



EU Co-Funded Campaigns

Meat Marketing Seminar 2024

BORD BIA
IRISH FOOD BOARD

Declan Fennell

Senior Manager EU Promotions

January 19th, 2024

EU Co-Funded Promotions



Annual Budget
Information & Promotion Campaigns

80
%

EU Co-funding Support



€4.5m
Levy

EU Meat Promotions^{*}

7

Active Campaigns in 2024



"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**

ENJOY
IT'S FROM
EUROPE


TRADE SHOWS



SEMINARS



STUDY VISITS

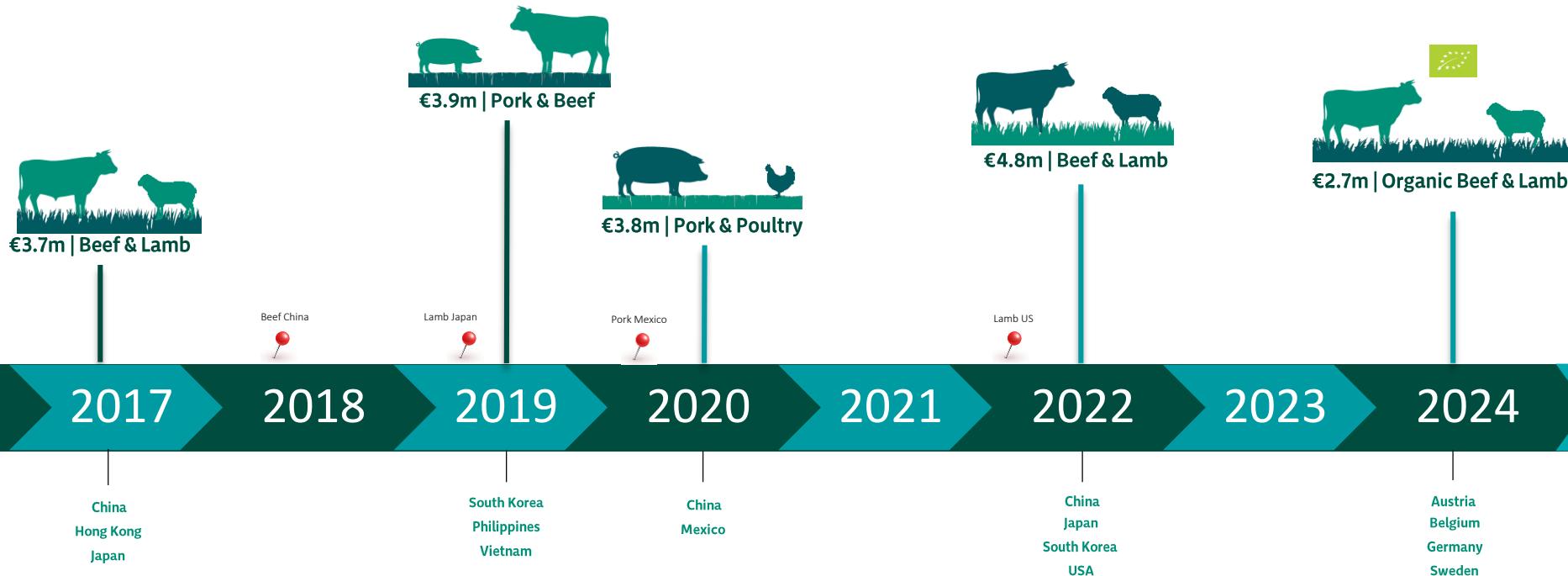


EU Co-Funded Promotions

Three-year B2B Campaigns | 2017 – present

ENJOY
IT'S FROM
EUROPE

Market Access



EU FOTS

Tadhg's vox pop

BORD BIA
IRISH FOOD BOARD

European Beef & Lamb (2022-2025)

2024 Activity Plan

★
Trade Fairs



WEBSITE, SOCIAL MEDIA, PRINT ADVERTISING, VIDEO CONTENT

FEB

MAR - APR

MAY

JUN-AUG

SEPT

OCT

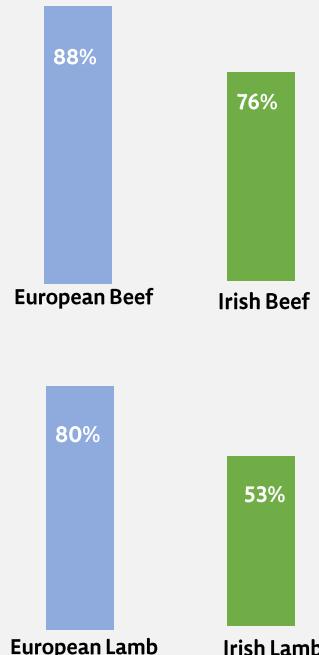
NOV

EUROPEAN BEEF & LAMB | CAMPAIGN IMPACT

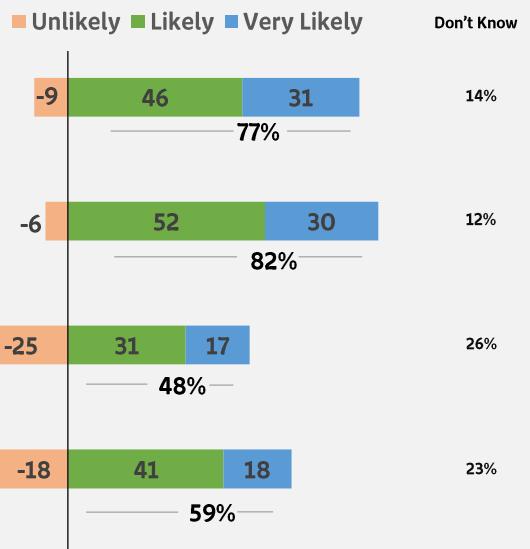
Period -> Year 1 - June 2022 - May 2023

ENJOY
IT'S FROM
EUROPE


Awareness (%)

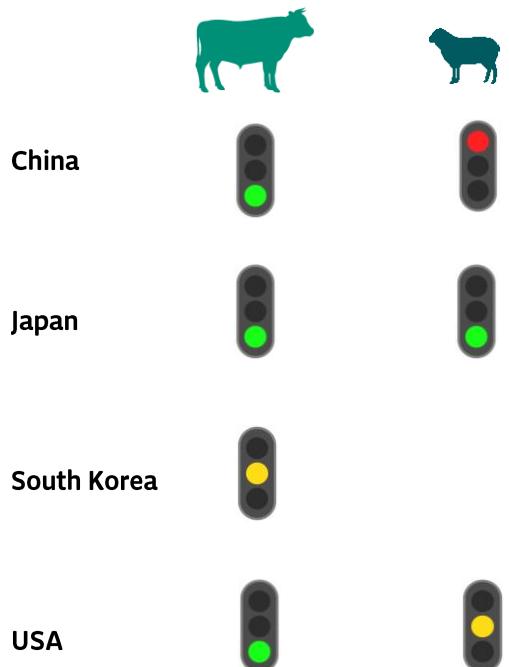


Propensity to Purchase (%)



Market Access

- commercial shipments -



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