IRELAND'S AGRI-FOOD STRATEGY TO 2030

AN OPEN POLICY DEBATE

WEDNESDAY 16TH OCTOBER 2019
PRESIDENTS SUITE, AVIVA STADIUM DUBLIN
## OPENING PLENARY – PRESIDENTS SUITE

**08.50**  
**Moderator:** Helen Carroll, RTE

**08.55**  
**Welcome**

Brendan Gleeson, Secretary General, Department of Agriculture, Food and the Marine

**09.00**  
**Global Trends Shaping the Future of Agri-Food**

Mary Shelman, Thought Leader in Global Food and Agribusiness

**09.30**  
**The European & Global Policy Environment – A Stocktake**

Michael Scannell, Acting Deputy Director, DG Agriculture, European Commission

**10.00**  
**Address by An Taoiseach Leo Varadkar T.D.**

Introduced by Andrew Doyle T.D., Minister of State at the Department of Agriculture, Food and the Marine

**10.15**  
**Developing an Agri-Food Vision for a New Era – The Dutch Experience**

Rob van Brouwershaven, Director of Circular Agriculture, Ministry of Agriculture, Nature and Food Quality of the Netherlands

**10.45**  
**Morning Coffee / Networking Break**

Atrium

### PARALLEL SESSION 1

**11.15**

**PRESIDENTS SUITE**

**Future Food Insights and Creating More Value-Added**

This session will look at emerging dietary and consumer trends in our main export markets and what this means for innovation in food systems, including new and more high-value products and processes for our food industry to capture

**Moderator & Rapporteur:**

Prof. Dolores O’Riordan  
Director, Institute of Food and Health, UCD

**Discussants:**

Tara McCarthy  
CEO, Bord Bia

David Meagher  
Head of Agribusiness, KPMG Ireland

Michael O’Donnell  
Business Development & Marketing Director, Island Seafoods

Jim Bergin  
CEO, Glanbia Ireland

Orla Battersby  
Manager Food Division, Enterprise Ireland

**PRESIDENTS TERRACE**

**The Bioeconomy – Realising the Opportunities for Agri-Food**

This session will examine how Irish agriculture, food & the marine can increase its participation in the rapidly evolving bioeconomy and how we can transform the sector to become more resource efficient and circular

**Moderator & Rapporteur:**

Prof. Frank O Mara  
Director of Research, Teagasc

**Discussants:**

Prof. Kevin O’Connor  
Director, BEACON SFI  
Bioeconomy Research Centre

Patricia Reilly  
Chair of BEACON Board and Deputy Head of Cabinet of the European Commissioner for Education, Culture, Youth & Sport

Enda Buckley  
Sustainability Director, Carbery Group

Peter Corcoran  
CEO, Monaghan Biosciences

**VAVASOUR**

**Agri-Food in the Next Decade – Digital Opportunities & The Role of Technology**

This session will discuss how digitalisation and new technologies will change agriculture and food systems and how we can reap their benefits, particularly in making farming, fishing and the food industry more environmentally and economically sustainable

**Moderator & Rapporteur:**

Kevin Doolin  
Director of Innovation, Telecommunications Software & Systems Group, Waterford Institute of Technology

**Discussants:**

Prof. Donagh Berry  
Director, VistaMilk SFI Research Centre

Patricia Reilly  
Chair of BEACON Board and Deputy Head of Cabinet of the European Commissioner for Education, Culture, Youth & Sport

