

Coronavirus  
**COVID-19**

# Bord Bia Covid-19 Response

23 April 2020

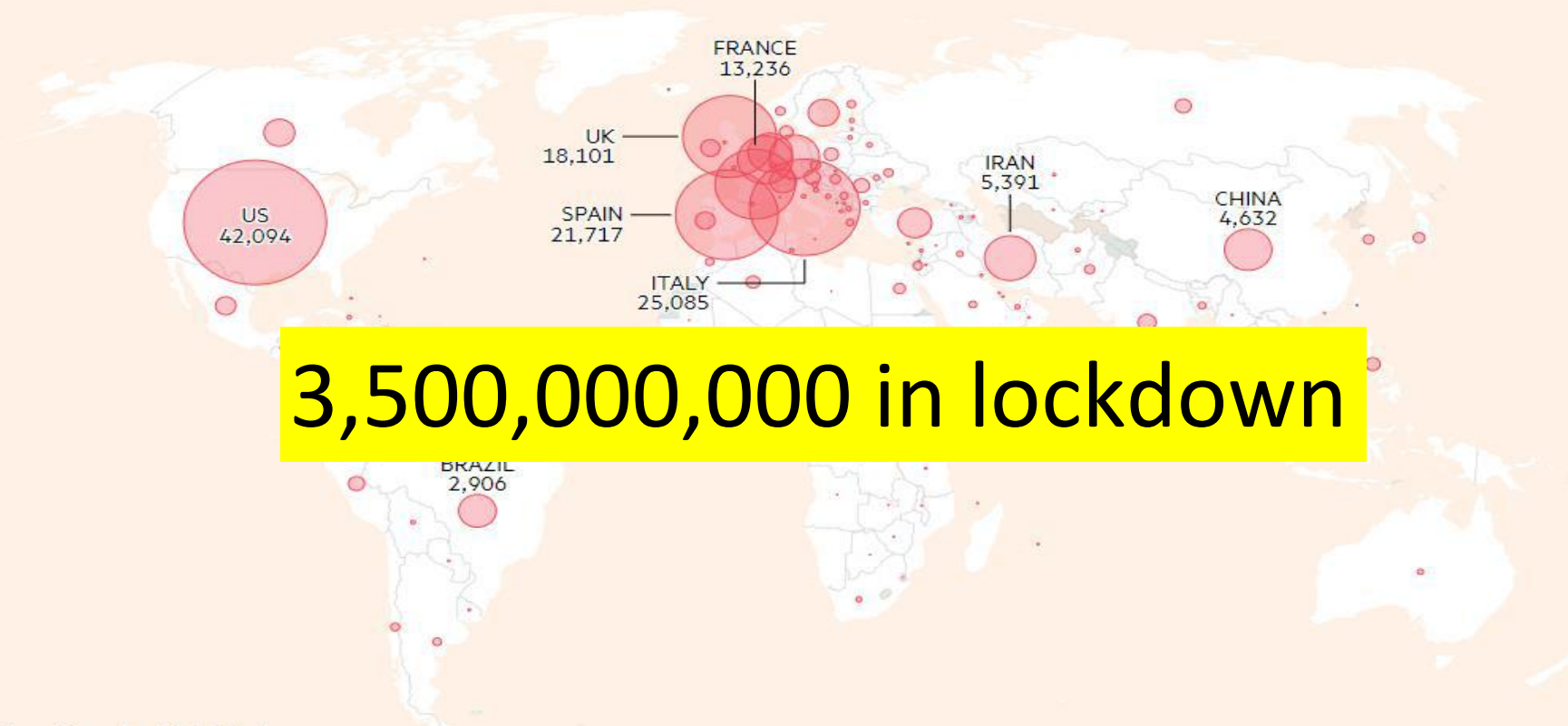
**BORD BIA**  
IRISH FOOD BOARD

Kieran Fitzgerald  
China Market Specialist

# Mapping the coronavirus outbreak

As of 10:46pm Apr 22 BST

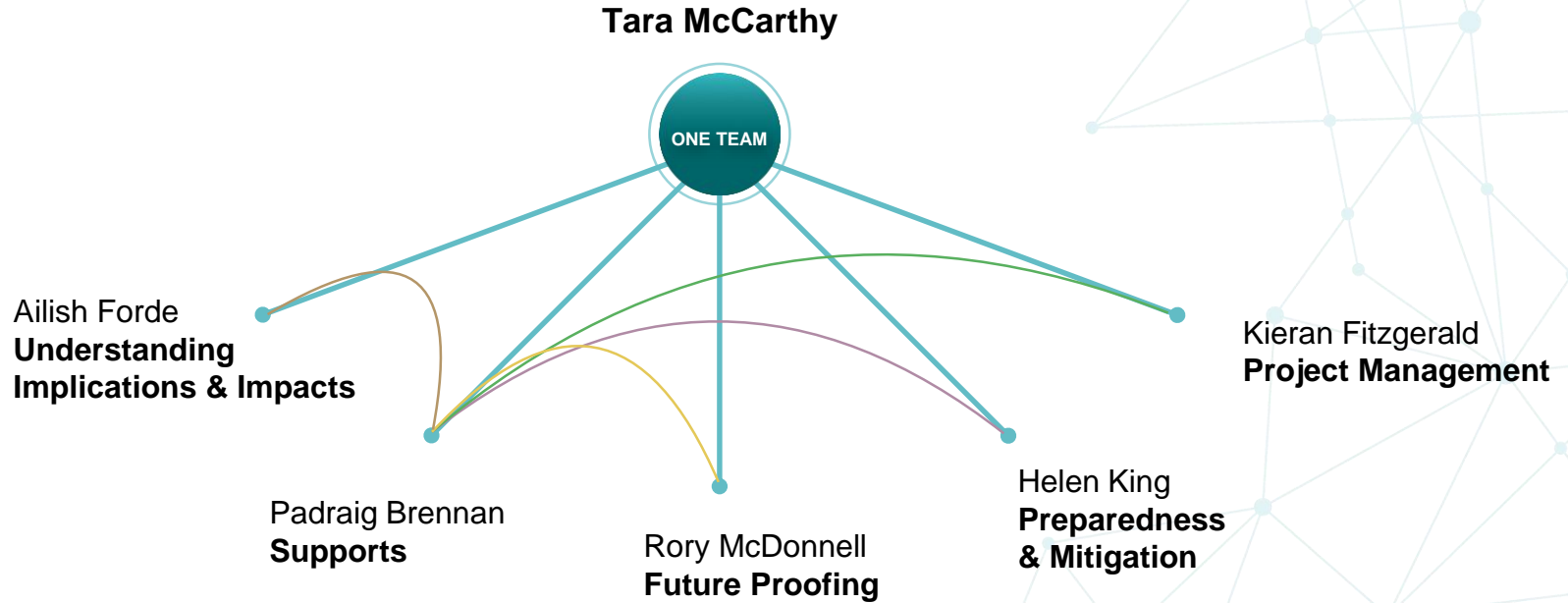
Confirmed cases **2,571,561** Deaths **170,295**



**3,500,000,000 in lockdown**

# Navigating Change Response Plan

# Covid-19 Business Continuity Work Streams



# COVID Hub

[www.bordia.ie/covid](http://www.bordia.ie/covid)



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COVID-19

## COVID-19 Hub

### Navigating Uncertainty

**Understanding**

Listen to our daily market insight podcasts and read other published resources on the impact of the crisis on international trade to the Irish Food, Drink & Horticulture Industry.

**Future Proofing**

Bord Bia will provide companies with supports throughout this crisis – bespoke to each phase so they can adapt to new market conditions; recover and plan for the future.

**Supports**

Find out more about Bord Bia's COVID-19 Marketing Support Package, upcoming webinars, as well as a host of other targeted supports available.

**Preparedness**

Bord Bia work programmes and strategic plans, originally developed under different circumstances, are currently being updated so we are best prepared to serve Irish Food, Drink & Horticulture companies during these unprecedented times.

