

Role of Bord Bia

Remit, purpose & how we add value

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BORD BIA

**Farmers
& Growers**



Over the next 12 minutes or so

1. Our purpose, and where that came from

2. Who we work for, and with, on a daily basis

3. How we go about adding value to Irish food and drink

4. The importance of the farmer levy and contributions

5. How our current strategy is helping move us forward

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BORD BIA'S PURPOSE

TO BRING IRELAND'S OUTSTANDING FOOD,
DRINK AND HORTICULTURE TO THE WORLD,
THUS ENABLING THE GROWTH AND
SUSTAINABILITY OF PRODUCERS



A strong Irish history of promoting Irish goods for growth

1951: C ras Tr cht la Teoranta formed to promote and market Irish goods in foreign markets.

1969: C ras Beostoic agus Feola (CBF) formed (The Irish Meat and Livestock Board). It was officially established by an act of the Irish Parliament in 1979

1974: The Irish Goods Council was formed to market Irish goods domestically.

1991: The Irish Trade Board (An Bord Tr cht la) was officially formed to unite domestic and international trade promotion.

1994: Bord Bia (the Irish Food Board) was established by the Irish government on under the An Bord Bia Act. It was created by combining two existing organizations to help grow the Irish food industry globally: CBF & The Irish Trade Board (Food responsibilities)

2004: Bord Bia combined with Bord Glas. This added the development of the horticulture (fruit, vegetable, and plant) industry to its responsibilities.

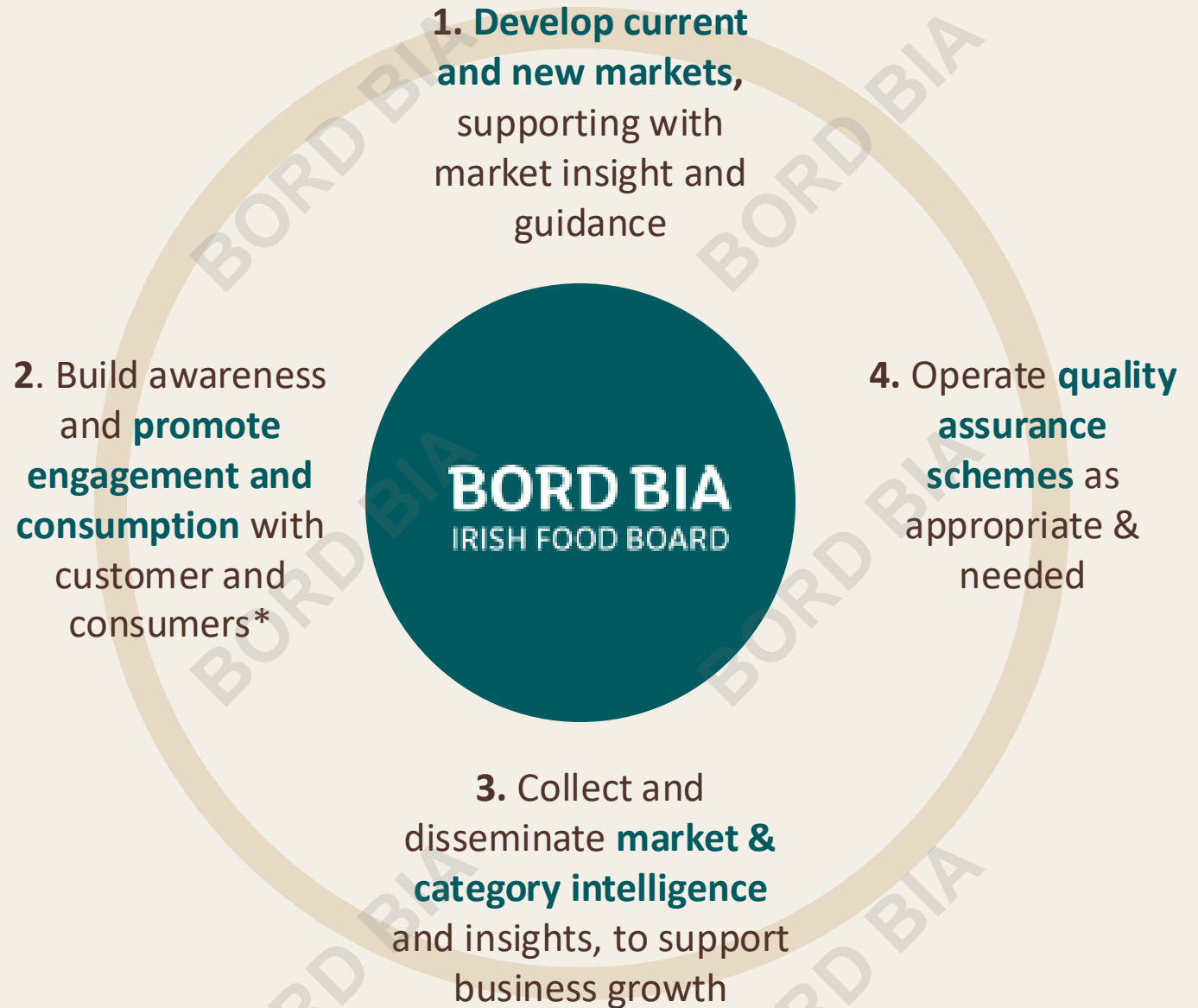
2009: Bord Bia took over the seafood **marketing and promotion tasks** from **Bord Iascaigh Mhara (BIM)**



