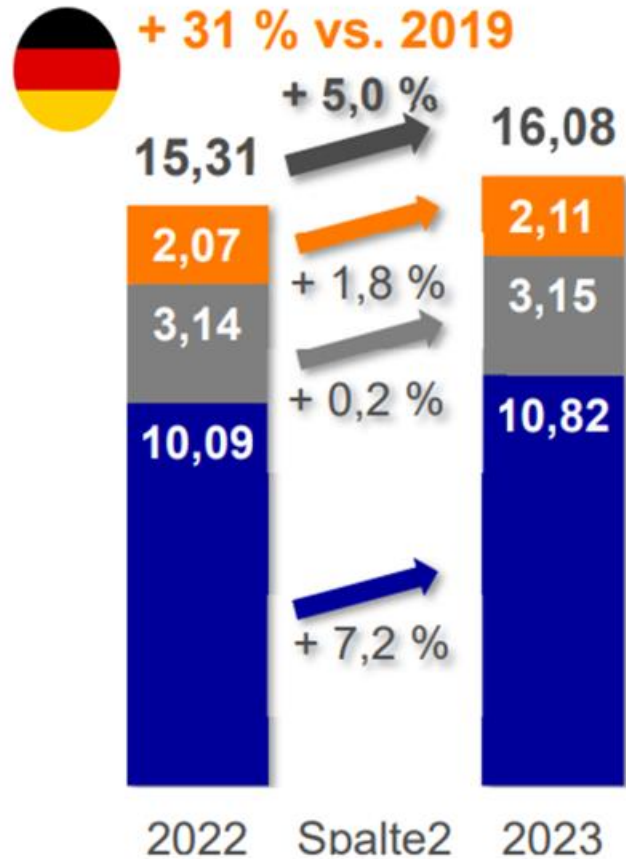
- European & UK organic meat shopper's high openness to Irish organic beef and lamb (80%+)
- Return to growth for the organic category across key export markets
- EU Organic Beef & Lamb Campaign launched Autumn 2024 & calendar of trade activity planned in 2025

Market Challenges

- Anecdotal reports of further rise in leakage of organic store cattle to conventional
- Also greater focus on retaining lambs produced within organic sector (DAFM National Organic Strategy)

Return to Organic sales growth across Europe

BORD BIA
IRISH FOOD BOARD



2023: year in numbers

Despite the political and economic turmoil of the last year, the organic market held strong, growing 2% to reach £3.2 billion.

DutchNews



Sales of organic food and other products have risen more than 50% over the past five years but still account for no more than 4% of the total market, according to new figures from research bureau CPS GfK

Last year, total sales of organic products reached €1.4 billion, compared with €900 million five years ago. By contrast, non-organic supermarket sales went up 25% over the same period.

Spending on organic products



Total spending on organic food products in 2023 increased by +20.7% in Belgium, reaching €1.15 billion respectively. Flanders' share increased sharply in 2023 (+4.9 points), reaching 47.6% of total Belgian organic spending and becoming the leading Belgian region in terms of spending on organic food products. Of the €1.15 billion spent on organic products in Belgium, in 2023, Wallonia spent €457 million (+9.9%), Brussels: €146.9 million and Flanders: €548.95 million.

Market Review and Outlook for Irish Pigmeat

Joe Burke

January 17th 2025

BORD BIA
IRISH FOOD BOARD



Irish Pigmeat Export Performance

Primary Pigmeat Export Value (e)