**People**

In response to the Covid-19 global health emergency, Bord Bia has acted rapidly, in line with the organisation's business continuity plan and Government guidance.

# Navigating Change

## Bord Bia's COVID-19 Response Plan

9<sup>TH</sup> APRIL 2020

# Understanding

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



LEAD:  
Ailish Forde

# 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 +500%
- **Total visitors:** 1,800+
- **High page engagement:** 10 mins
- **All Outputs available at**

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

# Understanding

- **Podcasts** - 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 20 April:
  - South East Asia Markets with Ciarán Gallagher, Manager South East Asia
  - Meat focus with Joe Burke, Bord Bia Senior Meat & Livestock Manager
  - Small Business Sector with Gillian Willis, Bord Bia Small Business Development Manager
- 1,800 podcast views

<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



LEADS:  
Padraig Brennan & Mike Neary

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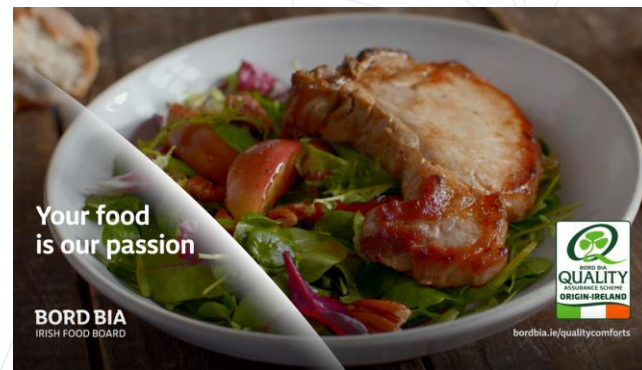
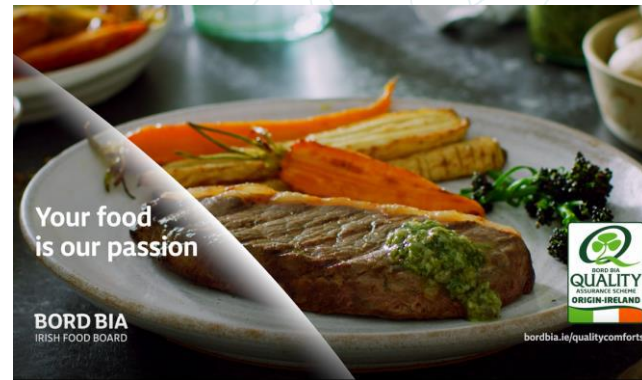
## Supports – Business Continuity

- Covid Response Marketing Support Package
- €1.1m Marketing Support
- 70% Reimbursement Rate
- 270 applications received

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

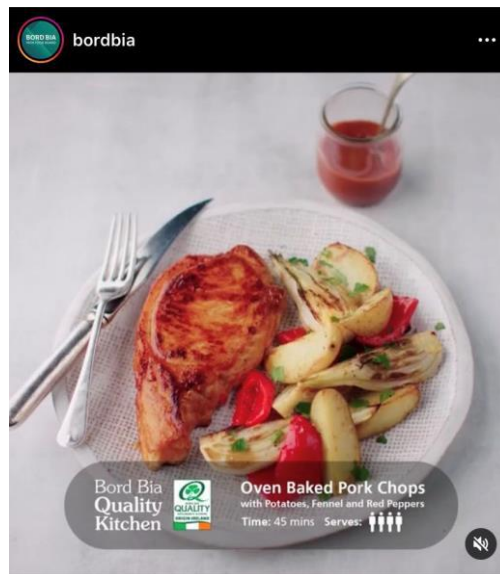
# Supports Quality Comforts Campaign

- COVID-19 Response
  - **TV** – Compilation ‘Quality Comforts’ ad: 4-24 April
  - **TV** – Steak ad: 4-24 April
  - **Radio** – Fish ad: 6-26 April
- Brought forward
  - **TV** - Pork ad: 27 April – 17 May
  - **TV** – Lamb ad: 1-21 June



