

Challenges and Opportunities in the Global Market

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BORD BIA
IRISH FOOD BOARD



Overview

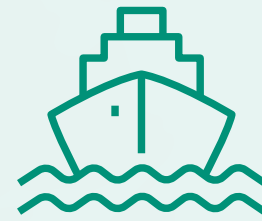
1. Irish Food: Export led - Value driven
2. Global market dynamics to 2030
3. Delivering on the opportunity



1. Irish Food: Export led – Value Driven



Export led - Value driven



**€16.3
Billion**

An increase of
24%
since 2019

**Securing sustainable
and viable business into
the future, through
greater value-add pre
export**



Leveraging natural competitiveness

Grassland Area

Ireland	Europe
80%	40%

Production (t DM/Ha)

Ireland	Europe
15	11

Self-Sufficiency (approx.)

Dairy	900%
Beef	700%
Lamb	400%
Pigmeat	200%



Driving for optimum market spread



United Kingdom
€5.2 Billion



European Union
€5.8 Billion



International
€4.9 Billion

UK 34%

EU 36%

Destination of
Irish Exports

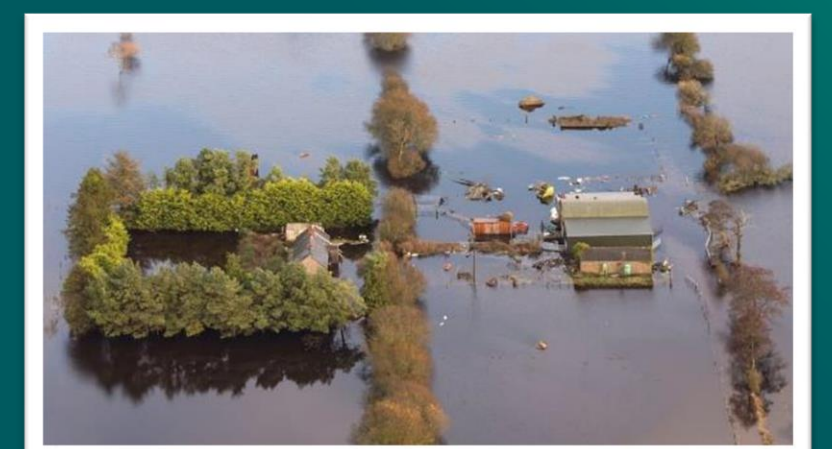
International Markets 30%

2. Global Market Dynamics to 2030



Global Market Dynamics to 2030 Challenges

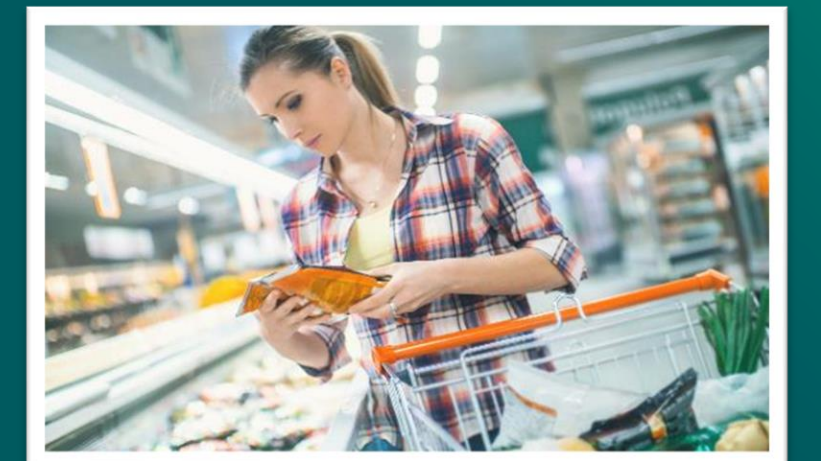
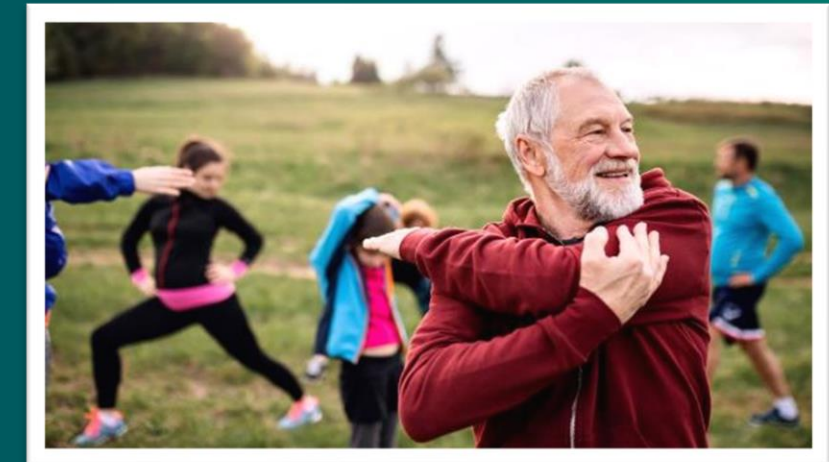
- Rising geo-political tensions
- Living with the impact cost inflation across the world
- EU competitiveness and attractiveness
- Climate change impacts
- Volatility in energy & commodity prices remain
- Regulatory forces and responses
- Trade blocks raising their game





Global Market Dynamics to 2030 Opportunities

- Global population increasing
- Emerging economies are rushing forward
- Technology and data is accelerating exponentially
- EU falling self-sufficiency in food
- EU ageing 'wealthy' demographics offer opportunities
- Rising consumer demands for sustainable nutrition
- Customer sustainability ambitions & commitments





