

Capturing Value in Europe

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BORD BIA
IRISH FOOD BOARD





Agenda



Evolving landscape



Measuring Impact in 2023



Hero campaigns in 2024
PGI, Organic, CIBC



Future-proofing marketing
strategy



EUROPE

Meat and live exports value 2023

Source: Bord Bia

Total value of meat
exports to EU27

€2.1
BILLION

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Beef and beef offal exports

€1.38

BILLION

↓2%



Sheepmeat exports

€324

MILLION

↓7%



Live exports

€93.5

MILLION

↑20%



Pigmeat exports

€93

MILLION

↓7%



Poultry exports

€53

MILLION

↑55%





**Changing
demographics**



“Deconsumption”



**Climate change
hitting home**



Geopolitics



**Trust &
Regulation**

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Europe's Grey Rhino

Measuring Impact in 2023

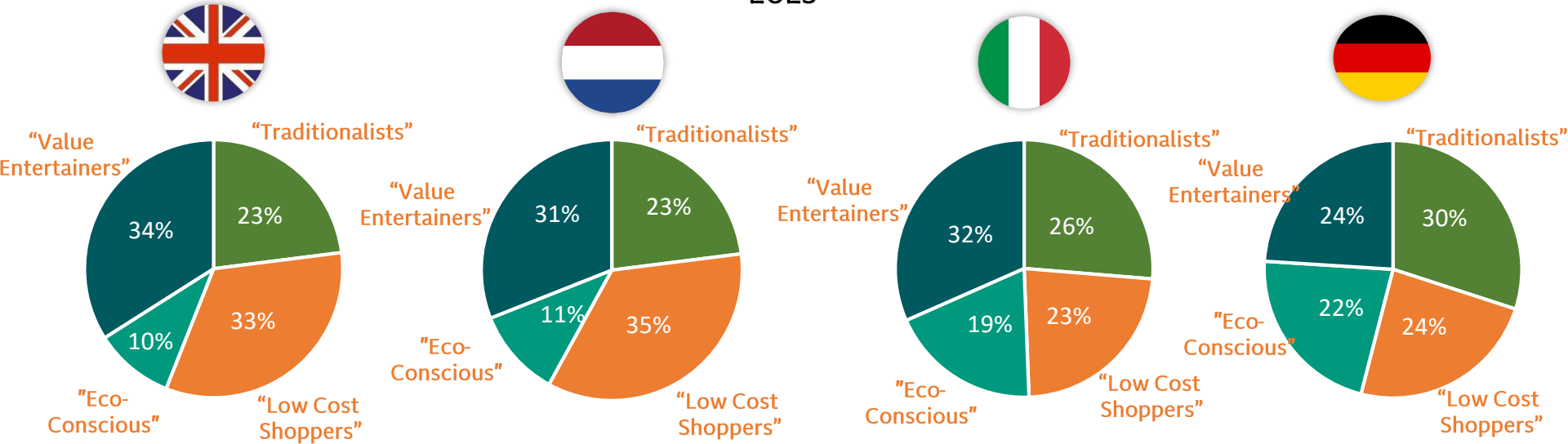
BORD BIA 
**Thinking
House**



Irish beef shopper profile varies by market

(Base: All adults aged 18+ who have ever bought Irish beef)