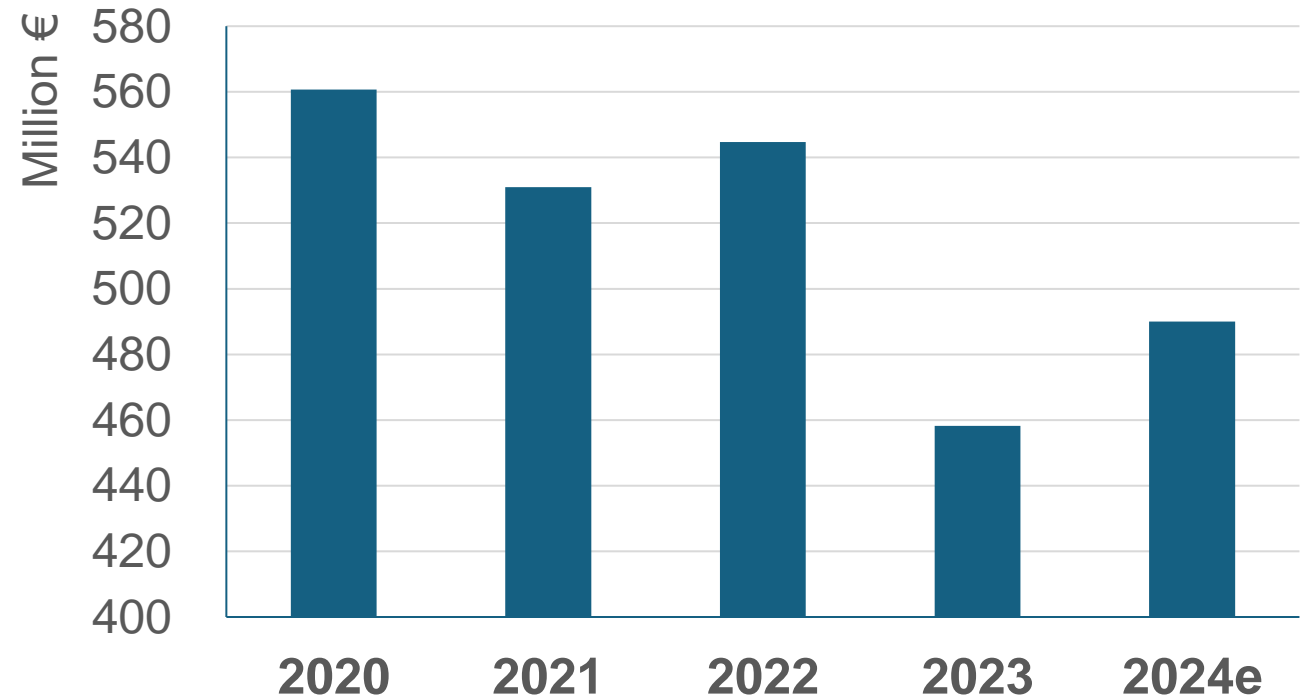
€490 m
+7%

Primary Pigmeat Export Volume (e)

200,000 t
+7%

- Slight recovery in production (+3%)
- Unit-value of exports maintained
- Continued shift in export markets
- Exports of value-added pigmeat products just 2% lower at €405m

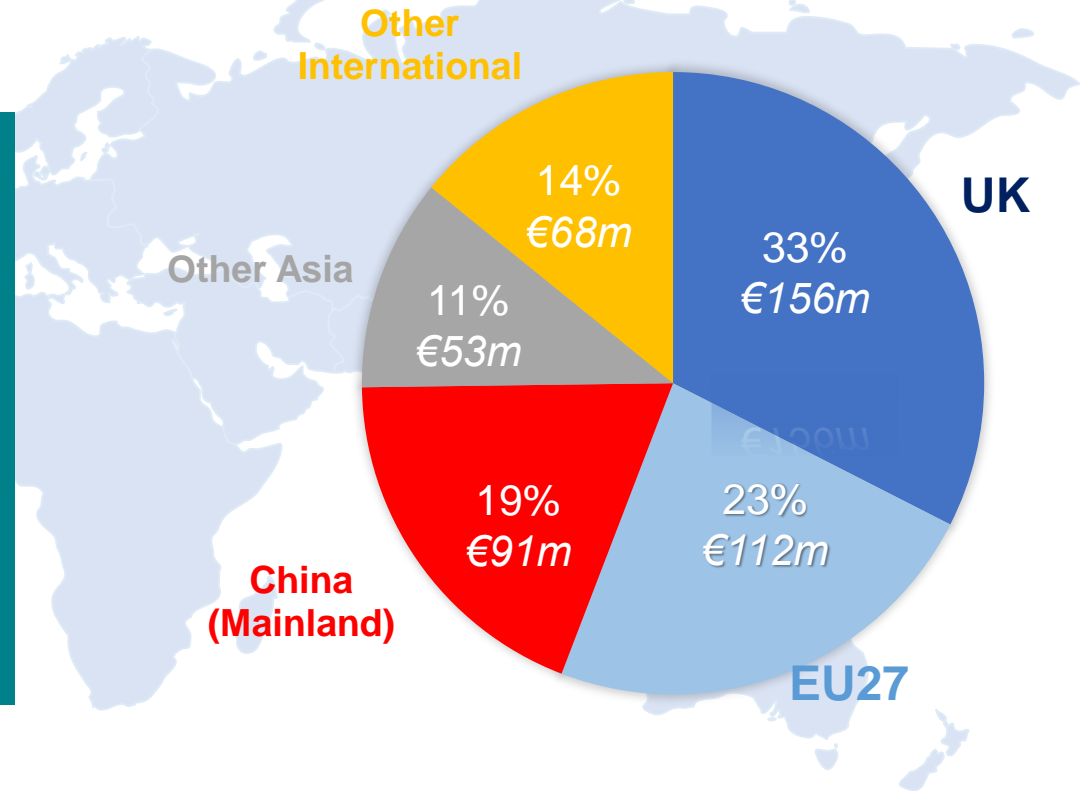
Irish Primary Pigmeat Exports (2020 - 2024e)