Ireland is well positioned

Global focus on enhancing existing & developing new markets



**Bord Bia network of
offices across the globe**



Ireland is well positioned

Strong resilient relationships with global customers across channels

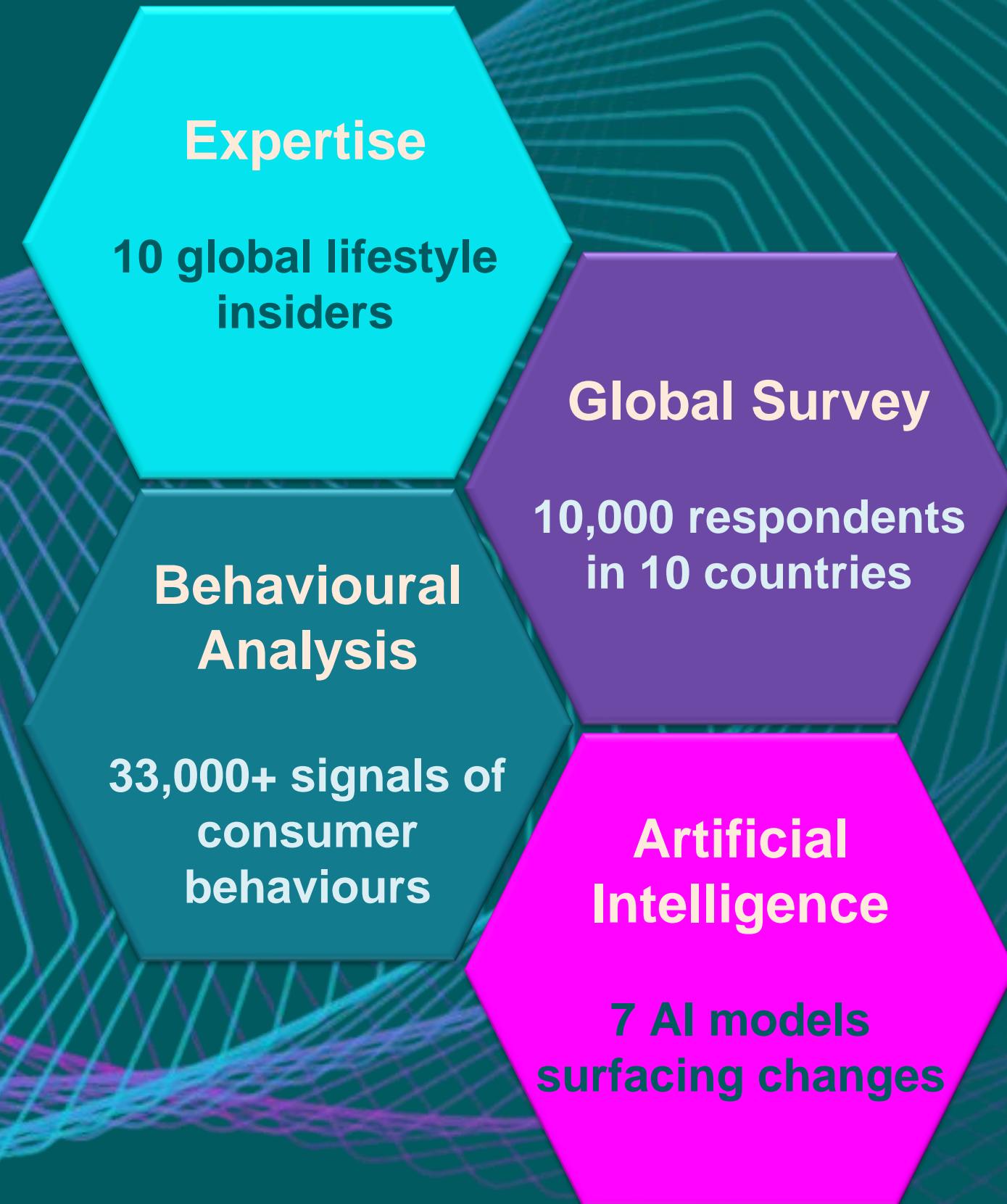




Ireland is well positioned

Focussed on understanding current and future needs of consumers

Cultivate





Ireland is well positioned

Ensuring our standards are recognised amongst the competition

Across Europe and the world we increasingly see more and more emerging local schemes and higher bar requirements