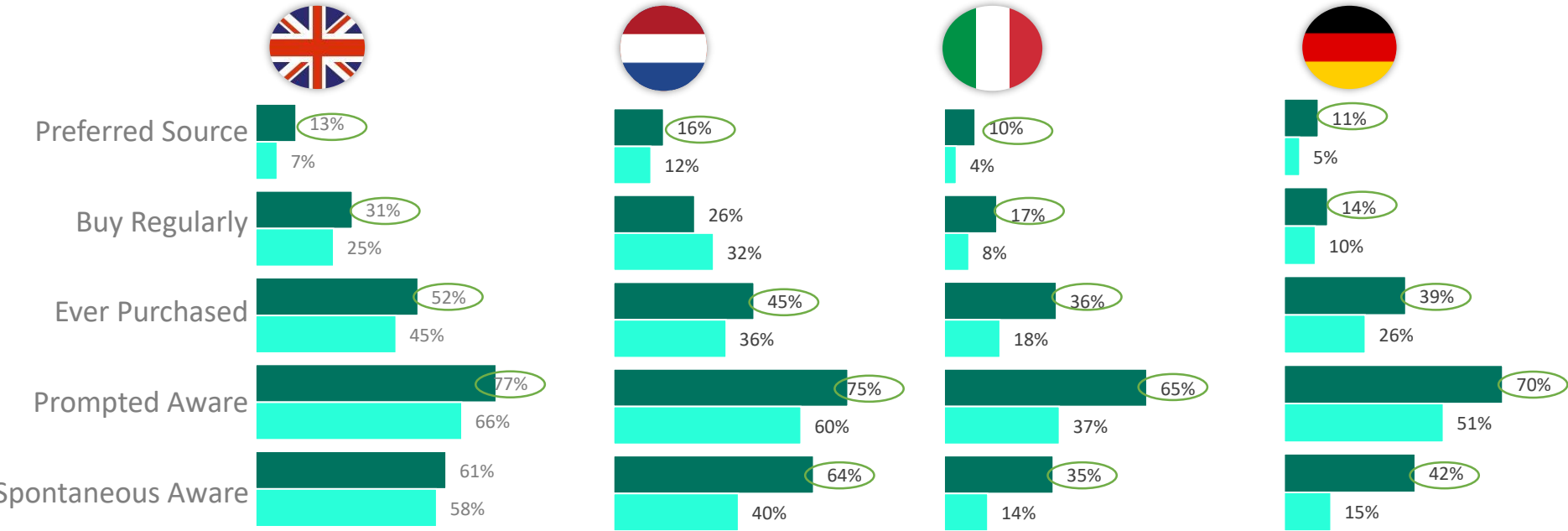
2023



Record brand performance in key markets

2023
2019

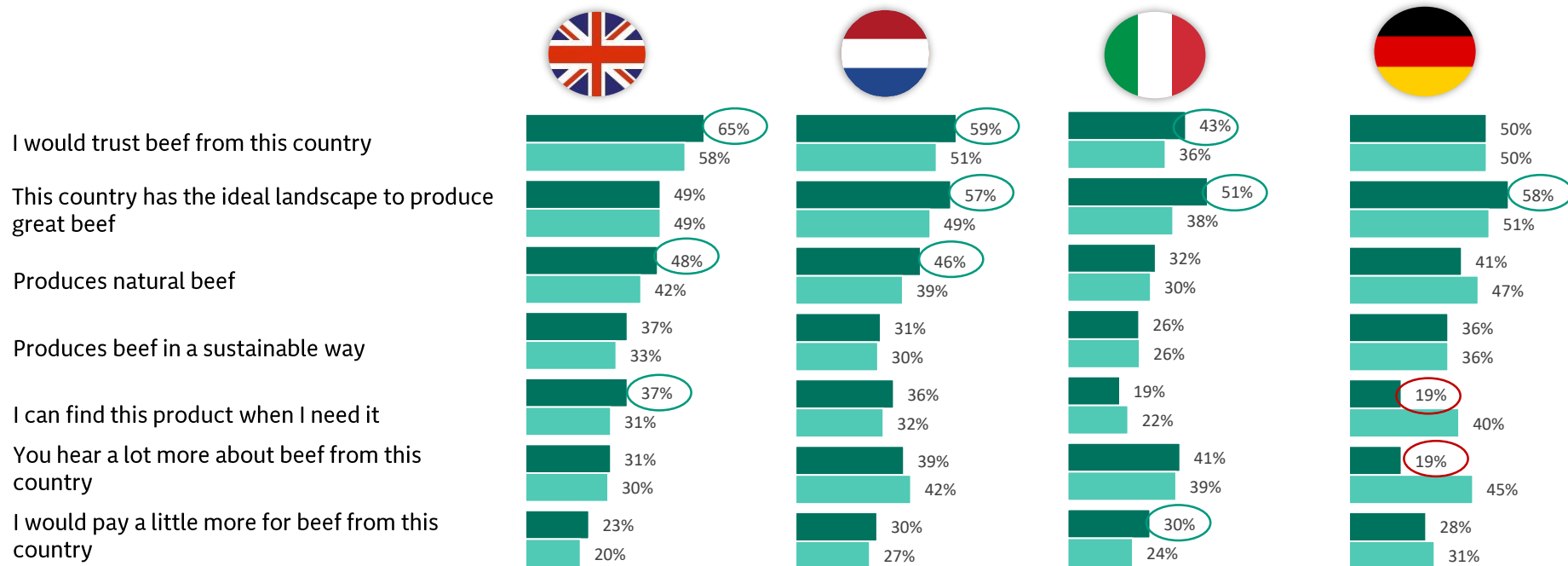
(Base: All past 4-week buyers of Beef)