Irish Pigmeat Export Performance

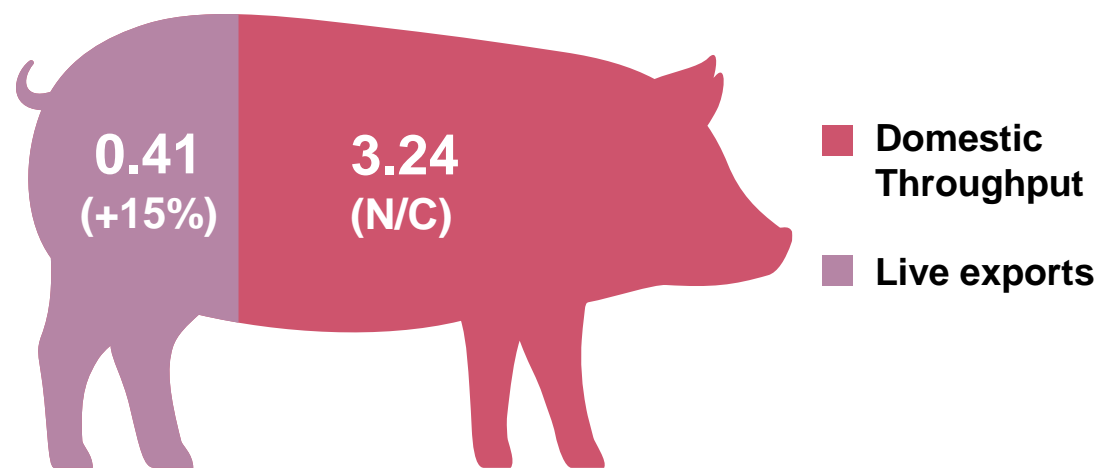
- Growth in exports to EU (+20%) and UK (+15%) markets, reflecting tight domestic supplies
- Decline in exports to international markets, to 45% (from 52% in '23, and 64% in '22)
- Weaker demand, availability of competitive N. American & Brazilian product

Irish Primary Pigmeat Exports by-value (2024e)