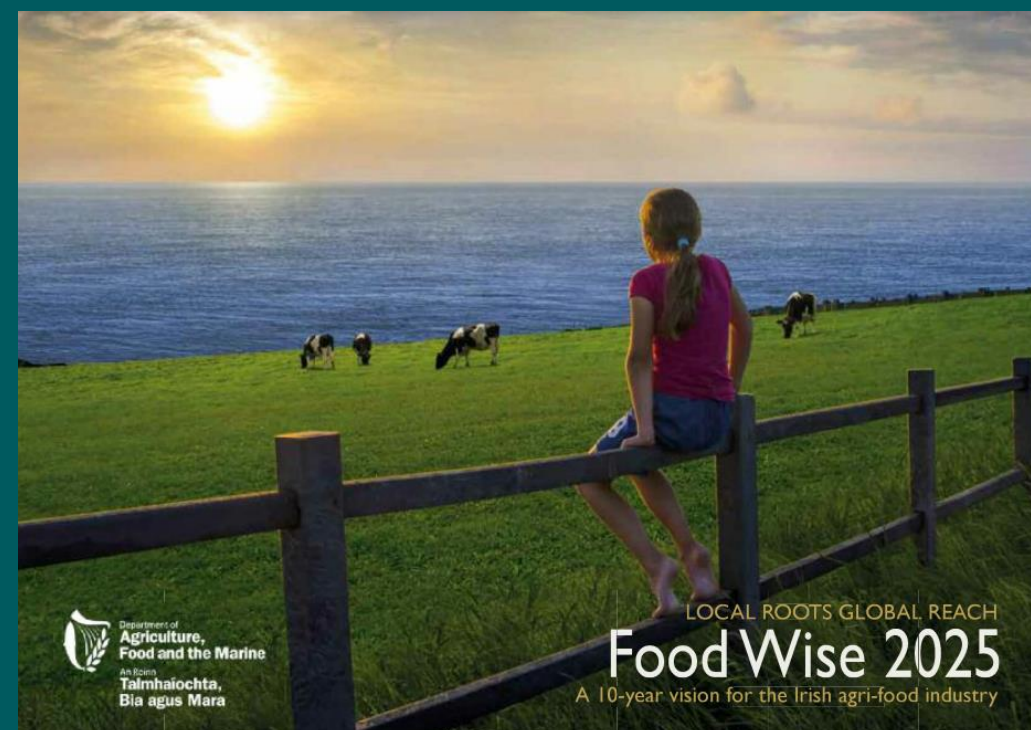
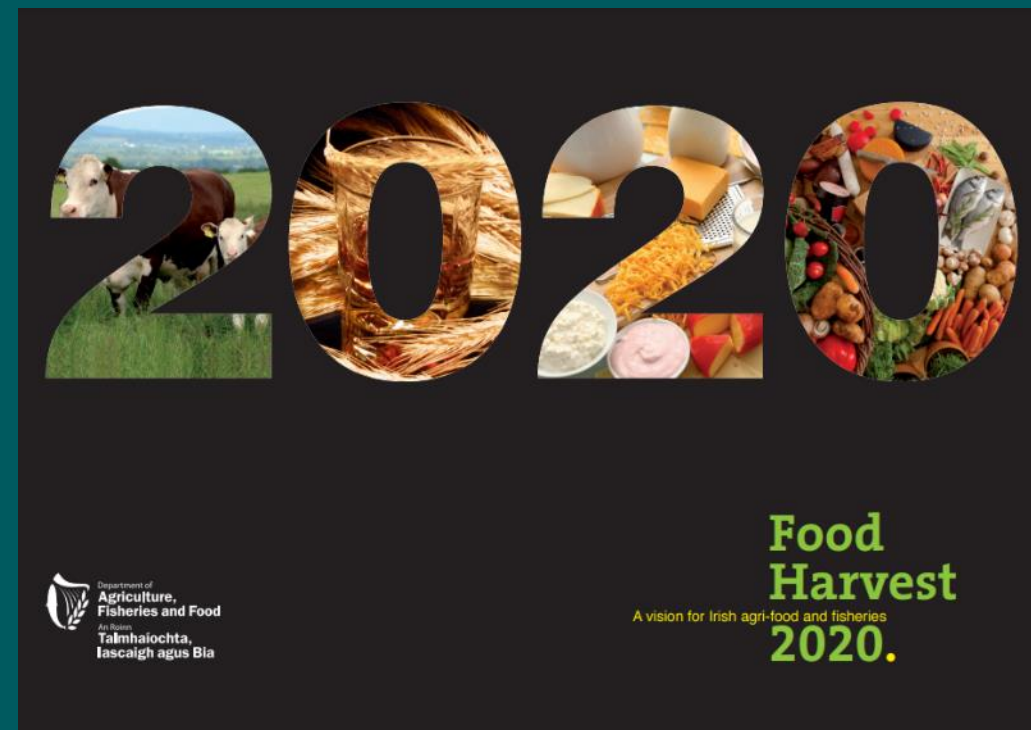