Joe Healy  
President, Irish Farmers Association

Tom Kelly  
Manager Cleantech, Electronics & Life Sciences, Enterprise Ireland

Rory Fanning  
Managing Director, Slaney Foods International.
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<td>12.30</td>
<td>Lunch Break</td>
<td>Atrium</td>
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| 13.30 | **PARALLEL SESSION 2**                                                                                 | **PRESIDENTS SUITE**  
               Environmentally Sustainable Farming and Fishing  
               This session will consider how farming and fishing can improve their environmental credentials, particularly around climate mitigation, water and air quality and biodiversity, while also contributing to Ireland’s obligations under the UN Sustainable Development Goals.  
               **Moderator & Rapporteur:**  
               Prof. Jane Stout  
               Trinity College Dublin  
               **Discussants:**  
               Laura Burke,  
               Director General, Environmental Protection Agency  
               Donal Whelan  
               CEO, Irish Timber Growers Association  
               Jim O'Toole  
               CEO, Bord Iascaigh Mhara  
               Pat McCormack  
               President, Irish Creamery Milk Suppliers Association  
               Elaine Nevin  
               Chair, National Dialogue on Climate Action Advisory Group  
               **PRESIDENTS TERRACE**  
               Protecting and Enhancing Consumer Trust in the Food Chain  
               This session will discuss issues such as food safety and authenticity, animal welfare, antimicrobial resistance and transparency.  
               **Moderator & Rapporteur:**  
               Dr. Paula Barry Walsh  
               Deputy Chief Veterinary Officer, Department of Agriculture, Food and the Marine  
               **Discussants:**  
               Dr. Pamela Byrne,  
               CEO, Food Safety Authority of Ireland  
               Shane McAuliffe,  
               Truly Irish and EU Pig Ambassador 2019  
               Dr. Laura Fernández Celemín  
               Director General, European Food Information Council  
               Dr. Paola Colombo  
               Director, Health & Food Audits & Analysis, DG Santé  
               **VAVASOUR**  
               Approaches to Improving Farm Household Viability  
               This session will examine approaches to improving farm household viability including: dealing with income and price volatility, adding value to primary output, potential new income streams and capturing more value-added through, for example, participation in producer organisations, diversifying output, finding new routes to market, etc.  
               **Moderator & Rapporteur:**  
               Prof. Thia Hennessy  
               Chair, Agri-Food Economics, UCC  
               **Discussants:**  
               Dr. Pamela Byrne,  
               CEO, Food Safety Authority of Ireland  
               Shane McAuliffe,  
               Truly Irish and EU Pig Ambassador 2019  
               Dr. Laura Fernández Celemín  
               Director General, European Food Information Council  
               Dr. Paola Colombo  
               Director, Health & Food Audits & Analysis, DG Santé  
               Prof. Gerry Boyle  
               Director, Teagasc  
               Thomas Duffy,  
               President, Macra na Feirme  
               Paul Brophy  
               Paul Brophy Produce  
               Sarah Furno  
               General Manager, Cashel Farmhouse Cheese  
               Dr. Ailish Byrne  
               Head of Agriculture, Ulster Bank Ireland  
               **CLOSING PLENARY – PRESIDENTS SUITE**  
               14.45 **Outcome of the Six Parallel Sessions by the Rapporteurs**  
               Key discussion points and conclusions from thematic sessions.  
               15.15 **The Floor is Yours’**  
               Open dialogue between delegates. Chaired by Helen Carroll  
               16.15 **Closing Remarks**  
               Michael Creed T.D., Minister for Agriculture, Food and the Marine  
| 16.30 | Coffee & Networking Opportunity                                                                       | Atrium       |
Helen Carroll
Host / Journalist
A journalist with over 25 years’ experience, Helen Carroll is best known as a presenter on Ear to the Ground, RTE Television’s Farming and Food programme. She has produced, presented, reported and researched on national radio and television for both RTE and TV3. Her work in the print media has seen her write news, features, reviews and a weekly column for both local and national publications.

Brendan Gleeson
Secretary General, Department of Agriculture, Food and the Marine
Brendan Gleeson was appointed as Secretary General of the Department of Agriculture, Food and the Marine on 2nd October 2018. He has previously served in a number of Assistant Secretary posts in the Department, most recently with responsibility for EU and International Trade, Brexit, and Dairy Controls. He has also worked on policy development in the food and livestock sectors, for a number of State Agencies, and was formerly a member of the Teagasc Authority.

Mary Shelman
Thought Leader in Global Food and Agribusiness
The former head of Harvard Business School’s Agribusiness Program, Mary Shelman is known as a strategic pathfinder in the global agri-food industry. She has advised governments, companies and universities around the world. In Ireland, Mary co-authored the 2010 Pathways for Growth report that led to the creation of Origin Green.

Michael Scannell
Acting Deputy Director, DG Agriculture European Commission
Michael Scannell is Director for Markets and Observatories in DG Agriculture in the European Commission. He oversees the functioning of agri-food markets in the EU and their implications for market stability, competitiveness and farming incomes. He has held a number of senior positions in the Commission over a 28 year career focused on crisis management in the agri-food sector, trade negotiations on SPS issues, trade relations with non-EU countries and audit of compliance with regulatory standards in the agri-food sector.

