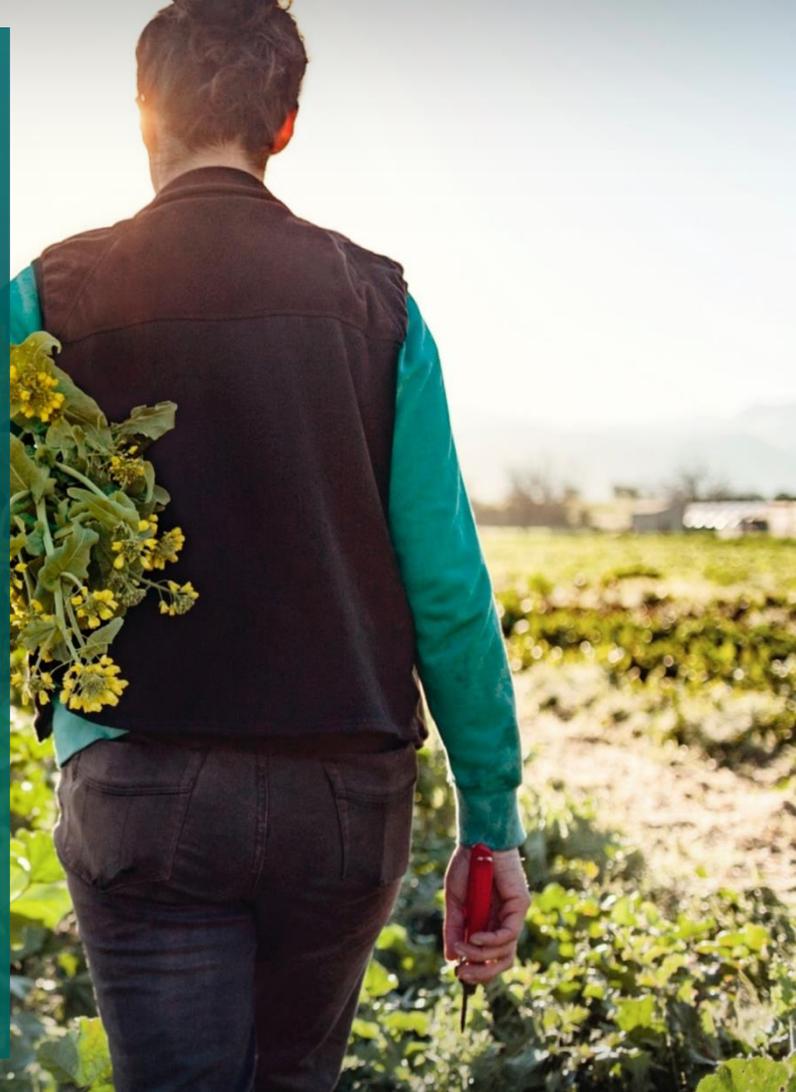


# 25 years of growth

**Tara McCarthy**  
CEO, Bord Bia

January 22nd, 2020

**BORD BIA**  
IRISH FOOD BOARD





## Analysis by Sector

## Total Food and Drink Exports (€)

Category	FY 2018	FY 2019 (e)	% change
Dairy	3,991,660,648	4,430,022,242	11%
Meat and Livestock	4,041,982,772	3,981,845,838	-1%
Prepared Food	2,068,339,067	2,322,117,873	12%
Alcohol	1,338,714,079	1,448,550,314	8%
Seafood	570,273,630	605,288,756	6%
Horticulture	248,353,551	266,831,438	7%
<b>Total</b>	<b>12,259,323,747</b>	<b>13,054,656,459</b>	<b>7%</b>

# 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



**€167m**  
**↓3%**

20% increase in live cattle,  
largest increase in calves.  
Lower pig and sheep exports



**€941m**  
**↑14%**

Pigmeat export values were  
14% higher than 2018



**€305m**  
**↑5%**

Poultry exports increased  
by 5% in 2019

## Prospects for Meat & Livestock in 2020

25 Quality Assurance  
campaigns across  
species to support  
consumer confidence

UK will  
continue to  
remain  
important  
export market

Little change in EU  
consumer demand  
45% Irish consumers  
eating beef 2-3  
times/week

50% of pork  
production  
continues to be  
consumed  
domestically

# DAIRY



Total value  
of exports

**€4.4bn**

**↑11%**



**€1.2bn**  
**↑13%**

Butter exports continue to surge ahead, increasing by 13% in 2019



**€998m**  
**↑22%**

Cheese exports grew by 22% in 2019



**€332m**  
**↑55%**

SMP exports +55% to €332m



The top 5 markets are the UK, the Netherlands, China, the US and Germany



**€584m**

Value of exports to China, the largest international priority market

## Prospects for Dairy Sector



Resolution to US tariffs issue will be key to delivering further growth



The growing consumer demand for greater supply chain transparency particularly in markets such as the US, Germany and the UK



Dairy companies looking to communicate more on our natural and grass based production systems.