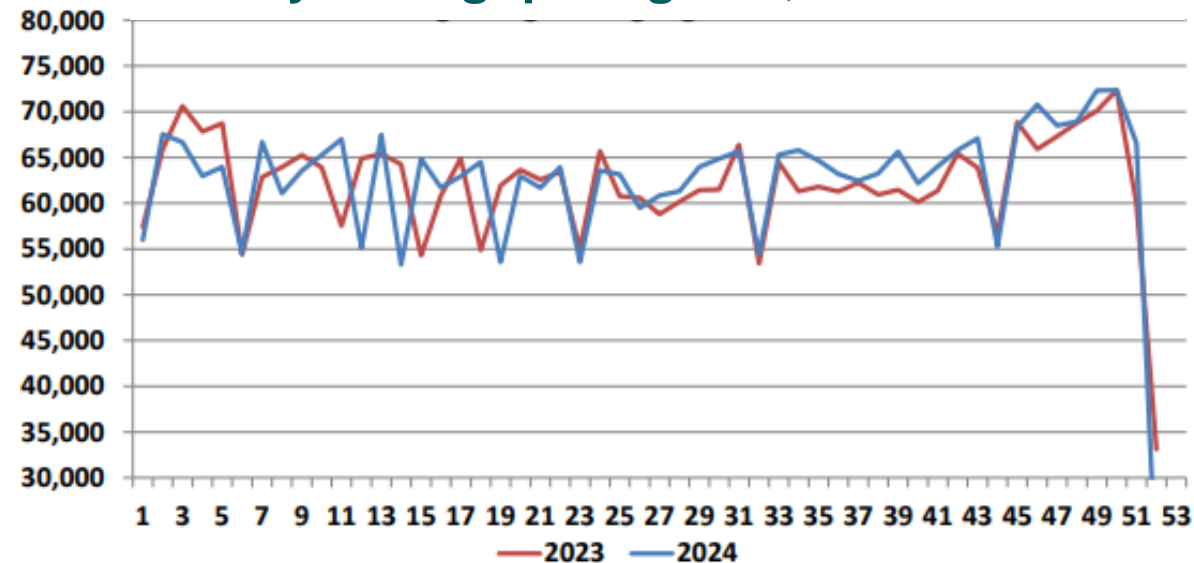
Recovery in Irish Pigmeat Production

2024 Irish Pig supplies, mn head



Average pig carcase weights up 2.5%.

