

Marketing and Promotion

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BORD BIA
**Farmers
& Growers**



Bord Bia Sectors: Client & Stakeholder Engagement

DAIRY



MEAT AND LIVESTOCK



PREPARED CONSUMER FOODS



DRINK



SEAFOOD

HORTICULTURE AND CEREALS



Communicating with Farmers and Growers

- Further prioritising our engagement with producers: direct and indirect:
- Meetings, on-farm events, Teagasc open-days, seminars, Tullamore Show, Ploughing Championships, regional shows
- Agri-media articles / interviews, radio, new "Farmers & Growers" on social channels, newsletter

Beef Farmer Meeting, Co. Laois



Dairy Women Ireland Seminar, Bord Bia



Farmer Study Visit to Italy



Insight & Innovation, Brand Development

- Latest price, supply and trade data on producer section of bordbia.ie
- Invest in category trends, insight reports, annual sectoral seminars
- Support clients with new brand development or existing brand refresh

Bord Bia Foodservice Seminar



Bord Bia "Sustainable Nutrition" research



Bord Bia "Brand Builder" - brand health tracking



Home Market Promotion: Consumer Campaigns

- *"Make your Mark"*: Umbrella campaign designed to strengthen the meaning of the Q-mark for consumers, helping them to understand how their food choices impact on farmers and growers.
- Consumer promotion of pork and bacon, lamb, chicken and eggs carrying the Bord Bia Q Mark
- In-depth evaluation of effectiveness after each burst

"Make your Mark"
Umbrella campaign



New Bork & bacon and Lamb assets developed



National More-organic campaign



Export Market Development

- Consumer Promotion: Considerable investment, but valuable to support established business and high awareness e.g. Irish beef in UK, Italy, Netherlands and Belgium
- Mushroom promotion in UK, under EU co-funded campaign
- B2B Marketing Campaigns in priority export markets:



Advertorial for Irish Grass-Fed Beef PGI in Italy



Bord Bia Overseas



Global View: Diverging Consumption and growing Competition

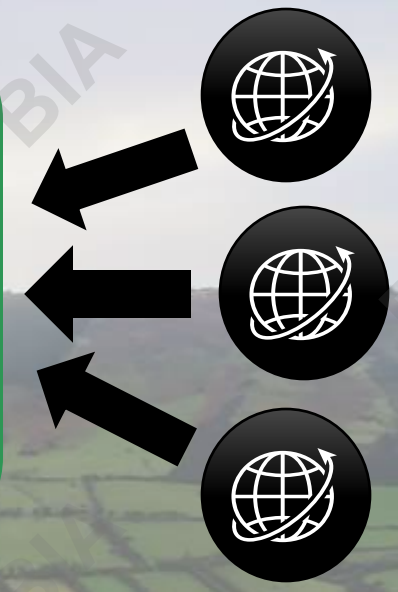
GLOBAL FOOD MARKET

Premium / Value-added growth

- **Consumer Segment:** Place higher value on quality and added attributes
- **Primary Need:** Provenance, sustainability, product differentiation
- **Commercial Model:** More value-added, longer-term relationships, stronger margin potential
- **Margin Potential:** Strong

Value / Price-sensitive growth

- **Consumer Segment:** More budget-conscious households
- **Primary Need:** Value, affordability and consistency
- **Commercial model:** Higher volume, more standardised, shorter-term pricing
- **Margin Potential:** Low



Driving Impact Internationally: Trade Missions

Trade Missions – High level customer engagement and opening new markets

IRISH
FARMERS
JOURNAL

TILLAGE AGRIBUSINESS FARM SCHEMES PROPERTY BUILDINGS PEDIGREE NORTHERN

Minister Heydon concludes agri-food trade mission to Korea and Japan

Agriland Top Stories Beef Dairy Sheep Tillage Machinery Northern Ireland Videos Podcasts

