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An invitation to grow with Ireland

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An Invitation to Grow with Ireland



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Director of Global Business Development

September 2022

BORD BIA
IRISH FOOD BOARD

Statement of Strategy 2022 - 2025





€13.5 billion

The value of Ireland's food, drink and horticulture exports increased by 4%



187
countries



€37 million
a day



Export 90%
Ireland exports about 90%
of its food and drink
production.



+2%
Compared to
pre-pandemic levels
in 2019

Dairy



Exports

€5 billion



50%+

Exports outside EU and UK amount to more than 50% of total exports



147

Exports to markets worldwide



€1 billion

Cheese exports were up 15%, accounting for over €1 billion in exports.

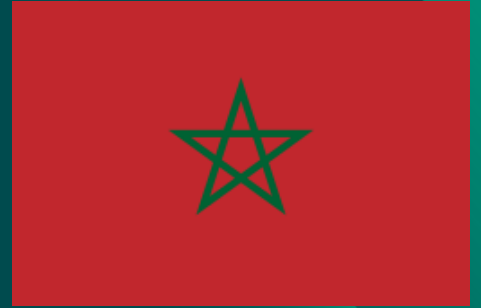


Irish export figures to Morocco 2021

Total Exports
€41m
(+18%)



PCF €1m
3%

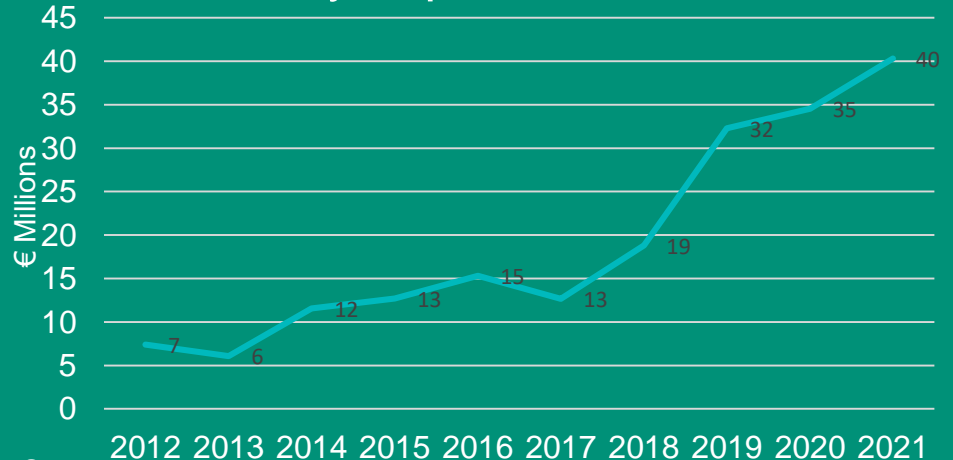


Dairy
€40m

97%

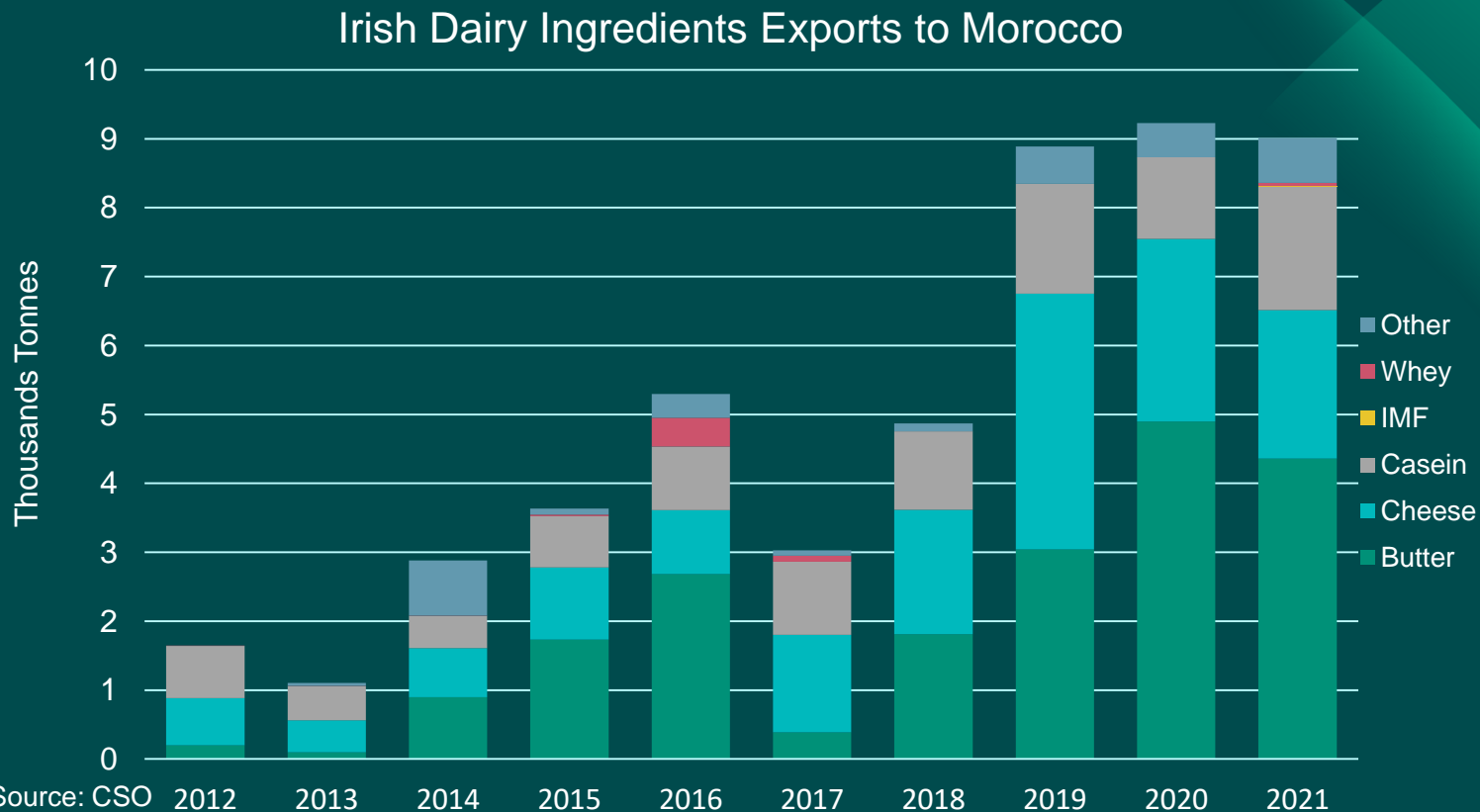
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Irish dairy exports to Morocco



Source:

Irish dairy ingredients exports to Morocco



Global Market Trends



Sustainability



Recovery
beyond
Covid-19



Food
Stress



An initiative by

BORD BIA
IRISH FOOD BOARD



53,000

farms



700

Weekly audits



300

members



75%

of global
consumers like to
buy sustainably
sourced food

120+

Number of clients we
work with per year

45+

Number of pieces of
research published each
year

Our 3 Thinking House Locations



- Dublin
- London
- Shanghai



Our Services

- Knowledge & Market Intelligence
- Consumer & Cultural Insight
- Trends, Foresight and Innovation



BORD BIA
IRISH FOOD BOARD

Long Term Investment
€2.5bn

BORD BIA 
**Thinking
House**



Africa Team



Ese Okpomo
Market Specialist,
West Africa



Nicolas Ranninger
Regional Manager,
Africa



Aine Doyle
Global Graduate
Africa, Americas and Europe

Feet on the Street

Hired in-market consultants with excellent industry connections and local market knowledge



Liz Whitehouse
Market Consultant,
Southern / Central / Eastern African

**Wishing you thriving
business with our
dairy companies**

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