Rob van Brouwershaven
Director of Circular Agriculture, Ministry of Agriculture, Nature and Food Quality of the Netherlands
Rob van Brouwershaven is director of circular agriculture at the Ministry of Agriculture, Nature and Food Quality of the Netherlands. He was involved in the process which led to the strategy-paper of the Dutch government: “Agriculture, Nature and Food: valuable and connected”.

An Taoiseach, Leo Varadkar T.D.

Michael Creed T.D.
Minister for Agriculture, Food and the Marine

Andrew Doyle T.D
Minister of State, Department of Agriculture, Food and the Marine

Andrew Doyle T.D
11.15  PARALLEL SESSION 1

PRESIDENTS SUITE

Future Food Insights and Creating More Value-Added

Prof. Dolores O’Riordan
Director, Institute of Food and Health UCD
Prof. Dolores O’Riordan is currently the Director of UCD’s Institute of Food and Health. In this capacity, she is responsible for the development and implementation of the University’s Agri-Food and Health research strategy, spanning from food production at farm level through to human health. In her role as the University’s Vice-President for Global Engagement she is responsible for developing and implementing the University’s Global strategy.

Tara McCarthy
Chief Executive, Bord Bia, Irish Food Board
Tara McCarthy brings with her over 20 years’ experience in the wider food industry. She was previously Chief Executive for Bord Iascaigh Mhara (BIM), Ireland’s seafood development agency and has operated in overseas markets for 10 years including Germany, France and Belgium.

David Meagher
Head of Food & Agribusiness, KMPG
David Meagher leads KPMG’s Food & Agribusiness group and has delivered Audit and Advisory services to many of Ireland’s largest Agribusiness groups. He is a member of KPMG’s Global Agribusiness steering committee. He is also Chairman of the Audit Committee Institute in Ireland, dedicated to improving Corporate Governance among public and private Irish entities.

Michael O’Donnell
Business Development & Marketing Director, Island Seafoods
Michael O’Donnell is Director in Island Seafoods, a family run business, established in 1986 and based in Killybegs, Co Donegal, supplying primary and value-added ranges to national and international markets. In recent years, Michael has managed the company transition from traditional primary products, to a range of innovative, ready to eat products available both in domestic and export markets.

Jim Bergin
CEO, Glanbia Ireland
Jim Bergin is Chief Executive of Glanbia Ireland. Glanbia Ireland is an ambitious, integrated agri-food and nutrition business, with a diverse portfolio of quality ingredients, leading consumer and Agri brands.

Orla Battersby
Manager Food Division, Enterprise Ireland
Orla Battersby is Manager of Enterprise Ireland’s Food Division with responsibility for supporting both established and start-up food companies as well as the mandate for Food Foreign Direct Investment. Previously, Orla held several senior positions in Enterprise Ireland, including Divisional Manager, High Potential Start-Ups and Territory Director for North America, based in New York.
Prof. Frank O’Mara
Director of Research, Teagasc
Prof. Frank O’Mara is the Director of Research at Teagasc, with responsibility for leading the research programme which covers all aspects of agri-food research from soils to consumers, with an annual budget of €67 million, and over 800 researchers, support staff and graduate students.

Prof. Kevin O’Connor
Director, BEACON SFI Bioeconomy Research Centre
Prof. Kevin O’Connor is Director of BEACON SFI Bioeconomy Research Centre, a Principal investigator in the UCD Earth Institute and a member of the school of Biomolecular and Biomedical Science at University College Dublin, Ireland. He is chairperson of the scientific committee for the €4 billion public private partnership Biobased Industries Joint Undertaking (BBI JU), a member of the European Commission (EC) Mission board for adaptation to climate change including societal transformation.

Patricia Reilly
Chair of BEACON Board & Deputy Head of Cabinet of the European Commissioner for Education, Culture, Youth & Sport
Patricia Reilly joined the Irish Department of Agriculture, Fisheries and Food in 2001. In 2004 she became Ireland’s first Agricultural Attaché to Poland, returning to a veterinary management position in Dublin in 2008. Patricia was a member of the Cabinet of European Commissioner for Research and Innovation Máire Geoghegan-Quinn (2010-2014) and is now Deputy Head of Cabinet for Commissioner Tibor Navracsics, Education, Culture, Youth and Sport, and the Commission’s Joint Research Centre.