Irish produce to be focal point of trade mission to China

Trade mission will boost Irish exports to Malaysia and Philippines

Minister Heydon to visit California and Seattle for St. Patrick's Day

Government-to-Government

From tariffs & market access to state monopolies

Government to Business

Engage top leadership to cement long-term partnerships

Business-to-Business

Opportunities for Irish and local business to come together

Local Media

Drive reputation and awareness of Irish food and drink



Driving Impact Internationally: Trade Shows

Trade Shows – Driving new connections and awareness at trade level

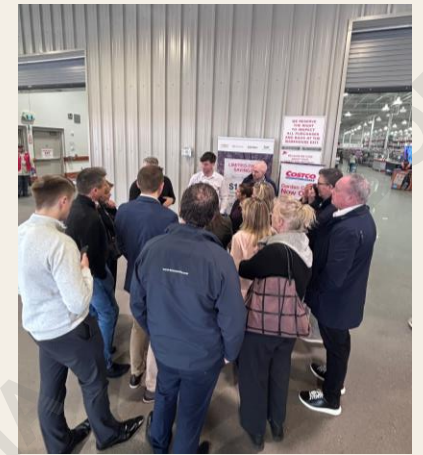
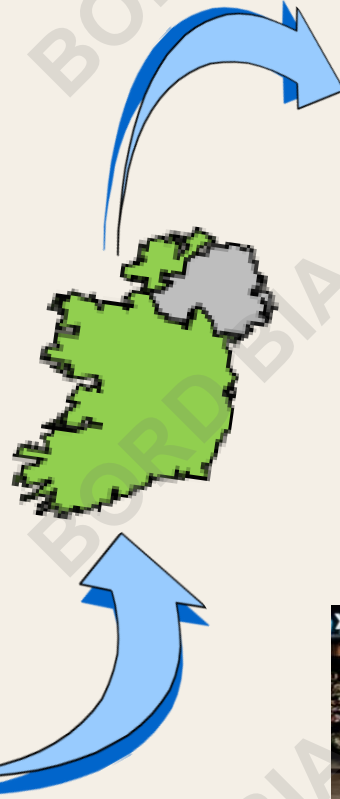


26 Events/Trade Fairs

15 Countries

Driving Impact Internationally: Inward & Outward Visits

Inward and Outward Visits – Deepen partnerships and understanding by bringing stories to life



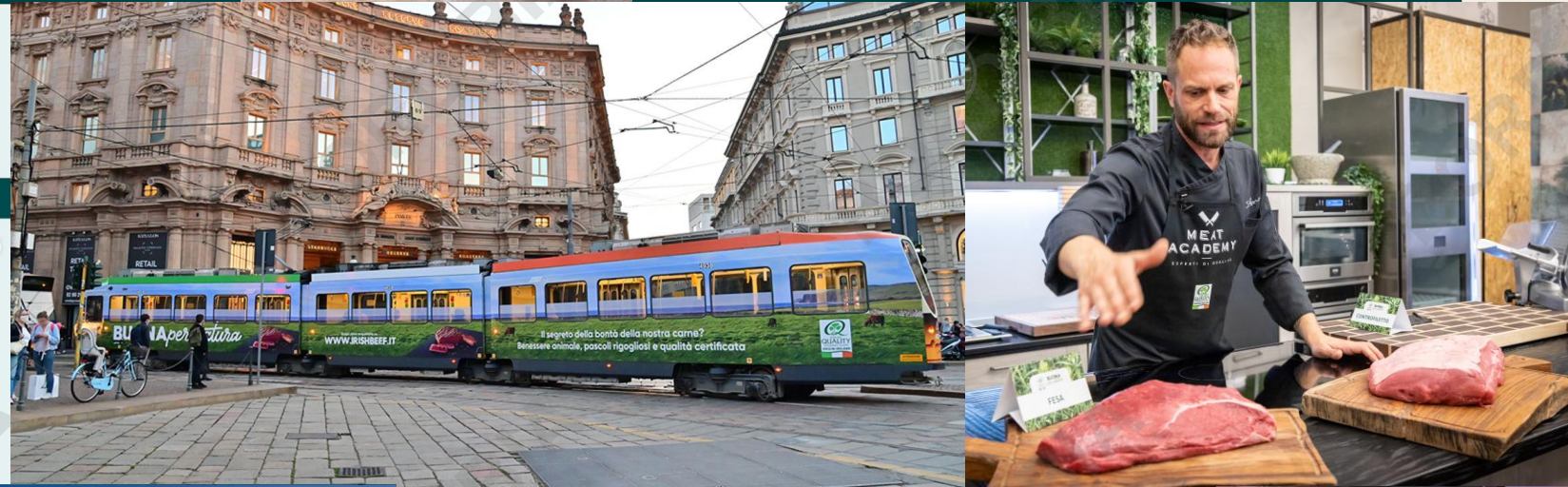
Driving Impact Internationally: Marketing Campaigns

Marketing Campaigns– Shaping and influencing decisions makers' understanding of Ireland



Avete curiosità
sullo scamone?

Giorgio Pellegrini
Mastro macellaio



Driving Impact Internationally: Marketing Campaigns

Marketing Campaigns– Shaping and influencing decisions makers' understanding of Ireland



Hugo
F&B CATEGORY DIRECTOR
INNOVATIVE, COLLABORATIVE AND DATA DRIVEN

About Hugo

Age: Mid-40s.

Family: Married with one child.

Education: Bachelors Degree in Food Science or Business Admin.

Career: Started on a graduate scheme within F&B and progressed to buyer, category manager, senior category manager to category director.

