

Bord Bia – Supports for Small Business in 2013

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23 January 2013

Growing the success of Irish food & horticulture





SALES

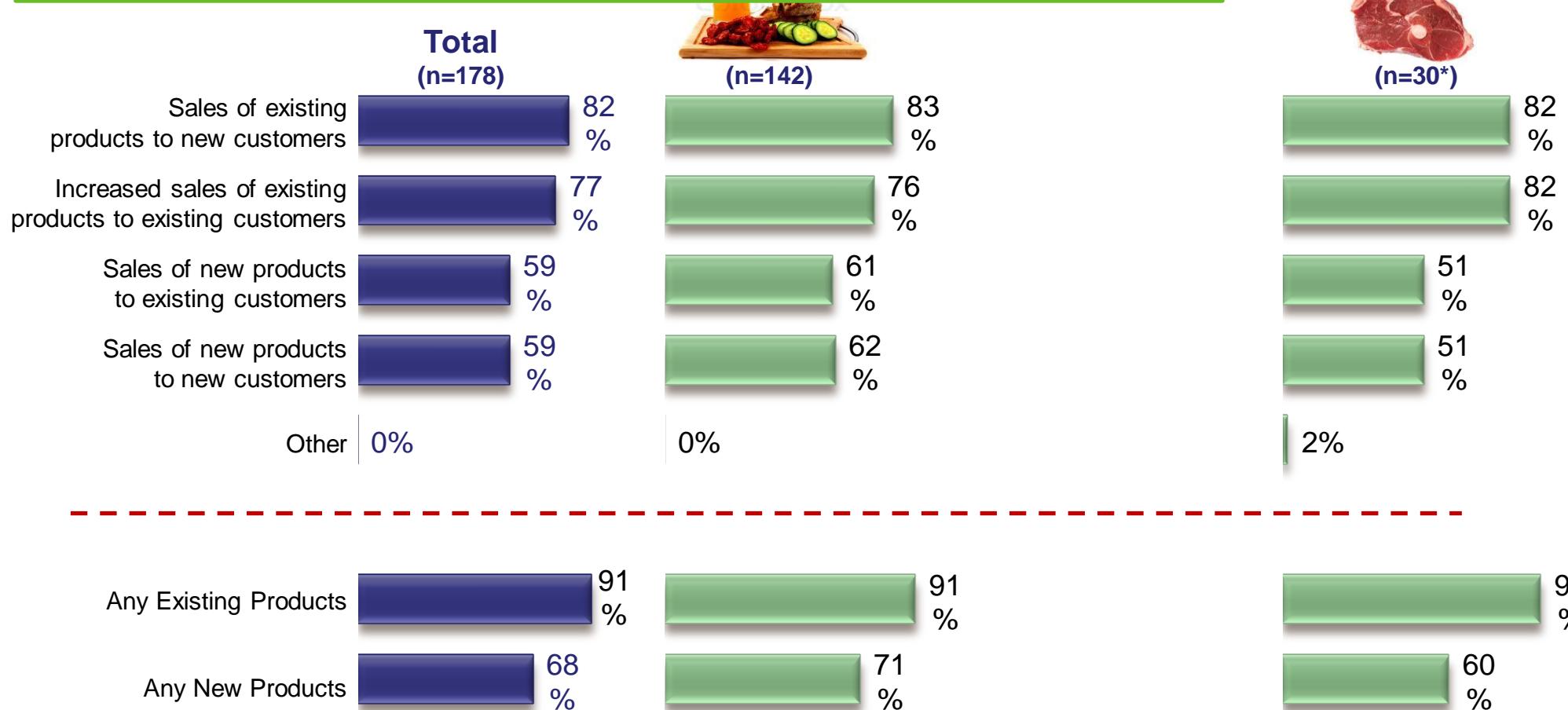
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Contributors To Increased Turnover – Full Client Base

(Base: All Client Companies with Increased Turnover; n=178)

Q.22 Which of the following have contributed to the increase in your turnover?



The main contributions to increased turnover are the sales of existing products to new customers and the increased sales of existing products to existing customers



2013 – Outlook for Small Business owners

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How Bord Bia services can address those expectations

“To drive through **market insight** and in **partnership** with industry the **commercial success** of a world class Irish food, drink and horticulture industry”

Statement of strategy 2012/2014

2013 Plans & Programmes

- Market insight and knowledge
- Vantage Plus 2013
- Supplier Development Programmes 2013
- Marketing Assistance Programme 2013
- Trade & Consumer Fairs 2013



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1. Market Insight & Knowledge

- Consumer Attitudes and Behaviour
- Trade (or Business to Business) perspectives
- Company Listings or Profiles
- Category & retail overviews
- Trade statistics
- Regulatory information



Starting your food business

How to get your business idea off the ground and up and running.