The Bord Bia Act 1994

Sets out key functions of the agency to promote, assist and develop, in any manner which the Board considers necessary or desirable, the marketing of Irish food and livestock.

These can be summarised into 4 key areas



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Delivering for and with our valued stakeholders on a daily basis



✓ Farmers

- >127,000 Farm Holdings & >170,000 Support Labourers
- > 60,000 Origin Green QA Members



✓ Growers

- >7,000 grower and primary jobs
- >11,000 amenity and associated downstream jobs



✓ Fishers

- >3,000 active fishermen and fish farming employees



✓ Processors & Manufacturers

- >750 active companies
- >57,000 employees directly across food & drinks

Delivering for and with our valued stakeholders on a daily basis



✓ Farmers



✓ Growers



✓ Fishers



✓ Processors &
Manufacturers

✓ Customers

- 2,500+ direct customer relationships
- Working across 50+ markets

✓ Consumers

- Direct consumer work in over 20 priority markets
- Reaching a potential audience of 500+ million

✓ Agencies & Other Stakeholders

- >50 agencies & stakeholders domestically
- >150 across the world

Working across six distinct food & drink sectors, and over 30 sub sectors

DAIRY



€7.2
BILLION
EXPORTS 2025

- Consumer Pack
- Commodity Ingredients
- Consumer Brands

MEAT AND LIVESTOCK



€4.5
BILLION
EXPORTS 2025

- Beef
- Sheepmeat
- Pigmeat
- Poultry
- Live Exports

PREPARED CONSUMER FOODS



€3.6
BILLION EXPORTS
2025

- Value Added Meat
- Bakery
- Meal Solutions
- Confectionary
- Non Alc Beverages

DRINK



€2.0
BILLION
EXPORTS 2025

- Whiskey
- Cream Liqueurs
- Other Spirits
- Beers

SEAFOOD



€0.7
BILLION
EXPORTS 2025

- Value Added
- Pelagic
- White fish
- Farmed
- Shell

HORTICULTURE AND CEREALS



€0.3
BILLION EXPORTS
2025

- Mushrooms
- Amenity
- Cereals
- Potatoes*
- Field Veg & Salads*
- Top & Soft Fruit*

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OUR VISION

CUSTOMERS AROUND THE GLOBE RECOGNISE THAT IRISH FOOD AND DRINK IS **WORLD-CLASS**; THAT IT IS **HIGH QUALITY, DISTINCTIVE,** AND MADE BY A **DIVERSE RANGE OF CREATIVE PRODUCERS** FROM A UNIQUE AND FORTUITOUS ISLAND LOCATION