Strong brand credentials

2023
2022

(Base: All past 4-week buyers of Beef)



Strong customer awareness

(base: All Survey Participants n=141, source: Bord Bia Customer Survey 2023)

Incidence of seeing a Bord Bia B2B ad in the last year

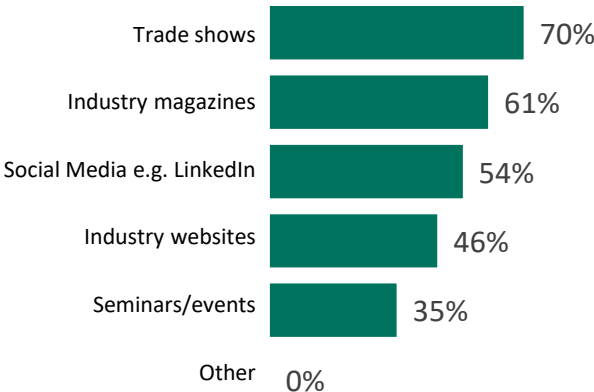


2022
39%



Where did you see this advert?

(base: All that saw Bord Bia ad n=71)



75%

2022
60%

Did the advert influence you to seek out further information?

(base: All that saw Bord Bia ad n=71)



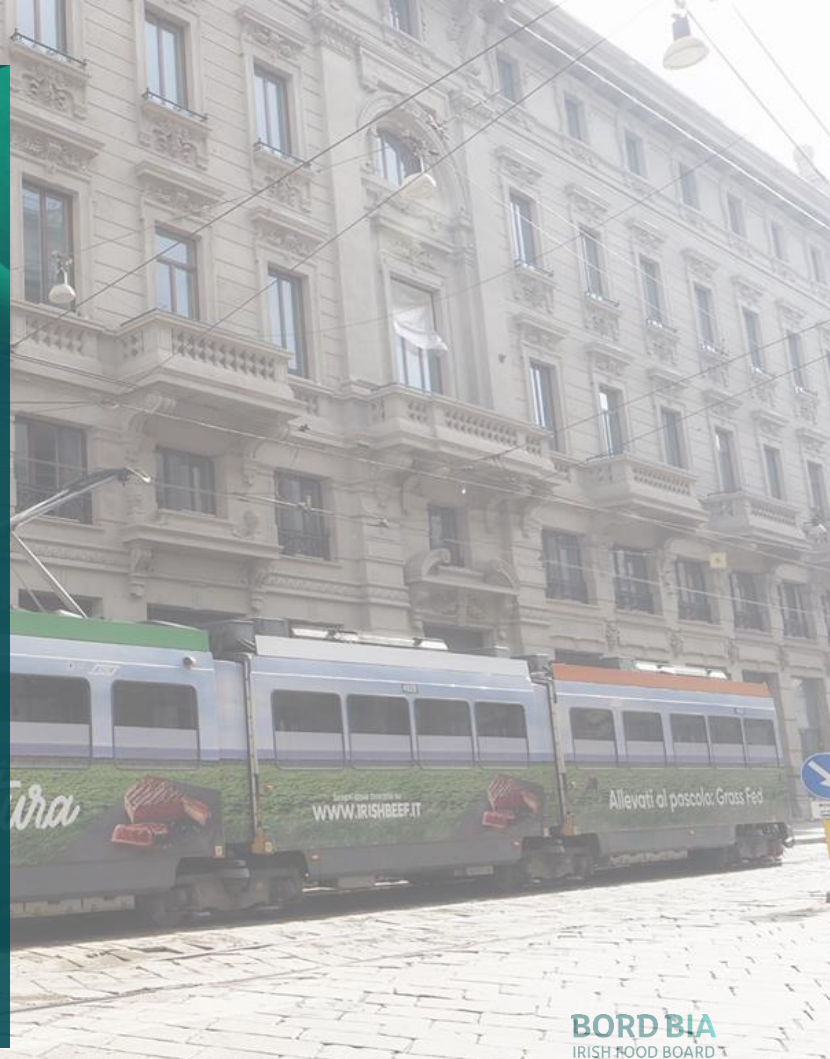


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Promoting Irish Beef and Lamb in
Europe 2023

Hero Campaigns Europe 2024

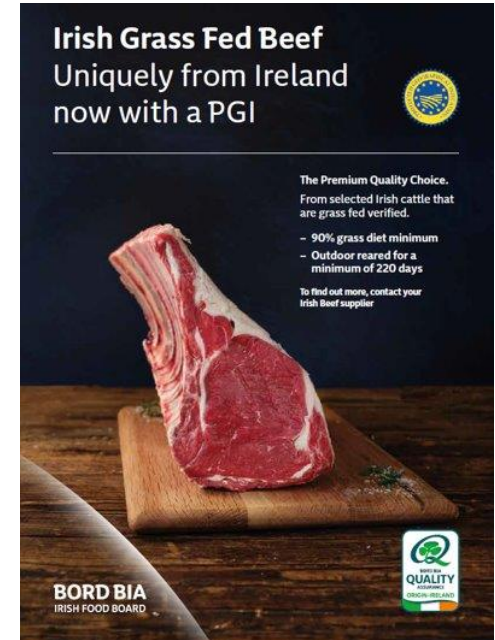
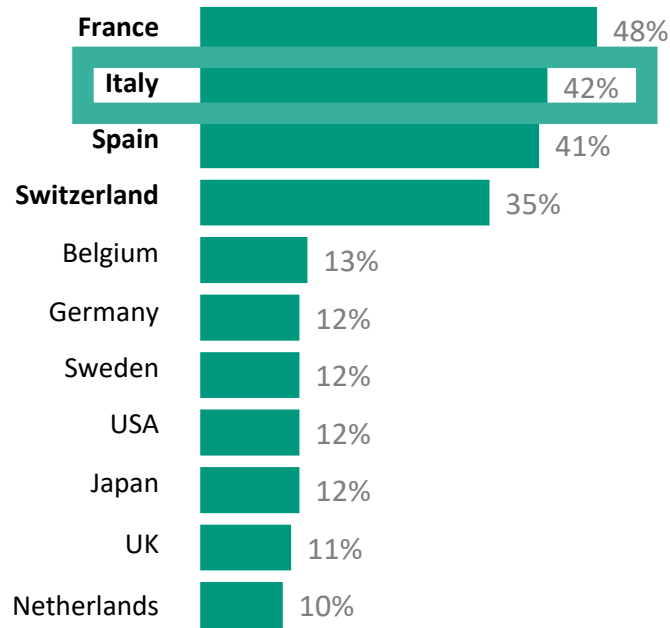


Irish grass fed beef PGI Launch

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PGI awareness informed strategy