Enda Buckley
Director of Sustainability, Carbery Group
Enda Buckley has over 15 years’ experience in the sustainability scene having previously worked as a sustainability consultant, sustainability lecturer at DCU and as Sustainability Director with the National Newspapers of Ireland (NNI). Over the past 4 years he has worked with the Carbery Group on a series of sustainability initiatives and projects.

Peter Corcoran
CEO, Monaghan Biosciences
Peter Corcoran is CEO of MBio, a subsidiary of Monaghan Mushrooms, that harnesses the power of mushrooms to supply a range of sustainable whole food ingredients for food, beverage, and nutraceutical industries. MBio also delivers ground breaking product development for its parent, Monaghan Mushrooms. Peter’s earlier career spanned renewable energy and software and started with Andersen in its audit and consulting units.
Kevin Doolin
Director of Innovation, Telecommunications Software & Systems Group, WIT
Kevin Doolin is responsible for oversight and strategic direction of TSSG’s Applied and Commercial Research Activities. He plays a key role in driving the TSSG Research Units and staff to get involved in EU applied research, and the EI ComFund, driving proposal strategies for all relevant research funding calls.

Prof. Donagh Berry
Director, VistaMilk SFI Research Centre
Prof. Donagh Berry is a senior principal research officer in animal genetics and genomics at Teagasc, Moorepark as well as being the director of the VistaMilk SFI Research Centre; he holds professorship appointments at several international universities. His main responsibilities lie in the development of the Irish national cattle breeding goals.

Donal Ryan
Investment Director, Finistere Ventures
Donal Ryan is an Investment Director in Finistere Ventures. Donal leads Finistere’s European activities from its office in Dublin, including management of the Irish AgTech Fund.

Joe Healy
President, Irish Farmers Association
Joe Healy was elected President of the Irish Farmers Association in April 2016. Joe has been an active member of IFA for more than 20 years, serving most recently on the Farm Business Committee as the Galway IFA representative. He sits on the Board of the Agricultural Trust, which publishes the Irish Farmers Journal. He also serves as a Director of Bord Bia (the Irish food marketing board) and of FBD Holdings Plc.

Tom Kelly
Manager, Cleantech, Electronics & Life Sciences, Enterprise Ireland
Tom Kelly is Manager of Enterprise Ireland’s Innovation & Competitiveness Division with responsibility for driving in-company RD&I and competitiveness building measures such as Lean Business and Operational Excellence supports across all of the Agency’s client base.

Rory Fanning
Managing Director, Slaney Foods International.
Rory Fanning has spent over 30 years working in Slaney Foods International, a joint venture of ABP and Fane Valley (Northern Ireland), one of Ireland’s leading primary beef processors. He worked with CBF (predecessor of Bord Bia) in Dublin and Paris. He is an Industry member of the Central Steering Committee of Meat Technology Ireland, an Enterprise Ireland Technology Centre.
Prof. Jane Stout
Professor in Botany in the School of Natural Sciences, Trinity College Dublin
Prof. Jane Stout is an ecologist who seeks to understand the processes and consequences of human activity on natural and managed ecosystems. Her work addresses global challenges associated with climate change, food security, biodiversity conservation and human health.

Laura Burke
Director General, Environmental Protection Agency
Laura Burke is the Director General of the Environmental Protection Agency. Laura is the Chair of the European Environment Agency Management. Laura is a graduate chemical engineer of University College Dublin, holds an MSc from Trinity College, Dublin, is a Fellow of the Irish Academy of Engineering and is a Chartered Director.

Donal Whelan
CEO, Irish Timber Growers Association
Donal Whelan is an Agricultural Science (Forestry) graduate from UCD and is Technical Director of the Irish Timber Growers Association (ITGA) and principal of Commercial Forestry Services Ltd. (CFS)

Jim O’Toole
CEO, Bord Iascaigh Mhara
Jim O’Toole oversees the development of the Irish seafood sector, valued at €1.25 billion in 2018, through BIM’s strategic priorities of sustainability, leadership, innovation, competitiveness and skills and by building on the sector’s natural advantages, commitment to sustainable fishing and the development of a high-quality aquaculture and seafood processing sector.

Pat McCormack
President, Irish Creamery Milk Suppliers Association
Pat McCormack is the youngest ever President of ICMSA, having served as Deputy President and Chairperson of the Dairy Committee. He also serves on the boards of Bord Bia and Ornua, as well as the European Milk Board.

