Organic Strategy Update

Karen Tyner 20th March 2019

Growing the success of Irish food & horticulture
Update on Strategy Activation 2019-2025

• Bord Bia Targeted Areas
  - 1. Sectoral Profile
  - 3. Market Identification and Activation
  - Specific Actions by Sub-Sector
    - Horticulture
    - Dairy
    - Meat
    - Aquaculture
    - Poultry & Eggs
1. Sectoral Profile
Engage annually with processors and retailers to generate insight on the challenges and opportunities created by supply and demand issues.

Bord Bia’s Brexit Barometer

Industry Findings
3. Market Identification and Activation
Create a multi-annual marketing strategy plan to target specific opportunities for organic products on domestic and international markets.
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Assist the industry to co-ordinate any co-funding proposals and applications under the EU Co-Funding for the Promotion of Agricultural Products Scheme.

EU funding programmes

UK decision to invoke Article 50 of the TEU: More information

The EU has several different funding programmes that you may be able to apply for, depending on the nature of your business or project. There are two different types: direct funding and indirect funding.

Direct funding
Growing the success of Irish food & horticulture promotion activities to increase consumer understanding of organic products, awareness of organic product availability and seasonality.
Explore the potential for an annual National Organic Week or a focused national campaign to be run in conjunction with the organic industry.
Communicate any specific market interest for organic products to Industry.
Biennial purchasing of Kantar data to share with producers.

Kantar Worldpanel
Data to November 5th 2018
Communicate relevant upcoming events to certification bodies to ensure producers are aware of Bord Bia’s capability building activities.
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Sector Specific
Horticulture
Retail market assessment to identify specific market opportunities for Irish organic horticulture.
Dairy
Engagement with Co-operatives on market opportunities for organic dairy. Monitor trends and developments in global organic dairy production and consumption.
Aquaculture
Promote organic aquaculture products in new and existing markets

Organic Smoked Salmon on Potato Cakes with Natural Yoghurt

Serves Makes 12

Ingredients
- 450g cooked, mashed potatoes
- 75g flour
- 2 eggs, beaten
- 2 tbsp scallions, finely chopped
- Salt, pepper and nutmeg
- 50g butter, melted
- Smoked Salmon
- 125 ml natural yoghurt
- 1 tbsp dill, chopped
- Salt and black pepper

To Cook
Mix the potatoes, flour, eggs, scallions, salt, pepper, nutmeg and half the butter. Mix well together and shape into 12 small potato cakes. Heat the remaining butter in a non-stick pan. Add the potato cakes and fry until golden brown. Serve with the smoked salmon and natural yoghurt.
Explore potential for Irish organic mussels in export markets.
Meat
Capture and report organic prices into weekly market data to aid transparency.
Explore potential for Irish organic meat in target export markets and market segments.
Poultry & Eggs
Undertake research in the Irish market to understand consumer behaviour in the organic egg category.
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Thank You

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