



Ailish Forde Global Business Development Director

Foodservice Seminar
13th November 2019

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Bord Bia's Overseas Offices



STATEMENT OF STRATEGY 2019 - 2021

BUILDING DIFFERENTIATION, WINNING GROWTH

OUR PURPOSE

To bring Ireland's outstanding food, drink and horticulture produce to the world, thus enabling the growth and sustainability of producers.

Unified, Strategic Approach

Differentiated

Sustainable

Growth

Building Differentiation Winning Growth

Winning Growth 2019-2021



Driving success
and growth in the
market



Providing
insight to power
growth



Building
reputation for
growth



Leading
through people

Overcoming challenges with a structured response

Hard Brexit



Climate Change



Global trade



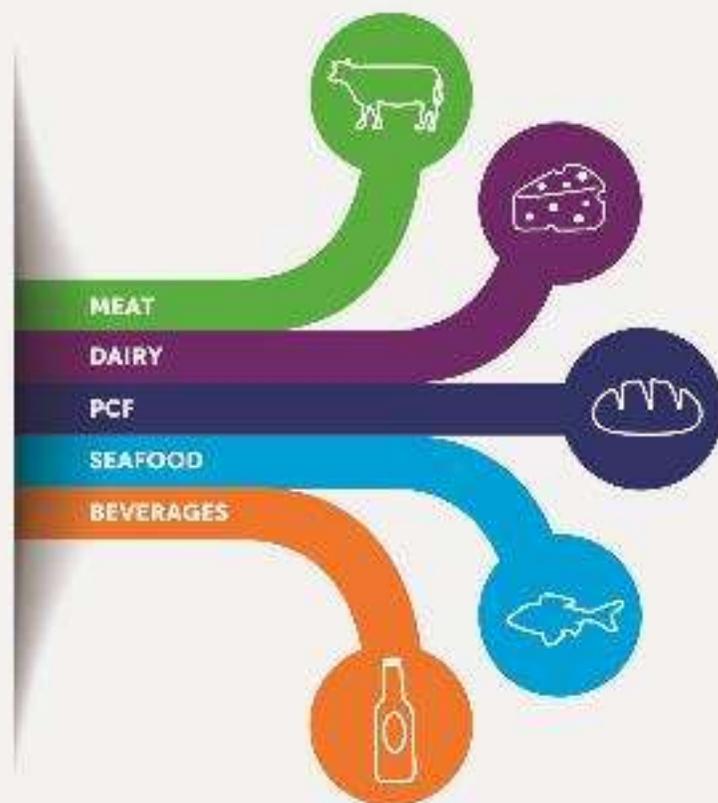
Consumer demand



Rialtas na hÉireann
Government of Ireland

PRIORITISING MARKETS

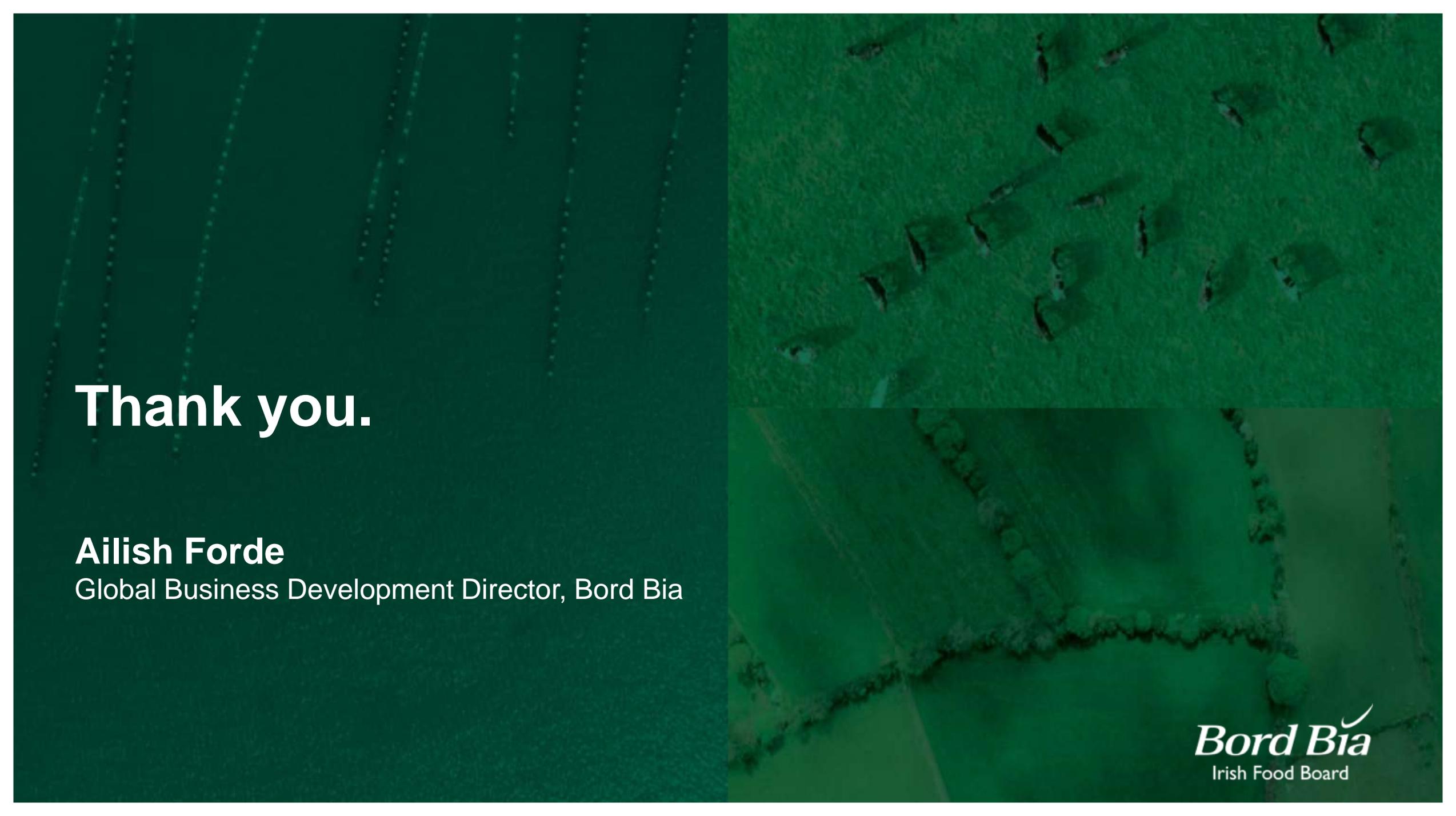
Opportunities for Growth



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Thank you.

Ailish Forde

Global Business Development Director, Bord Bia