Growing demand for defined nutritional benefits in the markets especially for yoghurt category

# PREPARED CONSUMER FOODS



Total value  
of exports  
**€2.66bn**  
↑2%

**€1.8bn**



67% of PCF  
goods valued  
at €1.8bn were  
exported to the  
UK in 2019.

**€666m**



EU now accounting  
for 25% of PCF  
exports, up 1.6%

**€213m**



International  
markets also grew  
by 1.6%

**€640m**

**+4%**



The value added  
meats category grew  
4% in 2019 to be  
worth €640m.

**€256m**

**+2%**

The chocolate  
category grew by 2%  
despite exports being  
97% dependent on  
the UK



**The UK market will remain significant despite continued Brexit uncertainty**



**Sustainability, especially in relation to packaging is a key consumer issue with no easy short term solution**



**Opportunities for product innovation that deliver on convenience, health and taste**



**Potential for further growth to key EU markets such as Germany and France through market and channel Diversification**

**PCF Prospects  
for 2020**

# ALCOHOL



Total value  
of exports  
**€1.45bn**  
↑ **8%**



**€727m**

Whiskey exports showed double digit growth accounting for 55% of category increase

Solid performance by **cream liqueurs** despite more competitive North American market

Improved performance by **cider and beer** exports



The top five markets are the US, UK, France, Germany and Canada



**€676m**  
**40%**

US remains the key market for Irish alcohol exports, accounting for 40% in 2019 to a value of €676m

Good growth also evident in **France, Germany, the Netherlands and Australia**

## Prospects for alcohol in 2020



Global travel and duty free opportunities driven by a growth in passenger numbers despite a consolidation in global travel retail



Further diversification to Europe, Canada and Australia will be a key focus



Whiskey to remain center of growth for the category. New distilleries are opening and bringing product to market, virtually all of them export orientated.



Craft Beer is expected to demonstrate some export growth in a challenging, crowded market.

# SEAFOOD



Total value  
of exports  
**€605m**  
↑**6%**



Five core EU markets are France, Spain, UK, Italy and Poland, which account for 53% of exports



**€51m**  
↑**40%**

40% increase to Seafood exports to China, valued at €51m in 2019



**€18m**  
↑**86%**

€18m, The value of exports to Egypt, an increase of 86%



**€374m**  
**64%**

Continental European markets absorbed 64% of Irish Seafood export output, worth €374m

**€169m**

€169m, the value of international markets



**€22m**  
↑**70%**

70% increase Seafood exports to Japan, Valued at €22m in 2019

## Prospects for Seafood in 2020



Significant quota increases for mackerel, haddock and monkfish with a decline for prawn.



Brexit direction will remain critical in terms of access to key species.



Salmon supplies expected to improve



Further growth in overall export value anticipated

# EDIBLE HORTICULTURE & CEREALS



**€248m**  
**↑8%**

Edible horticulture and cereal exports were worth €248m in 2019



**€104m**  
**↑4%**

The value of mushroom exports in 2019 was €104m, a 4% rise on 2018's value.



**€94m**

€94m is the value of cereal exports for 2019



**99%**

99% of all Irish mushroom exports are destined for the UK

**Strong focus on productivity gains and innovation by mushroom sector**

**Good performance in brown, button and Portobello mushrooms**

**Introduction of Vitamin D and Vitamin B12 mushrooms boosted sales**

## In summary

Value growth  
exceeded volume  
increases in 2019

Trade uncertainty  
continued to  
impact on  
exporters across  
categories

Further progress  
by industry in  
diversifying range  
of markets

Exports to UK  
maintained despite  
uncertainty

Increasing health &  
wellness trends are  
providing innovation  
opportunities

Notwithstanding  
ongoing challenges,  
Industry well placed  
for 2020

# 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...



**Greater  
Consumer  
Awareness**



**Agile in the  
face of  
turbulence**



**Reinforced  
purpose for  
premium**



**Thank You**