Bord Bia is unique: Creating value through global brand building coupled with targeted executional supports and services



Business Development Services

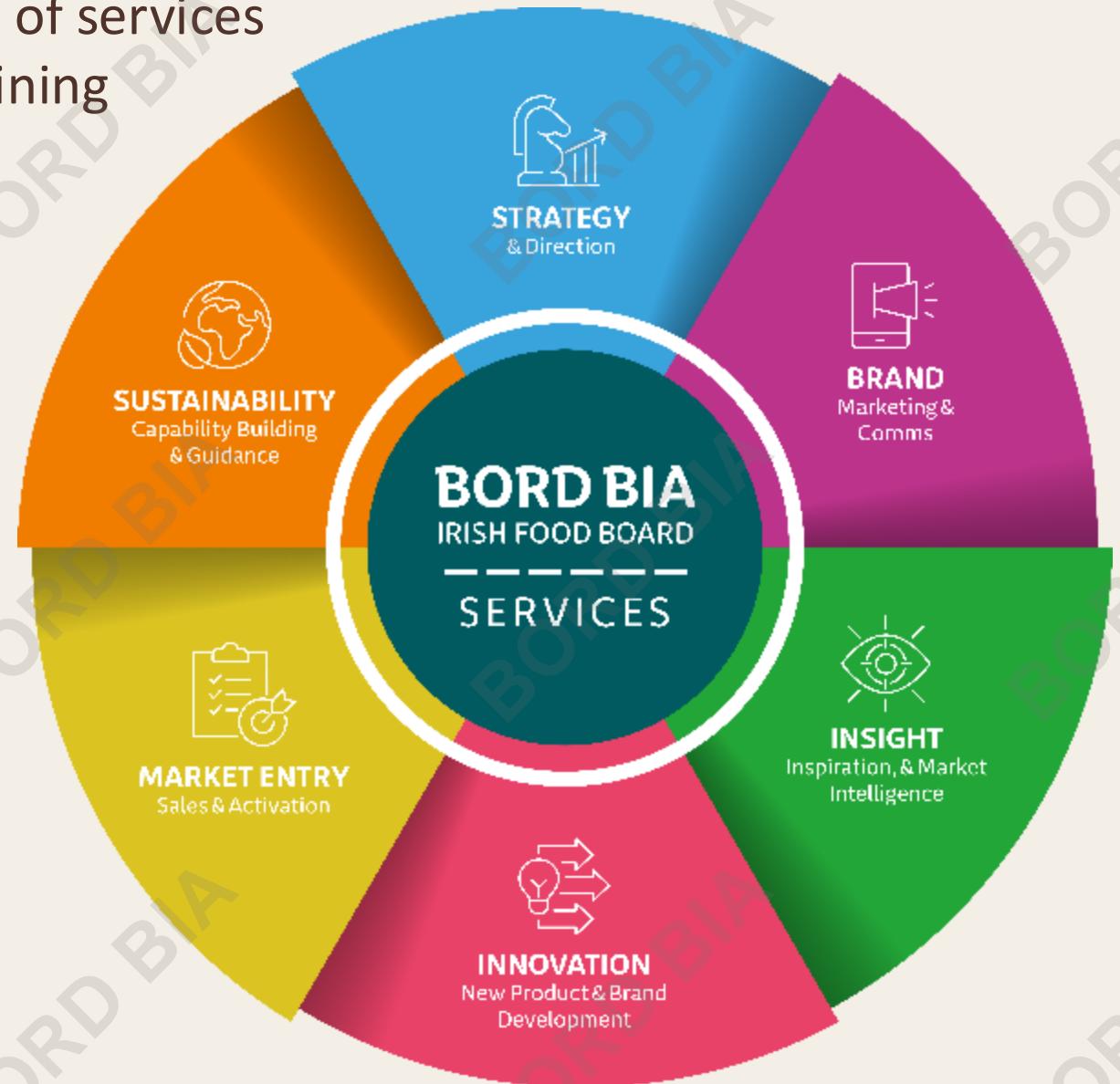
Targeted for Impact

Leveraging a global network to enhance existing & develop new markets



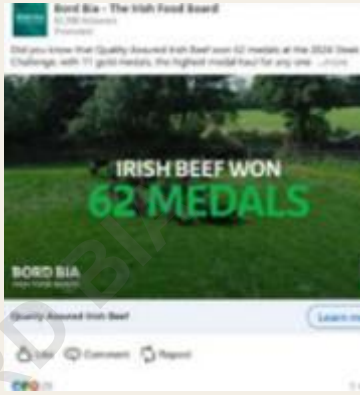
Food and Drink processors work with a series of services which are orientated at supporting and sustaining growth

- ✓ Domestic and export orientated companies
- ✓ Tailored for scale and experience
- ✓ Bespoke and one to many delivery
- ✓ Changing constantly to address dynamic markets and marketplaces
- ✓ Navigation is centred on what you want to achieve



Creating value through global brand building coupled with targeted executional supports and services - examples

Bord Bia leveraging the World Steak Challenge results, Qtr 1, 2026



Bord Bia @ Food & Hospitality Asia, April 2026



Bord Bia hosting UK Chef's Academy Event, April 2026



Bord Bia hosts Fresh Produce Research De-brief, Jan 2026



Bord Bia Launches New Lamb and Pork Campaigns in Ireland, Feb & June 2026



Bord Bia host 25 Specialized Nutrition buyers from China, Singapore and Vietnam



Bord Bia press advertorials in Japan, Qtr 2, 2026



Bord Bia trade press UK advertorial, The Caterer, Mar 2026



Creating value through global brand building coupled with targeted executional supports and services - examples