# Supports Online/Social media campaign

- LinkedIn & Twitter
  - 100k+ impressions
- Quality Kitchen Cook Along Campaign
  - Facebook & Instagram
  - 2.5m engagements
- #QualityKitchenCookAlong
  - 61,803 organic views across 10 pieces of activity



# Supports – Primary Producers

- **QA**
  - Audits suspended for two months
  - Certs have been extended
- **Farmer Supports:** Updating on developments and insights via
  - Agri-media partnerships: IFJ, AgriLand
  - Farmer newsletter
  - Podcasts
  - Webinars

## Bord Bia Covid Response Webinar Series

April 21 <sup>st</sup> 11am	Managing Supply Chain and Customer Relationships during Covid-19
April 23 <sup>rd</sup> 11am	Business Continuity
April 23 <sup>rd</sup> 2pm	Dairy Outlook
April 24 <sup>th</sup> 11am	Farmers Markets – Adapting Your Business
April 28 <sup>th</sup> 11am	Google Analytics Masterclass - Think Digital Webinar
April 29 <sup>th</sup> TBC	Future Proofing – Behaviour Indicators
April 29 <sup>th</sup> 10:30am	Food ingredients – dissemination of France B2B report and directory
May 6 <sup>th</sup> 11am	Covid-19 and the Irish Foodservice Market
May 7 <sup>th</sup> 11am	Commercial Marketing Strategy – evolving Where to Play and How to Win for 2020
May 25 <sup>th</sup> 11am	Key Customer Management – first in three part series

Focusing on immediate, short and medium term supports

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

# Supports – Customer Engagement

- Engagement with Irish retailers
  - Irish hake shipment to Lidl Spain, beef to US & EU
  - SuperValu “Fast Track” in process
  - Progressing with 4 key grocery chains re. listings & volumes
- Targeted engagement with overseas retailers
  - Constant engagement and insights sharing
  - Trialing of virtual buyer pitches
- Lead generation & Buyer Engagement
  - Ongoing contact with well over 100 key clients

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

# 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

# Future Proofing



LEAD:  
Rory McDonnell

## Why work on future proofing?

This work stream pre-empts the specific supports that will be required post-COVID-19. Some of the things that client companies may want to think about include:

- Will Covid-19-era behaviours “stick”?
- Demand correction
- Attitudes to sustainability and food production
- Imported v local produce

### Our Purpose:

“To help food and drink businesses to recover and reset, ready to compete in a new and different post-Covid-19 world”

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



**Indicators** **Coronavirus COVID-19**

Early clues on the post-crisis consumer & market realities  
March 30<sup>th</sup>

**#1 Shielding.**

Consumers are shifting to protection for their insides and outsides

BORD BIA  
Thinking House

Image by Public Domain Pictures from Pixabay



**Indicators** **Coronavirus COVID-19**

Early clues on the post-crisis consumer & market realities  
March 31<sup>st</sup>

**#2 Comfort Cooking.**

Consumers are retrenching to familiar old favourites and forming new habits

BORD BIA  
Thinking House

Image by Public Domain Pictures from Pixabay



**Indicators** **Coronavirus COVID-19**

Early clues on the post-crisis consumer & market realities  
March 31<sup>st</sup>

**#3 Simply Safe.**

Consumers are looking for security in simplicity, transparency and familiarity

BORD BIA  
Thinking House

Image by Public Domain Pictures from Pixabay



**Indicators** **Coronavirus COVID-19**

Early clues on the post-crisis consumer & market realities  
March 31<sup>st</sup>

**# 4 Trace Tech.**

How emerging technologies are impacting our lives

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Thinking House

Image by Public Domain Pictures from Pixabay

## Navigating Change...

- Bord Bia COVID-19 Hub: <https://www.bordbia.ie/covid/>
- Stay close to your Sector Manager
- COVID-19 represents a massive challenge in the immediate term, also need to maintain focus on broader risks (competitiveness, sustainability, Brexit)

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**Thank You**

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