



EU Co-Funded Campaigns

Meat Marketing Seminar 2024

BORD BIA
IRISH FOOD BOARD

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Senior Manager EU Promotions

January 19th, 2024

EU Co-Funded Promotions



Annual Budget
Information & Promotion Campaigns

80%

EU Co-funding Support

7

Active Campaigns in 2024



€4.5m
Levy

€25m
Investment

EU Meat Promotions*



“The main message of the programme shall be the Union message”

Regulation 1144/2014

*Lifetime value of campaigns (2015 – 2027)

THE TROJAN HORSE

Communicating with Greater Influence



A European Message *with an Irish slant*



TRADE SHOWS



SEMINARS



STUDY VISITS

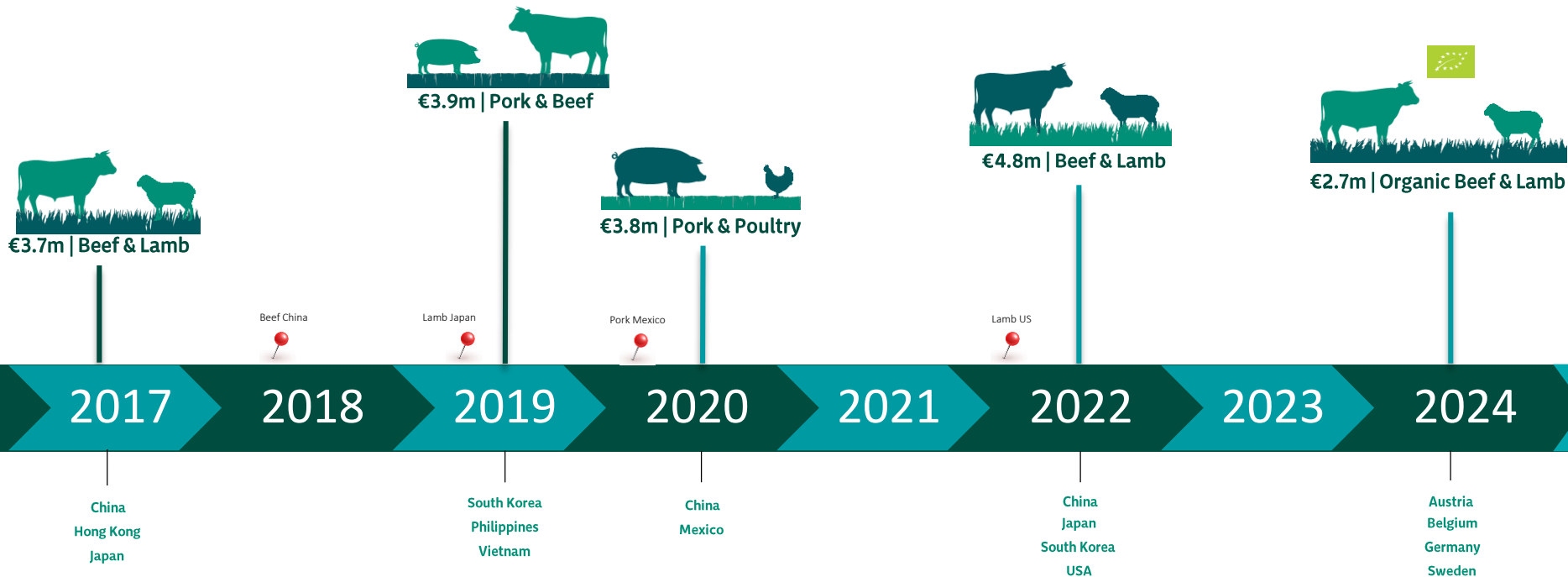


EU Co-Funded Promotions

Three-year B2B Campaigns | 2017 – present



 Market Access



EU FOTS

Tadhg's vox pop

BORD BIA
IRISH FOOD BOARD

European Beef & Lamb (2022 - 2025)