Irish grass fed beef PGI



Asset Development



Launch event Italy



EU B2B media campaign



B2C campaign Italy



Customer Activation



Inward Buyer & Media Visits

Tier 3

Tier 2

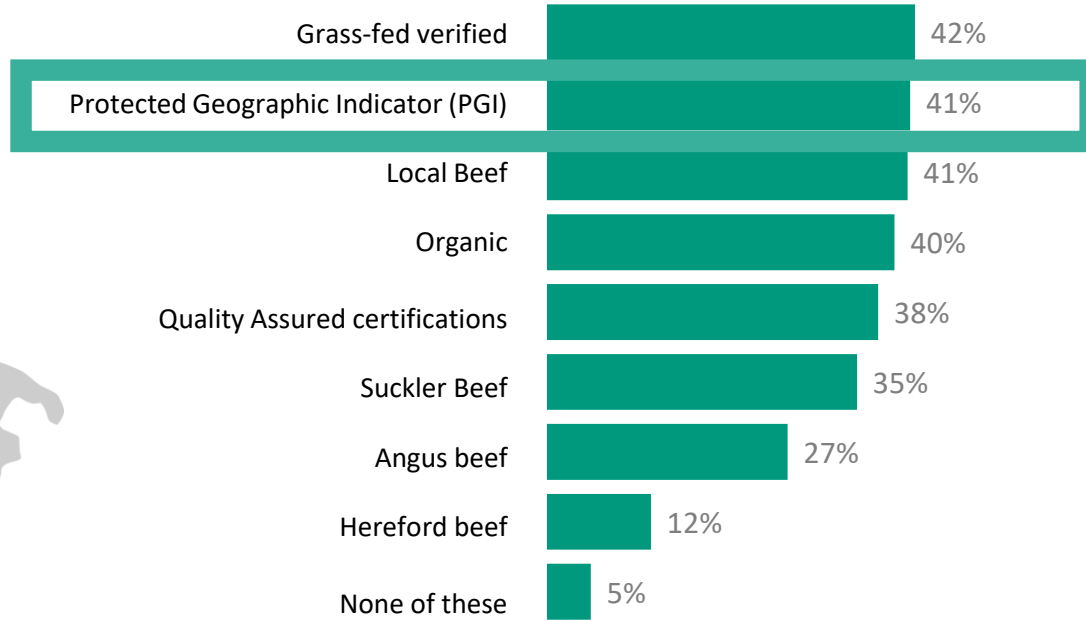
Tier 1



Where to play, how to win?

Worth paying more for: 41% of Italian consumers

(Base: n=488)



Irish Organic Focus

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The Growth in the Irish Organic Sector

2023

Irish Examiner

Over 2,000 new farmers confirmed for Organic Farming Scheme this year

This week they will receive their approval providing them with a five-year contract commencing on January 1, 2023.



Reaching 10% of all land farmed organically by 2030 is "hugely ambitious", but there is "real progress" being made already, Ms Hackett said.

Irish Independent

Over 1,000 farmers apply for Organic Farming Scheme in latest round



Minister of State Pippa Hackett.

2024

Sector Snapshot *

- 5% agricultural land is being farmed organically (2020: 1.5%)
- 5,000 farmers in the Organic Farming Scheme
- 85% of farmers are from the livestock sector

2030 Sector Forecast *

- Organic beef production set to increase fourfold
- Organic lamb production set to increase sixfold
- Exports to account for 75%+ of production

