

Coronavirus  
**COVID-19**

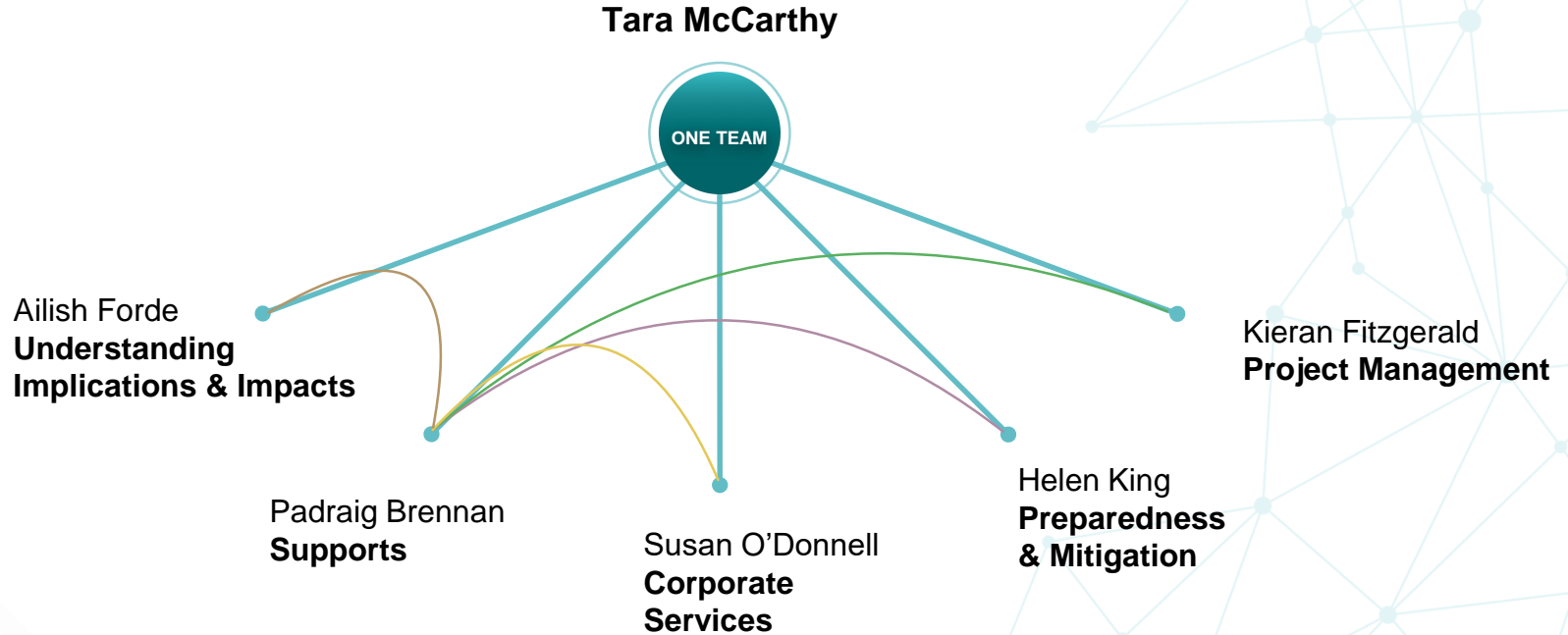
# Bord Bia Covid-19 Response

**BORD BIA**  
IRISH FOOD BOARD

# Outline

- Areas of Focus
- Bord Bia Response
- Next Steps

# Covid-19 Crisis Management Team



# Crisis Work Streams



# Understanding

Gathering **market & sectoral intelligence** to inform our stakeholders  
and to shape our evolving response.

# Understanding

Drawing intelligence from three main sources: Sectors team, Markets team, Thinking House.

