

Welcome

BORD BIA
IRISH FOOD BOARD

An aerial photograph of a busy port with numerous ships docked at a long pier. The water is a clear, light blue-green. In the background, there are several large red cranes. A semi-transparent world map is overlaid on the image, with the landmasses in a light blue color. The map is centered on the Atlantic Ocean, with the Americas on the left and Europe and Africa on the right. The map is slightly faded and blends into the background.

BORD BIA
IRISH FOOD BOARD

A RECORD YEAR
€13BN

Headlines and Highlights



7%

growth YOY

31%

of exports leaving EU

€4.1bn in value of exports



EU larger than UK

in 2019 for first time ever

11%

growth in dairy
YoY



MEAT & LIVESTOCK



Total value
of exports
€3.9bn
-1%

30%

Value of meat and livestock
as a percentage of total
Irish food and drink exports
in 2019



€2.25bn
↓7%

Beef exports were valued at
€2.25 bn, a decline of 7% on
2018



€294m
↓7%

€294m Sheepmeat exports
declined by 7% in 2019



€941m
↑14%

Pigmeat export values were
14% higher than 2018



€305m
↑5%

Poultry exports increased
by 5% in 2019

“We are living in extraordinary times, all the time. The issues that assail us are perennial. They haven’t changed since the Greeks picked up a pen”

*Anthony McCarten,
Author, The Theory of Everything*

Globalisation and the interconnected forces driving change and affecting our industry



**Economic
Nationalism**

Sustainability

Rise of Protectionism



THE COMPLEXITY OF SUSTAINABILITY



BUILDING DIFFERENTIATION, WINNING GROWTH

OUR PURPOSE

To bring Ireland's outstanding food, drink and horticulture produce to the world, thus enabling the growth and sustainability of producers.

2019 - 2021 Strategic Priorities

- 1** Driving Success & Growth in the Market
- 2** Insight to Power Growth
- 3** Building Reputation for Growth
- 4** Leading through People

As we head into 2020...



**Ever sharper
focus**



**Agile in the
face of global
turbulence**



**Reinforced
purpose for
premium**

Conclusion