*Industry Calculations

2024 Organic Export Market Research



Objective

Define The Export Opportunity

What's The Current Trade Awareness

Develop B2B Export Proposition

Understand Latest Consumer Trends

Methodology

Industry Analysis

Consumer Perspective

The Buyer's Voice

Social Listening

Interviews With Organic Industry Experts

1,500 Consumers Per Market

Ethnography For Further Deep Dives

In Depth Customer Interviews

Buyer Surveys

Deliverables

Export Market Prioritisation & Implementation Plan

7 x Organic Market Reports

Insights To Support Trade Opportunities

Engaged Customer Network



EU ORGANIC BEEF & LAMB

PASTURE RAISED IN IRELAND



**B2B Information & Education
Campaign**

Meat Academy

16 x In Market Events

Education & Inspiration

Trade Shows

Bio Austria x 2
Nordics Organic Fair x 3
Natexpo x 1

Inward Visits

12 x Inward Study Visits

Seeing is Believing

B2B Marketing

B2B Advertorials
B2B Content
New Website

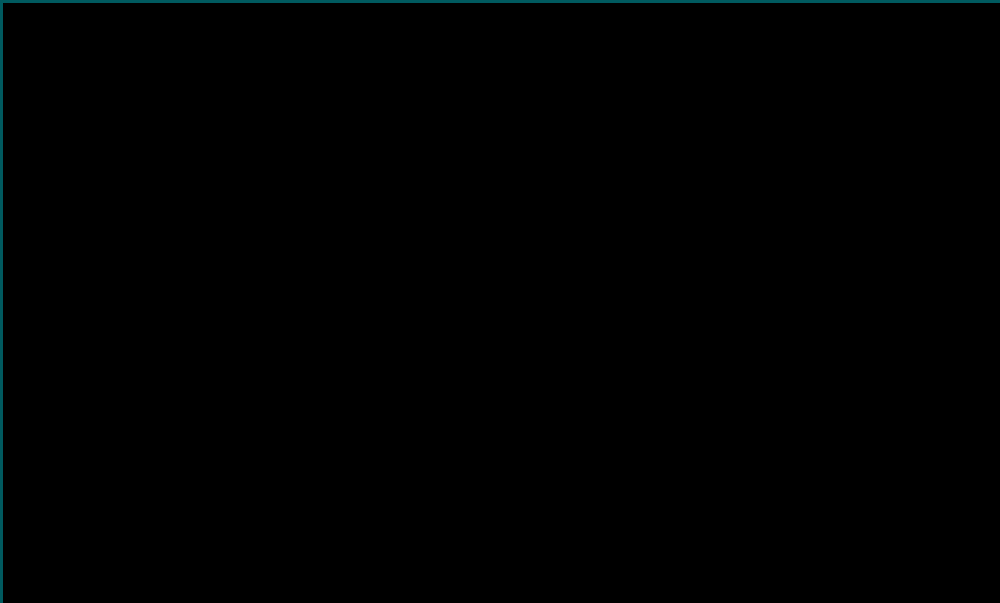


CHEFS' IRISH BEEF CLUB

20TH ANNIVERSARY



Content for own, earned and bought media



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CIBC Jubilee Programme

12th - 15th May 2024

- 80 Michelin-star & equivalent chefs
- From 8 markets, in Ireland for 4 days
- 20 years voluntary endorsement
- Deliverables:
 - Continued commitment from the 80 members
 - Content generation (testimonials, recipes)
 - Full Irish beef portfolio (PGI, organic, breeds)
 - Bought and earned media placements