Weekly throughput figures, head

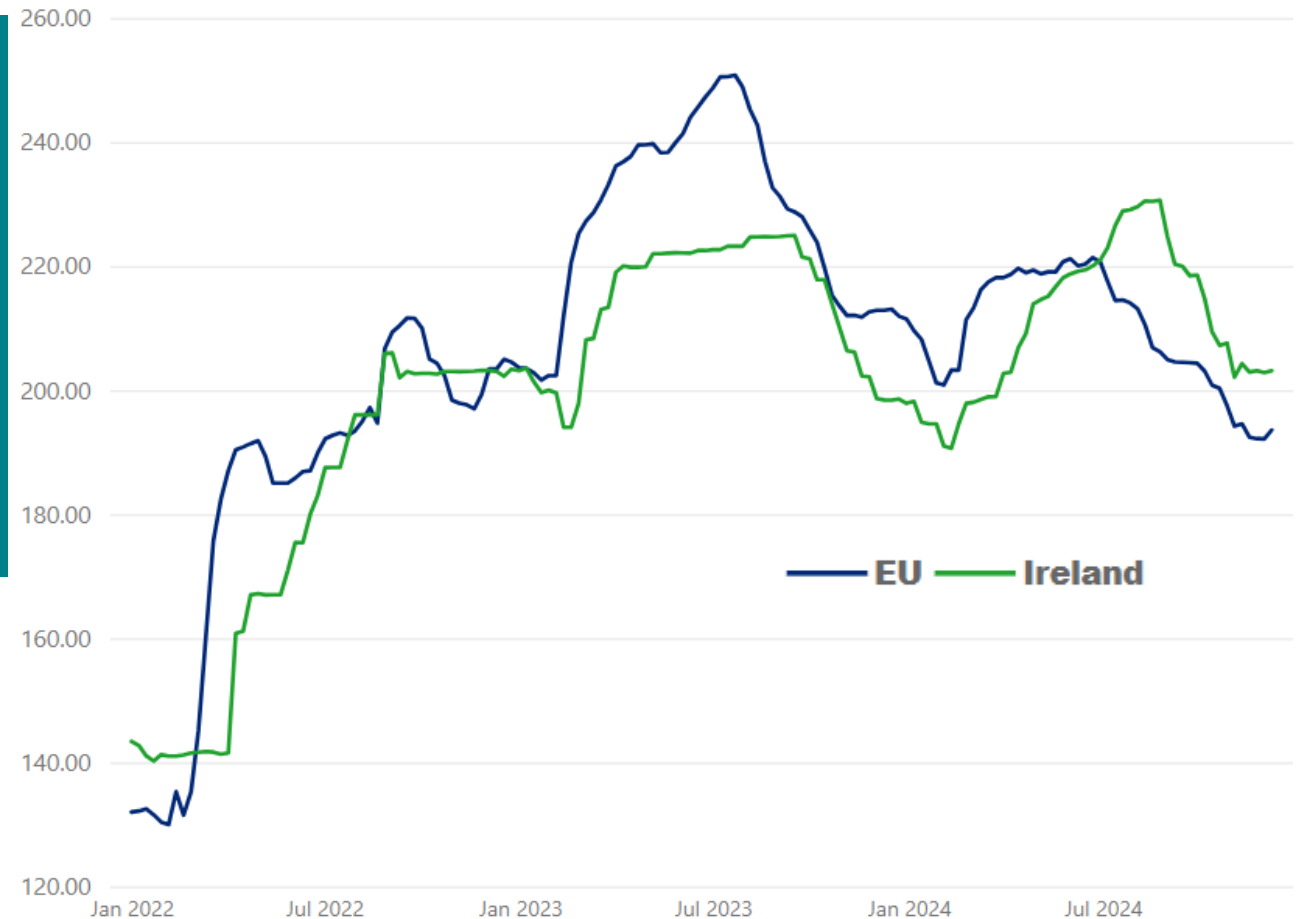


Source: Department Agriculture Food and the Marine (DAFM)

Irish Pig price stability in 2024

- On average, Irish Pig carcase prices declined by 1% in '24 to €2.11/kg
- Returns remain strongly ahead of '22.
- Prices peaked in Q3, before trending downwards, but remain ahead of EU levels.
- Latest price €2.03/kg, up 2% on Jan '24.

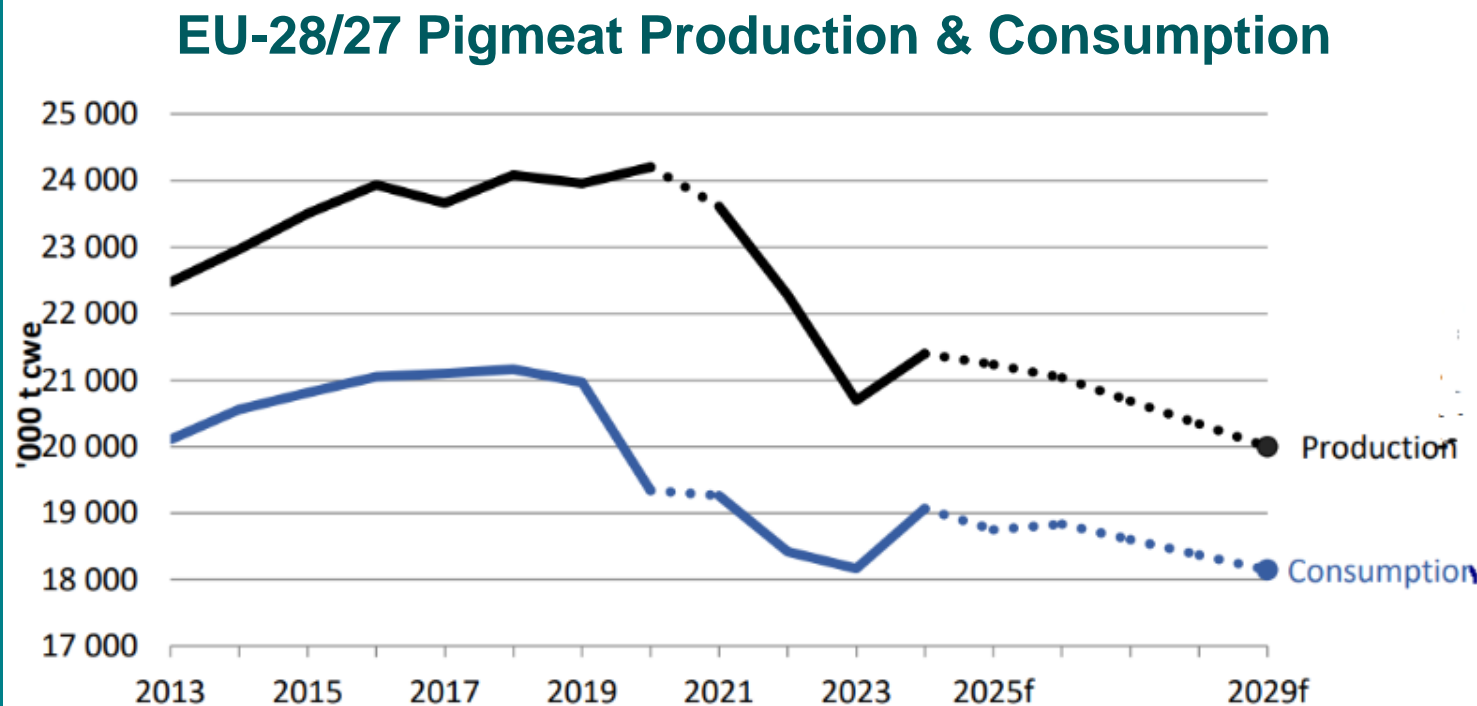
Irish & EU Pig Producer Prices (c/kg excl VAT)