Bord Bia US NABCA Conference, Mar 2026



Bord Bia @ Seafood Global Expo, Barcelona, Apr 2026



Bord Bia & Teagasc Packaging Innovation Seminar Apr 2026



Bord Bia UK Foodservice Seminar 2026



Bord Bia Canadian Market Study Visit April 2026



Bord Bia Seafood Consumer Promotion Activity Bloom June 2026



Bord Bia Poland Discovery & Meet the Maker April 2026



Bord Bia Food to Go Report & Supplier Profiling 2025

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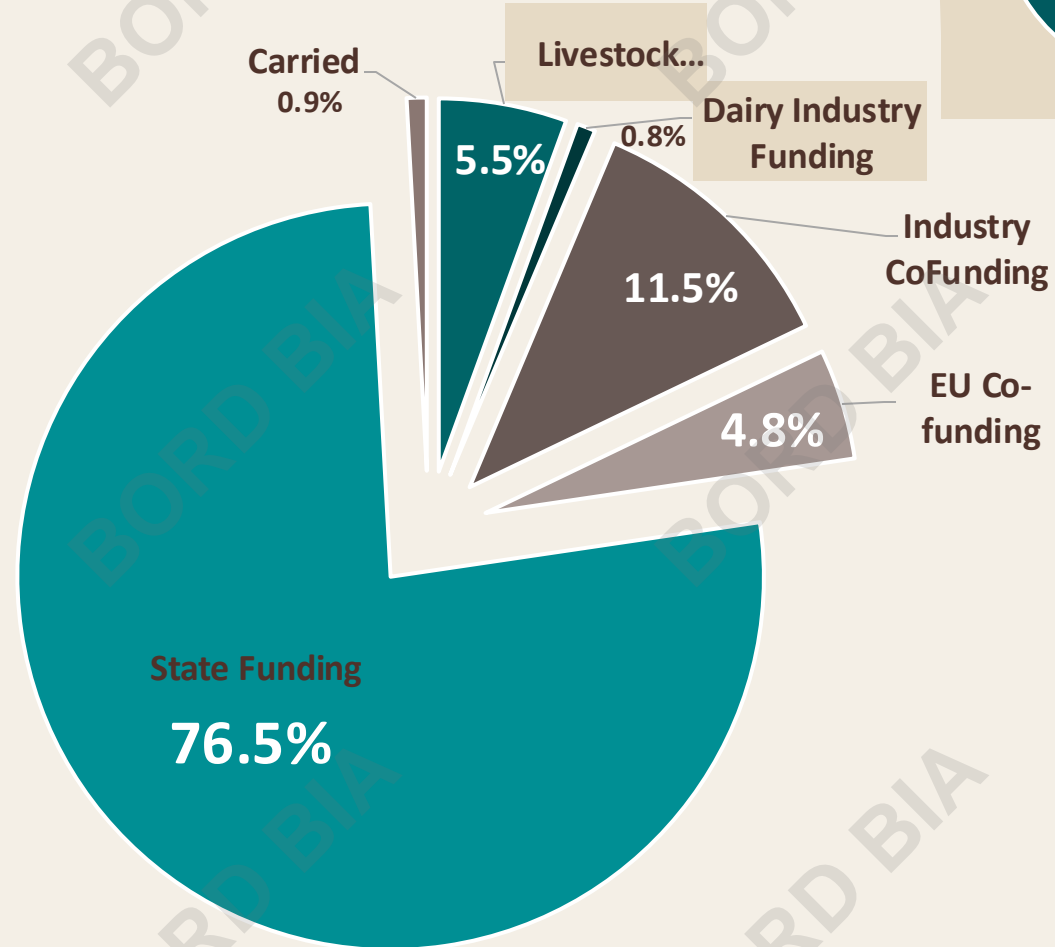
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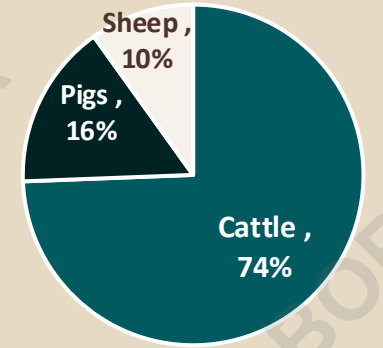
A range of funding sources enables Bord Bia's work

Budget Income Breakdown, 2026

	€m	% Total
Livestock Levy	5,450	5.5%
Dairy Industry Fund	785	0.8%
Industry Co-Funding	11,341	11.5%
EU Co-funding	4,705	4.8%
State Funding	75,180	76.5%
Carried	850	0.9%
Total	98,311	



Percentage Breakdown, Based on Full Year 2024



The levy & primary contributions plays a critical role in the ability of Bord Bia to promote

- All Quality Mark promotions (domestic & overseas) must be co-financed by a minimum of 50% from the industry/levy. (Commission Guidelines 2022/C 485/01)
- In the case of EU Co-funded Information and Promotion campaigns, an industry contribution ranging from 20-30% is a requirement of the scheme.



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Bord Bia Strategy 2025-28

Our primary goal is to deliver a smarter, sustainable impact for Ireland's food, drink, and horticulture sectors.



Summary

- Bord Bia is a purpose driven organisation, built on a long history of industry leadership
- Bord Bia has many valued stakeholders that it works for and with
- Bord Bia adds value through positioning and underpinning those positions through investment in standards, capability and execution
- Bord Bia's model requires farmer and industry engagement to maximise efforts and unlock greater potential
- Bord Bia is focussed on a successful future of Ireland farmers, growers, and agri-food sector

Role of Bord Bia

Remit, purpose & how we add value

BORD BIA

**Farmers
& Growers**



Group Discussion Questions

Groups 2 – 6

Bord Bia delivers a wide range of activities and services across the food and drink sector. Which aspects of Bord Bia's work would you most value hearing more about, and why?

Groups 7 - 12

Bord Bia is committed to improving how we engage and communicate with farmers and growers. What is the best way for us to share information with you? Are there examples of organisations that do this particularly well that we could learn from?