**CHEFS' IRISH
BEEF CLUB**
20TH ANNIVERSARY



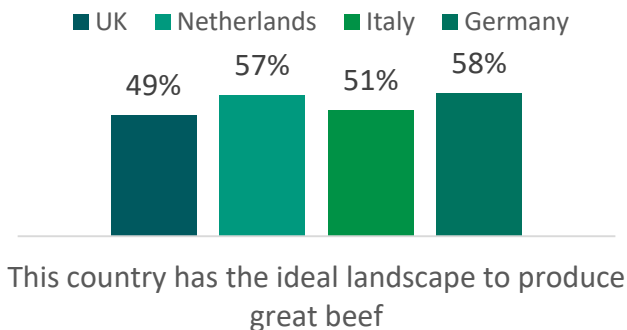
Futureproofing marketing strategy

EU Regulating substantiation

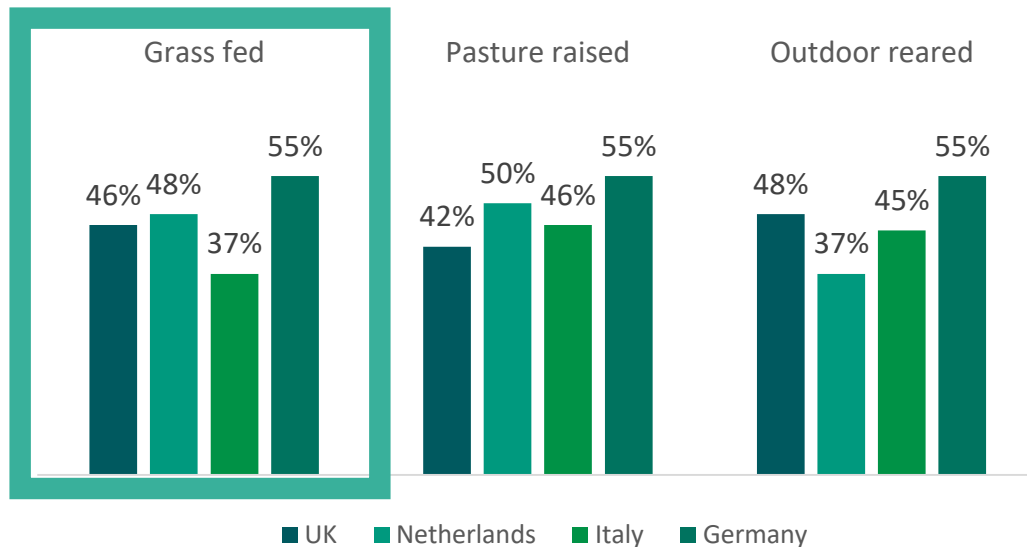
Audience & media-led planning



Grass-fed proof-points exclusively linked to PGI



Irish beef is also associated with being European, but it is not necessarily a point of difference, since the domestic products are much more associated with this attribute, as well as with being local.



Strategic Review of Lamb Campaign

Bord Bia - The Irish Food Board
Promoted • Food and Beverage Services

Irische Lammfleisch aus Weidehaltung – einzigartig zart im Geschmack. Treffen Sie unsere Lieferanten.



Starten Sie mit Lamm aus Irland in die neue Saison.

[Learn more](#)

IrishLamb.de

Irisches Lammfleisch in Gourmet-Qualität

Natürlich nachhaltig:

- ✓ 99% familiengeführte Farmen mit kleinen Herden
- ✓ +300 Tage auf offenen Weiden grasende Lämmer
- ✓ Bis zur Geburt rückverfolgbare, transparente Lieferketten
- ✓ Unverwechselbar zart-aromatisches Fleisch dank grasbasierter, nährstoffreicher Ernährung

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Unsere Produzenten finden Sie auf:
irishfoodanddrink.com/irisches-lammfleisch

Naturligt med konflikter

"Vi är redo att producera mer kött"

Lans Appelsin, vilken är den bästa frukten, eller inte? Det är en fråga som många ställer sig. Men det är inte en fråga som kan besvaras med ett enkelt ja eller nej. Det är en fråga som kräver en djupare analys. Det är en fråga som kräver en djupare analys. Det är en fråga som kräver en djupare analys.

Nu i säsong: Irländskt lamm i sommar!

Beställ nu!

Befestig lamm med unik smak och karaktär

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Boucherie-Volaile

Rayon trad
Comment pallier les heures creuses?

Le rayon traditionnel est un rayon qui propose des produits de qualité, souvent à prix réduits, pour attirer les clients pendant les heures creuses. C'est une stratégie marketing qui vise à augmenter le chiffre d'affaires pendant les périodes de faible activité.

Boucherie-Volaile

Commandes l'agneau irlandais de printemps cet été

L'agneau irlandais est un produit de qualité, souvent à prix réduits, pour attirer les clients pendant les heures creuses. C'est une stratégie marketing qui vise à augmenter le chiffre d'affaires pendant les périodes de faible activité.



Go raibh míle maith agaibh.

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