Marketing your business

Managing your costs and keeping everything in check as you work.

Local Food

Find your local food producer, retailer and distributor with our map.

Welcome to Bord Bia Vantage

The online resource centre for small food businesses



Small Business Open-Day 2013 - Register Now!

Bord Bia's annual Small Business Open-Day will take place on Wednesday 23rd January 2013 in the Crowne Plaza Hotel, Blanchardstown. Find out about services, opportunities and much more. [Register Now>>](#)



Apply for your 2013 MAP Now!

Bord Bia is now accepting applications for the 2013 Marketing Assistance Programme (MAP). If your company has an annual turnover of between €100k and €3.5m and you need support for marketing activities, visit our 2013 MAP page to download the application form along with terms and conditions. [MAP 2013>>](#)



Retail & Foodservice Programmes

Book your place on the 2013 retail or foodservice



programmes - Ireland & UK markets.

[Read more>>](#)

Find Out How We Can Help

We help small food businesses grow by providing information and marketing know-how, mentoring, buyer meetings. Find out more...

2. Vantage Plus – 2013 Schedule

- ✓ Workshops available to all small food producers who have participated on CEB food marketing courses
 - E-Marketing
 - Managing retail accounts
 - Introduction to Exporting
 - Introduction to Branding

Vantage Plus

- Group-based learning for small food producers on themes that matter most to them

3. Supplier Development Programmes IRL and UK (Retail & Foodservice)



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4. Marketing Assistance Programme 2013

- ✓ Forecast turnover between €100'000 - €3.5m in 2013
- ✓ Closing date **28 February 2013**
- ✓ Companies registered for **Bord Bia's Origin Green Programme** by 28/2/13, support for up to **60% eligible funding** applies
- ✓ Non Origin Green companies **maximum support 50%** eligible funding



5. Trade & Consumer Fairs



SIAL, 2012



Artisan food market at Bloom

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Food & Drink Trade Fairs 2013



Cologne, January



Düsseldorf, March



Beijing, May



Dubai, February



Brussels, April



Berlin, February



Moscow, February



Florida, April



London, September



Cologne, October



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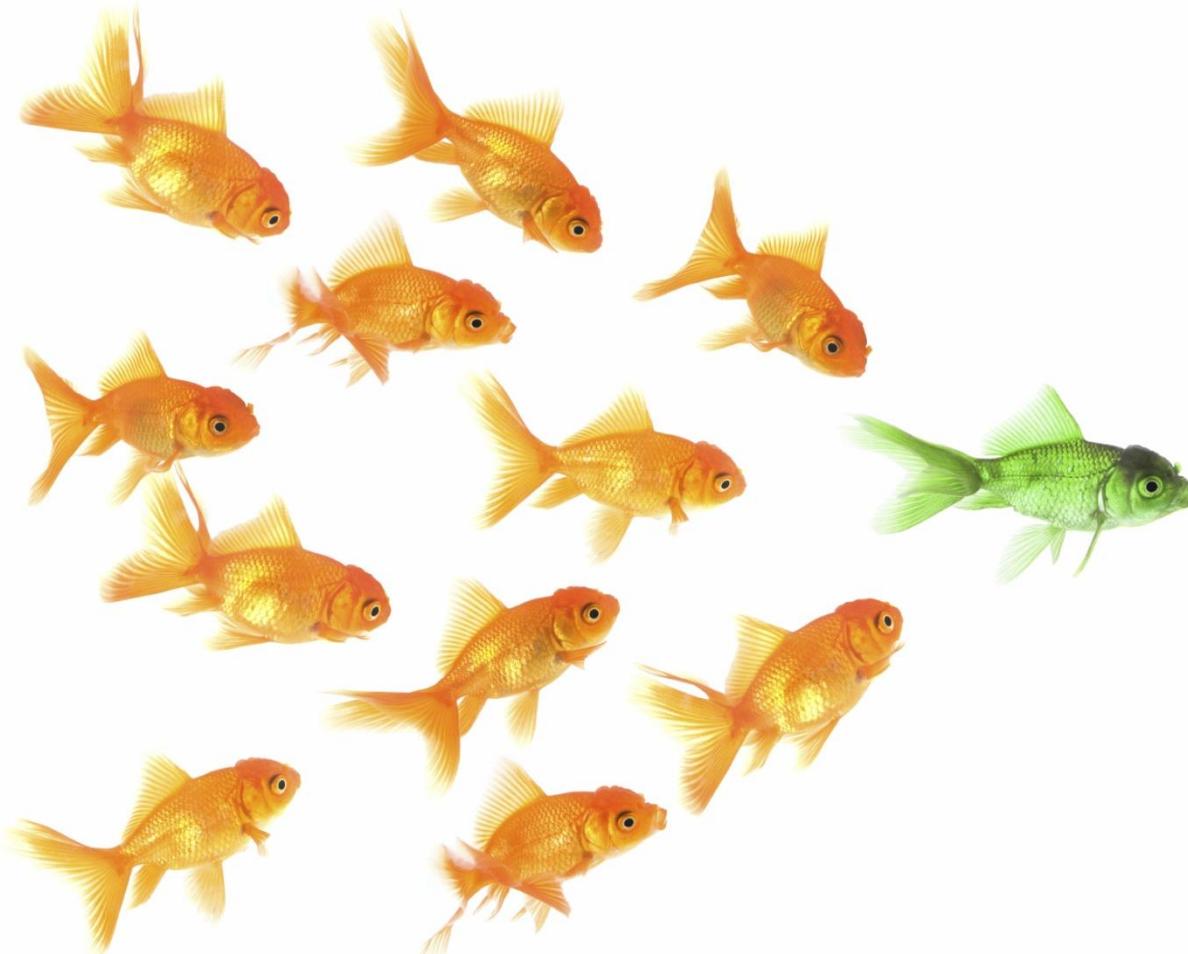
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Bord Bia – Partner with Industry