Five things on Hugo's plate

1. Portfolio management
2. Consumer trends
3. Supplier security
4. Market analysis
5. Regulatory compliance



Origin Green IRELAND
53% of consumers
have bought a product for its gut health claims*

Origin Green IRELAND
61% of Food and Drink organisations
say sustainable nutrition is becoming more important to business strategy*

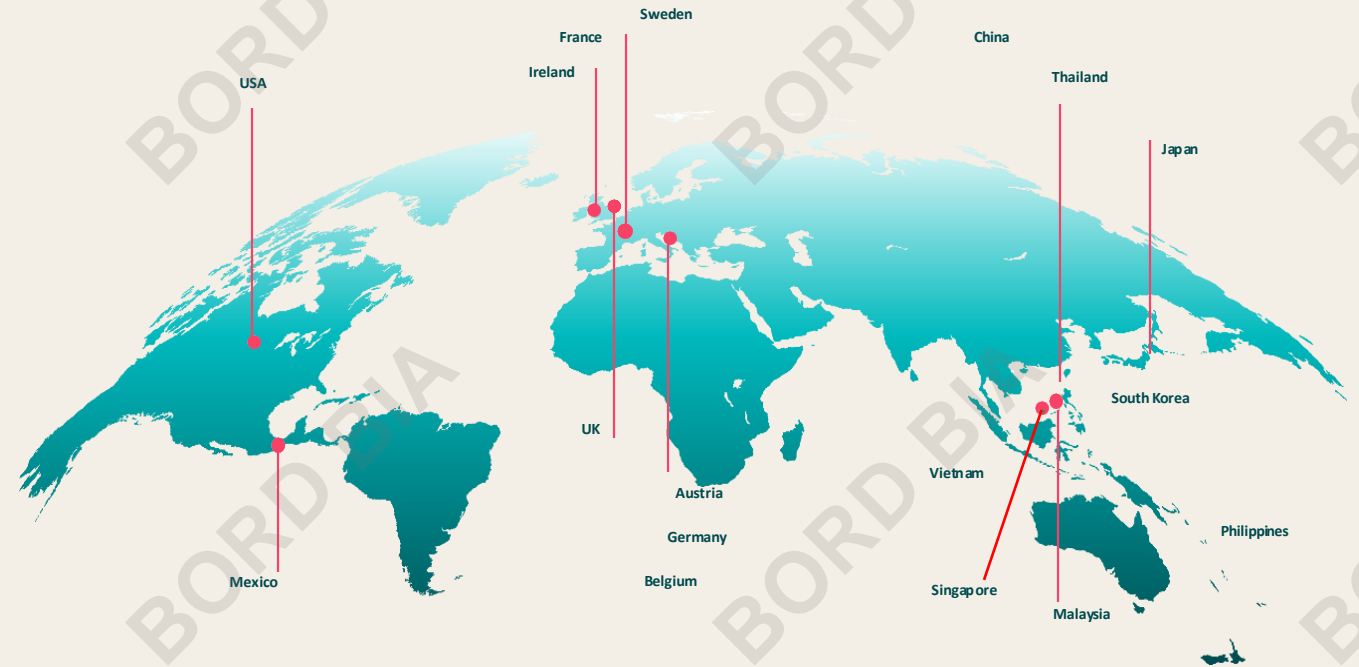
Origin Green IRELAND
67% of consumers
want food companies to be more transparent about nutritional content*

Origin Green IRELAND
MEET US AT:
PLMA'S WORLD OF PRIVATE LABEL
STAND 5.S19. 20-21 MAY,
RAI AMSTERDAM CONVENTION CENTRE

BORD BIA
IRISH FOOD BOARD

Driving Impact Internationally: EU Co-funded Campaigns

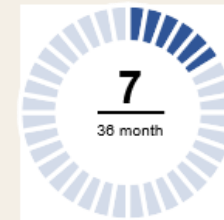
EU Co-funded Campaigns – Competitively awarded programs for greater scope and impact



Organic Beef & Lamb
€3.4m | 2024 – '27
Austria | Belgium | Germany | Sweden



Dairy Ingredients
€3.2m | 2025 – '28
China | Singapore | Vietnam



Beef & Lamb
€3.44m | 2025 – '28
China | Japan | Singapore

An Industry Perspective

Discussion with Rory Fanning,
Former Managing Director of Slaney Foods

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& Growers**



Group Discussion Questions

Groups 2 – 6

What more could Bord Bia do to help farmers better understand and connect with the work being done in our overseas markets?

Groups 7 - 12

Has anything you've heard today changed your understanding of Bord Bia or its work? If so, what?

Bord Bia Farmer Forum

BORD BIA
**Farmers
& Growers**

June 2026