3. Delivering on the opportunity



Delivering on the Opportunity

Collaboration in developing and delivering on our ambitions in key





Delivering on the Opportunity

Origin Green is global leading example of that collaborative leadership



Origin Green
-
Powered by
Partnership



Delivering on the Opportunity

Sustainability verification at scale – providing market confidence



61,000
farmers

77,000 +
members of
sustainable
QA standards

43,000+
audits annually

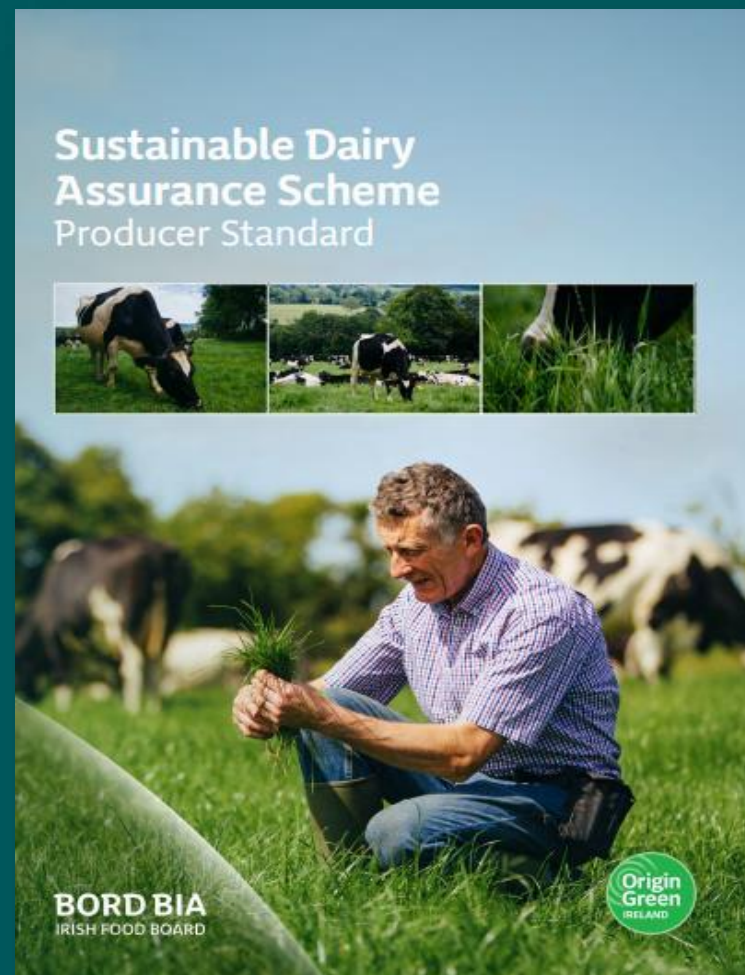
375,000 +
carbon
assessments
on Irish farms

90%+
of all Irish food
and drink
exports
covered under
Origin Green



Delivering on the Opportunity

Progressive approach focussed on building better proof points



15% average reduction in CO₂ per unit of beef from SBLAS members 2014 -2023.

14% average reduction in CO₂ per unit of milk from SDAS members 2014 -2023.

10,200+ farmers registered on the Farm Sustainability Learning Hub.

+10,300 Farmers signed up to AgNav with **5,300** farm sustainability plans developed to date, each containing an **average of 4 actions.**

90% of SDAS and **73%** of SBLAS members have **incorporated clover** and **78%** of SDAS and **25%** of SBLAS members have incorporated multi-species swards as part of their re-seeding programme.