Source: Department of Agriculture, Food and the Marine, EU Commission

EU Pigmeat Production increases but Exports decline

- Estimated **3.4% increase** in EU pigmeat **production** in '24, but remains 2m t. below '21 levels.
- **Decline** in EU pigmeat **exports**, due to price-competitiveness on international markets
- Higher EU Pigmeat **consumption** compensated for reduced exports
- However, EU production decline (-0.8%) expected to resume in '25: Environment, AW, Succession, ASF

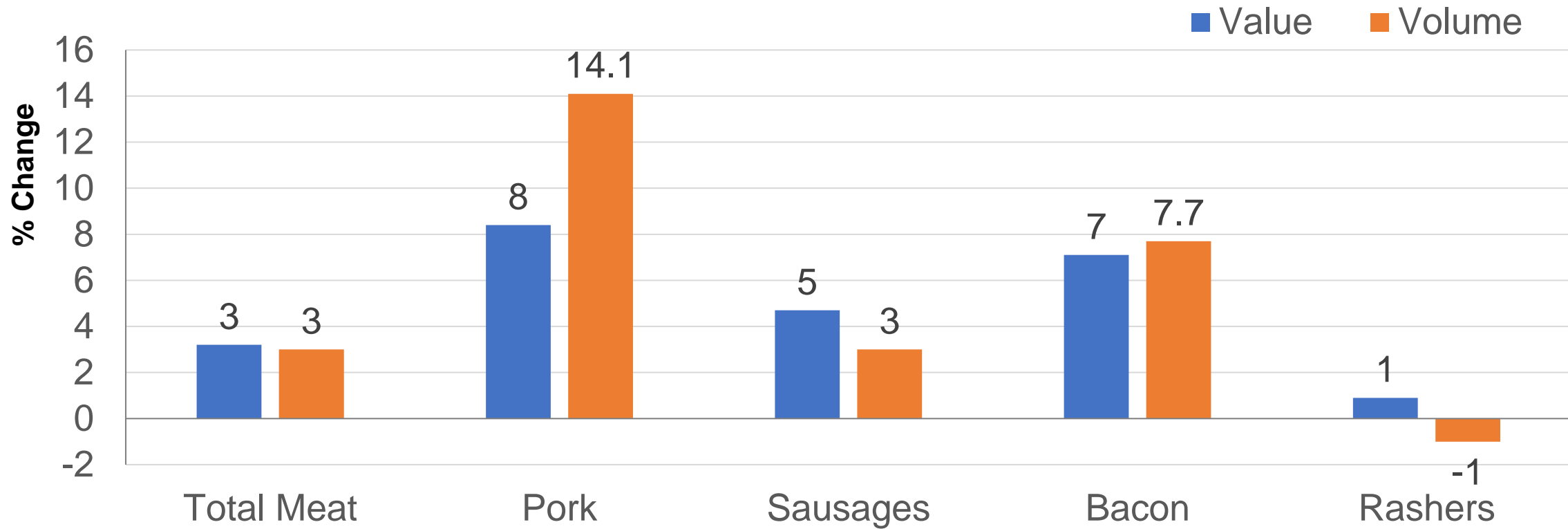


Source: GIRA Compilations

Retail meat sales - strong engagement with pigmeat category in Q4

Ireland (Kantar Worldpanel):

12 wks to 29 Dec 2024 vs 2023



Pigmeat Outlook Summary

- Likely further recovery in Irish pig production, although EU pigmeat supplies to reduce slightly:
 - Production costs, regulation, disease issues
 - Leading to surplus processing capacity
- EU exports less price-competitive on international markets vs. N. America and Brazil
- Pig production globally benefiting from low, stable feed costs
- Higher beef prices to encourage consumer engagement with pigmeat
- Continue to support the Irish market through Q-mark promotion campaigns.



Market Review and Outlook for Irish Pigmeat

Joe Burke

January 17th 2025

BORD BIA
IRISH FOOD BOARD