2024 Activity Plan



★ Trade Fairs



Seminar China



Chef Masters China



Seminar Japan



Seminar US



Seminar China



Seminar Korea



Chef Masters China



KOL Event China



Seminar China



Chef Masters Japan



FOODEX Trade Show



AMC US Trade Fair



SIAL CHINA



SEOUL FOOD Trade Fair



Customer and Media Visits to Ireland



Seminar Japan



Seminar US



Seminar Korea



WEBSITE, SOCIAL MEDIA, PRINT ADVERTISING, VIDEO CONTENT



FEB

MAR - APR

MAY

JUN-AUG

SEPT

OCT

NOV

BORD BIA
IRISH FOOD BOARD



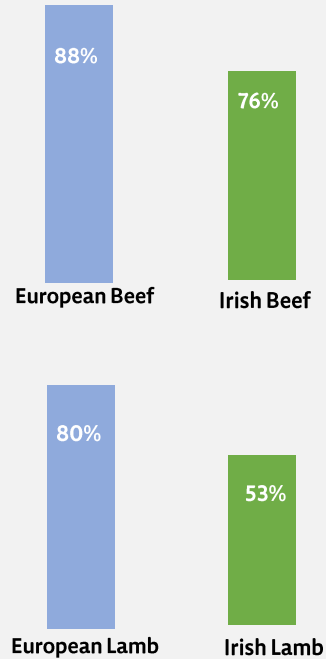
EUROPEAN BEEF & LAMB
Ireland, working with nature

Dates subject to change

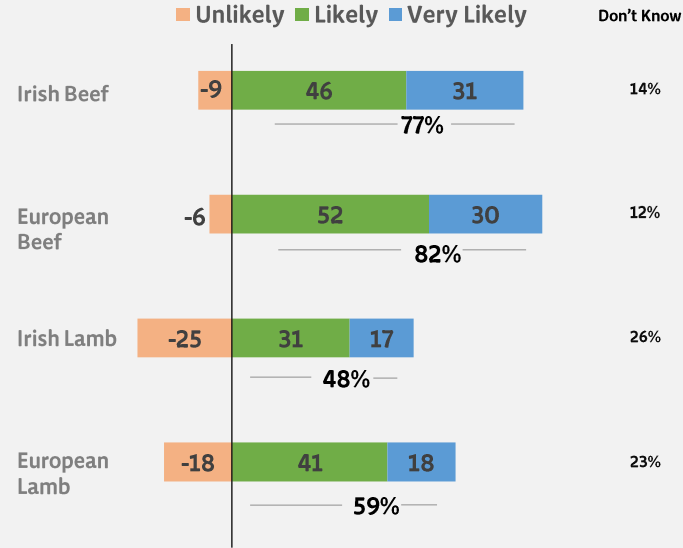
EUROPEAN BEEF & LAMB | CAMPAIGN IMPACT

Period -> Year 1 - June 2022 - May 2023

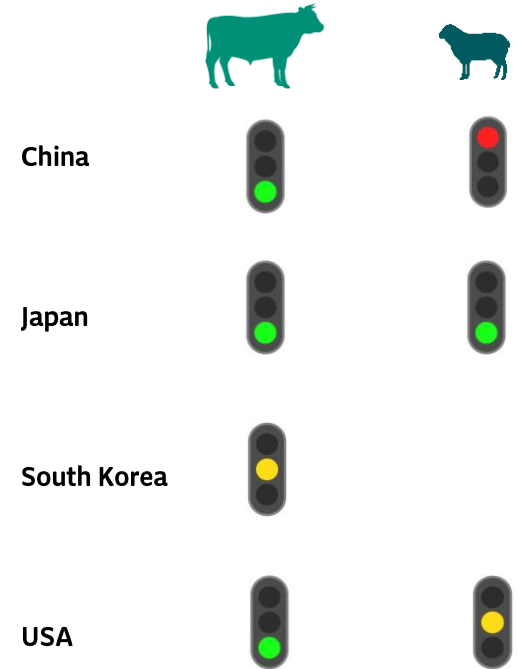
Awareness (%)



Propensity to Purchase (%)



Market Access - commercial shipments -



Base (Total Attendees): n=162
 Base (Propensity to Purchase): European Lamb (n=132), Irish Lamb (n=162)
 Base (Awareness): European Lamb (n=132), European Beef (n=162), Irish Lamb (n=106), Irish Beef (n=136)