Elaine Nevin
National Director, ECO-UNESCO Chair of National Dialogue on Climate Action Advisory Group
Elaine Nevin is the National Director of ECO-UNESCO. She holds a BA in Geography and Political Science, an MA, a Higher Diploma in Education and has worked in the field of environmental education and education for sustainable development (ESD) in both formal and non-formal settings for over 25 years.
Dr Paula Barry Walsh
Deputy Chief Veterinary Officer, Department of Agriculture, Food and the Marine
Dr Paula Barry Walsh is the Deputy Chief Veterinary Officer in the DAFM veterinary services, dealing in trade policy and public health matters, with responsibilities spanning farm to fork.

Dr Pamela Byrne
CEO, Food Safety Authority Ireland
Dr Pamela Byrne is CEO of FSAI and currently chairs the Board of the Association of Chief Executives of State Agencies in Ireland. She is also the Chair of the Strategic Advisory Board of the Institute of Food and Health at University College Dublin, Ireland.

Shane McAuliffe
Director, McAuliffe Pig Farms, Truly Irish & EU Pig Ambassador 2019
Shane McAuliffe is Secretary of the Irish Pig Health Society and Chairman of the Pig Health & Welfare sub-committee on the Irish Farmers Association National Pig and Pigmeat Committee. He recently won the 2019 EUPig Award for his work in community management and has won numerous awards for his commitment to sustainable pigmeat production.

Dr Laura Fernández Celemín
Director General, European Food Information Council
Dr Laura Fernández Celemín leads EUFIC (European Food Information Council), a non-profit organization that since 1995 increases the knowledge of the European population on food and health issues. Her background is in dietetics & human nutrition with a PhD in Biomedical Sciences.

Dr Paola Colombo
Director, Health & Food Audits & Analysis, DG Sante
Dr Paola Colombo is the Director for Health and Food Audits and Analysis in the Commission’s Directorate-General for Health and Food Safety since 2016. Paola joined the European Commission in 1995 and worked in the Directorate-General for Agriculture and Rural Development and the Directorate-General for Health and Consumer Protection, the Secretariat General, the Cabinet of Commissioner Viviane Reding and the European Political Strategy Centre.
PARALLEL SESSION 2

VAVASOUR

Approaches to Improving Farm Household Viability

Prof. Thia Hennessy
Chair, Agri-Food Economics, UCC
Prof. Thia Hennessy is Dean of Cork University Business School at University College Cork and Professor of Agri-food Economics. Thia is a member of the Teagasc Authority and is a Director of the Irish Management Institute and Cork Chamber.

Prof. Gerry Boyle
Director, Teagasc
Prof. Gerry Boyle is Director of Teagasc - Ireland’s Agriculture and Food Development Authority - with responsibility for agriculture and food research, extension services and farmer education for 10 years. Teagasc’s annual budget is €180 m and it has a staff of 1200 plus 280 students undertaking doctoral research.

Thomas Duffy
President, Macra na Feirme
Thomas Duffy is a dairy farmer from Virginia, Co. Cavan. In April 2019, Thomas became the 37th Macra na Feirme National president, having served for the past two years as national chairman. Thomas holds a degree in Sustainable Agriculture from DkIT and a master’s in Environmental Management from UCD.

Paul Brophy
Paul Brophy Produce
Paul Brophy started the business in 1983 growing 2 hectares and grew the business in the last 35 years to 200 hectares of Broccoli, 20 ha of Organic Broccoli and 10 Ha of White Cabbage employing over 50 people. In 2014 the business was Ulster Bank Business Achievers “Agribusiness” national winner. In 2015 the business was Zurich Farmer of the year “Alternative Enterprise Award” national winner.

Sarah Furno
General Manager, Cashel Farmhouse Cheese
Sarah Furno is the 2nd generation owner of Cashel Farmhouse Cheesemakers. She employs a team of over 20 full time local staff. She is passionate about quality, authentic food with strong provenance and sustainable credentials.

Dr Ailish Byrne
Head of Agriculture, Ulster Bank Ireland
Dr Ailish Byrne is Head of Agriculture in Ulster Bank. As a PhD agricultural graduate with commercial and corporate banking experience Ailish Byrne has engaged with the Executive Committee and Board of Ulster Bank to devise and subsequently lead the agreed agricultural strategy for the sector.