Delivering on the Opportunity

Unique products and propositions – leveraging differentiation



Unique attributes & conditions



High quality products



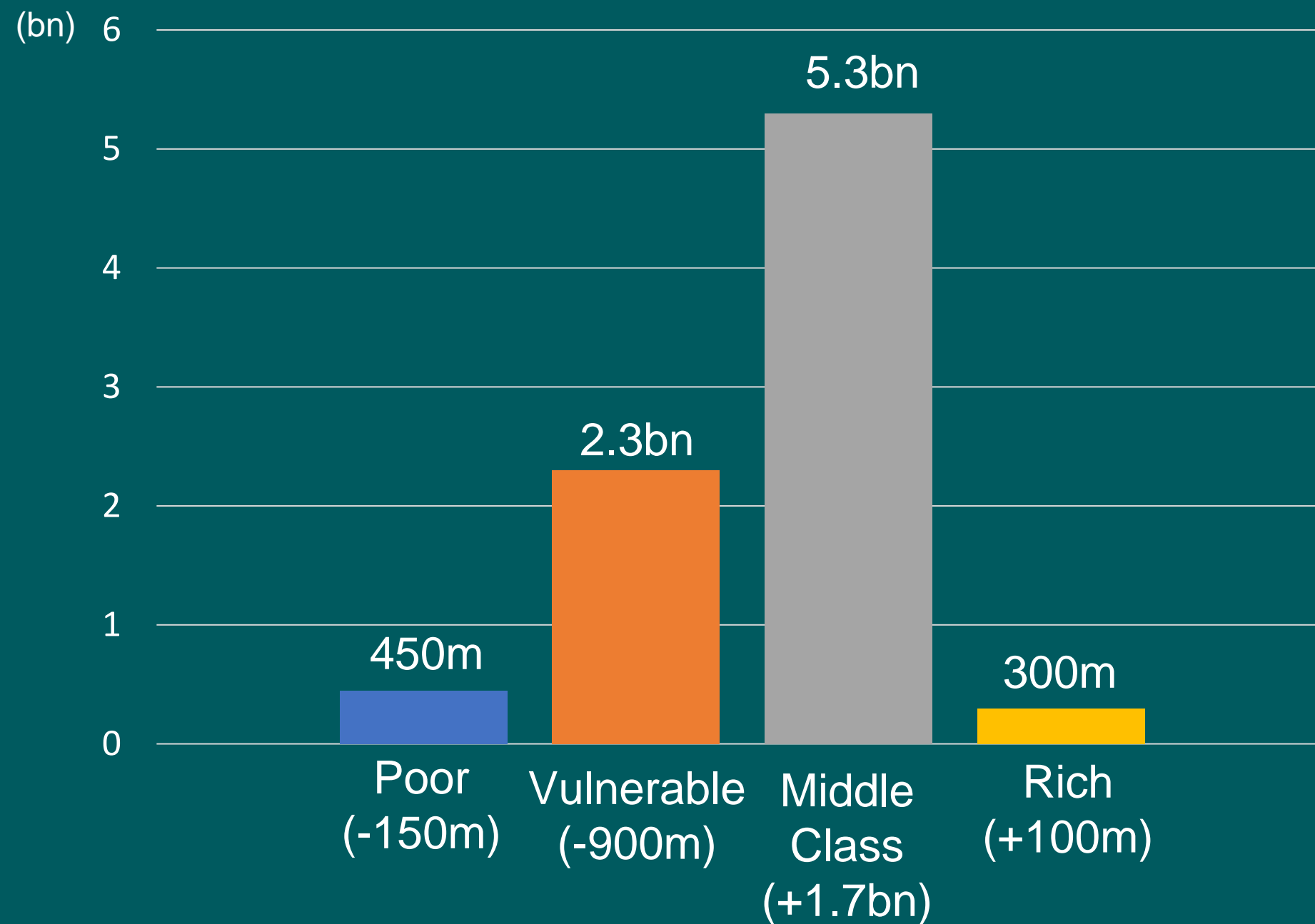
High quality brands



Delivering on the Opportunity

Targeting the right consumers and right opportunities for our products

Middle Class Dominance by 2030



Source: Projections World Data Lab

The health of the planet is the #1 global issue of concern for consumers globally.

Source: : Innova Lifestyle & Attitudes Survey 2023



Delivering on the Opportunity

Need to be mindful that we maintain the confidence of the public

55%

of Irish public with
no farming connection

'No Connection'

- Tensions are more applicable
- More negative on sectors impact

Opportunity to "Reconnect" Farming with Food

By being

Transparent

By being

Accountable

By being

Proactive

Thank You

Go Raibh Maith Agat

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