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Insight & Innovation

**Macro
Consumer
Insight & Trends**

**Client Specific
Insight &
Innovation**

**Partnership
Innovation &
Branding
Programmes**

**Sectoral
Insight &
Innovation**

Brand Forum

Foodworks

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The Consumer Lifestyle Trends



*Consumers
in control*

“I like to pursue better value, to help maintain my lifestyle and to get the most from the money I have”



Fluid lives



*Simple
pleasures*

“I want to stay in control of my busy life and make sure that I am at my best for whatever the day presents”



*Quest for health
and wellness*



*Keeping
it real*



*Responsible
living*

“I want a balanced approach to health and wellness, to have greater control through the choices I can make”

“I am looking for products and brands that are real, authentic and honest, because I know I can trust what's in them and where they come from”

“I am mindful that I need to live more responsibly; I want to make better choices that make a difference without having to compromise”

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foresight4food

A simple path to innovation success

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Inspiration Expeditions



WHOLE FOODS MARKET

- stimulate **creative** thinking
- motivating and **inspiring** clients
- encouraging them to uncover and experience the new and **re-evaluate** what they already know

Category Intelligence 2013

- ✓ Gluten Free
- ✓ Future of Frozen Foods
- ✓ Ambient Bakery – IRL and UK
- ✓ Non-alcoholic beverages
- ✓ Chilled soups and ready meals
- ✓ Sweet spreads
- ✓ Premium chocolate
- ✓ Cheese, Crisps and Snacks (UK)

Access to brand expertise

- ✓ 5 events annually
- ✓ Themed workshops
- ✓ Brand health check
- ✓ Network of over 150 small and large food companies
- ✓ brandforum@bordbia.ie



Vantage Promote - Sector Development



A traditional success story

The success of farmhouse cheese makers proves this is one tradition that has been well and truly revived, writes Biddy White Lennon.

The 200 most delicious cheeses in the world are made in Ireland, and according to experts, it's not just the quality of our food producers, but rather the way in which they have managed to keep the tradition alive.

Family-run cheese-making is a tradition that has been passed down through generations, and the cheese-making industry in Ireland is now worth over €100 million. The industry is also a significant part of the Irish tourism industry, with over 100 cheese-making farms across the country. The cheese-making industry in Ireland is also a significant part of the Irish tourism industry, with over 100 cheese-making farms across the country.

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Meet the Food & Beverage Team

- Linda Cullen – Chilled Foods
- Cathryn Hargan – Alcoholic Beverages
- Annette Kenny – Seafood
- Stephanie Moe – Frozen Foods
- Mary Morrissey – Food Works
- Denise Murphy – Bakery & Non Alcoholic Beverages
- Eimear O'Donnell – Consumer Dairy
- Miriam Tuomey – Confectionary & Grocery



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Presentations from the Open Day



- ✓ Presentations will be available on [www.bordbia.ie/Small
BusinessOpenDay2013](http://www.bordbia.ie/SmallBusinessOpenDay2013)