## Outputs:

- **Insights reports** published each Tuesday and Friday.
- **Food Alert** published each Monday.
- **Daily podcast** - Bord Bia insights on how the Covid-19 crisis is affecting business and its implications for the food, drink and horticulture industry.
  - Podcast schedule w/c 30 March:
    - China recovery – Conor O’Sullivan
    - Italy market update – James O’Donnell
    - Spain market update – Cecilia Ruiz
    - Sectors & Services update – Karen Tyner
- **All Outputs available at** <https://www.bordbia.ie/industry/covid-19-information/understanding/>

# Supports

Re-align existing and develop new services that Bord Bia can deliver to support client companies

<https://www.bordbia.ie/industry/covid-19-information/client-support/>

## Supports – Business Continuity

### COVID Response Marketing Support Package

€1.1m Marketing Support

70% Reimbursement Rate

Open to clients up to €25m turnover

### Bord Bia COVID Hub

Launched 31<sup>st</sup> March

Client Response plan release today

Updated on ongoing basis

### Webinar Series

Today

Buyer Engagement - 9<sup>th</sup> April

Supply Chain & Logistics - 14<sup>th</sup> April

UK Market - 21<sup>st</sup> April

# Supports – Customer Engagement

- **Ongoing engagement with Irish retailers**
  - Outlining supplier challenges
  - Encouraging retailers to support suppliers
- **Targeted engagement with overseas retailers**
- **Lead generation & Buyer Engagement**
  - Developing virtual supplier pitches

# Supports – Promotional Support, Ireland

- **TV** – Compilation ‘Quality Comforts’ Ad from 4<sup>th</sup> April for 3 weeks
- **TV** – Steak Ad from 4<sup>th</sup> April
- **Radio** – White Fish from 6<sup>th</sup> April
- **Online/Social media campaign** to dovetail with TV and Radio
- **Pork and lamb** activity brought forward to May & June
- **Gardening promotional campaign** – April to June



# Supports – Primary Producers

- **Lean Initiatives** – further role out of mentoring support for amenity producers, continuation of programme with pig producers
- **Market Intelligence** – Market updates, podcasts, newsletter, content in Ag media
- **QA** – Audits suspended for two months

## Bord Bia Covid Response Webinar Series

Date	Topic
Wednesday 1 April	eCommerce
Thursday 2 April	Business Continuity
Tuesday 7 April	Search Engine Webinar Optimisation
Thursday 9 April	Buyer Engagement
Tuesday 14 April	Supply Chain & Logistics
Thursday 16 April	Paid Search
Tuesday 21 April	UK Market

Focusing on immediate, short and medium term supports

Additional topics to be developed

# Preparedness

Reviewing and updating programmes and plans originally developed under different circumstances for our new reality.

# Preparedness

Full review of plans and programmes under way to help us respond to industry needs in a rapidly changing market environment

Outputs:

- Framework for the short term (remainder of 2020) then medium term (to end of 2021), on how Bord Bia will support industry
- Identify alternative approaches to plans that can no longer be achieved or are no longer relevant
- Look to the longer term, so that we are future proofing our efforts with a new corporate strategy 2022 – 2025+

<https://www.bordbia.ie/industry/covid-19-information/preparedness/>

# Future Proofing

Help food and drink businesses to recover and reset and be ready to compete in a new and different post-Covid-19 world

<https://www.bordbia.ie/industry/covid-19-information/future-proofing/>

# Future Proofing

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## Indicators

- Scoping of consumer and market trends
- Daily 'think piece' on new dynamics
- Consolidated 'Post-Covid Futures' food alert on Fridays

W/C March 30th

## Futures Model

- A framework for mapping the next 6 to 12 months
- Dissemination via the 'Post-Covid Futures' deck

W/C April 6th

Indicators Tracker  
(Omnibus Wave 1)

## Risk Radar

- Risk diagnostics reviewed in context of futures model
- Bepsoken client risk assessment reports built on Futures Model
- Launched 31<sup>st</sup> March

W/C April 13th

## Future Planning

- Development of Future Planning 'Toolkit' for Client Workshops
- Roll-out of workshops with Clients

W/C April 20th

Indicators Tracker  
(Omnibus Wave 2)

# Next Steps

## Next Steps.....

- Bord Bia COVID-19 Hub: <https://www.bordbia.ie/industry/covid-19-information/>
- Talk to you Sector Manager
- COVID represents a massive challenge in the immediate term, also need to maintain focus on broader risks
- COVID will impact every company differently - need to stay close over the coming months.

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