**Initial D/FAT input to the Department of Agriculture, Food and the Marine**

**Statement of Strategy 2015-2017**

The Department of Foreign Affairs and Trade (DFAT), through its Trade and Promotion Division, geographic units and our Embassy network, is very active in promoting Ireland as a source of high quality food and drink and in supporting the market access process for specific products.

These efforts are underpinned by a strong, collaborative working relationship between DFAT, its Embassy network, the Department of Agriculture, Food and the Marine (DAFM) and Bord Bia. This collaboration is reflected in-market through the local market team structure, chaired by the respective Ambassador, across our priority markets. Significant efforts continue to be undertaken to support the efforts of Irish producers to access opportunities in international markets. Embassies, in cooperation with Departments and State agencies, play a critical role in securing market access for Irish food and drinks products and in many cases resolving ongoing market access barriers.

The implementation of the Government Trade, Tourism and Investment Strategy, as overseen by the Export Trade Council (ETC), chaired by the Minister for Foreign Affairs and Trade, will continue to be crucial in ensuring Ireland’s future economic growth and securing the creation of new jobs. The Minister for Agriculture, Food and the Marine is a member of the ETC. In cooperation with all relevant Departments and State agencies, DFAT completed a short, focused Review of the Strategy early last year. That Review included updated numerical targets for the diversification of the destination of indigenous exports, particularly in relation to increasing the share of food and drink exports to non-traditional markets.

**Trade and Promotion Division**

**Department of Foreign Affairs and Trade**

**14 January 2015**