

# How Can Bord Bia Support your Business?



Recognise your  
Business Potential

**SMALL BUSINESS  
OPEN DAY** 22.01.19



# Quick Look Back...

Growing the success of Irish food & horticulture



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*Bord Bia*  
Irish Food Board

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# Recognise your Business Potential

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# Bord Bia Small Business Strategy 2019-2021

“Positive about Europe. Bigger markets. We are now looking beyond the UK”

“The economy... Brexit is leading to more focus on EU markets”

“[Need to improve our] Marketing. Digital/Internet. Not theory, we need practical implementation...”

“...Exports: Routes-to-market. Complexity of distributors (France), How to engage in Germany. I need practical help.”

“we could do with more personal/targeted communications”.

Confident there are opportunities  
Struggle to access new markets/customers  
Struggle managing growth vs day-to-day  
Often identify as “Craft” or ”Artisan”  
Asked for help to improve marketing, selling, and digital/internet skills  
Would like a more tailored service from Bord Bia  
Europe is becoming more of a priority for exports (above the UK).  
Packaging is focus for green/sustainable activity.

# Bord Bia's Vision for Small Business

We are unique food & drink businesses which will be recognised at home and internationally as skilled and creative producers. Discerning customers will seek out our high quality and truly distinctive produce.

## Start-Ups

- <3 years in business
- Growth and export ambition
- Limited capability skills and or experience in running a food business

## In-Growth

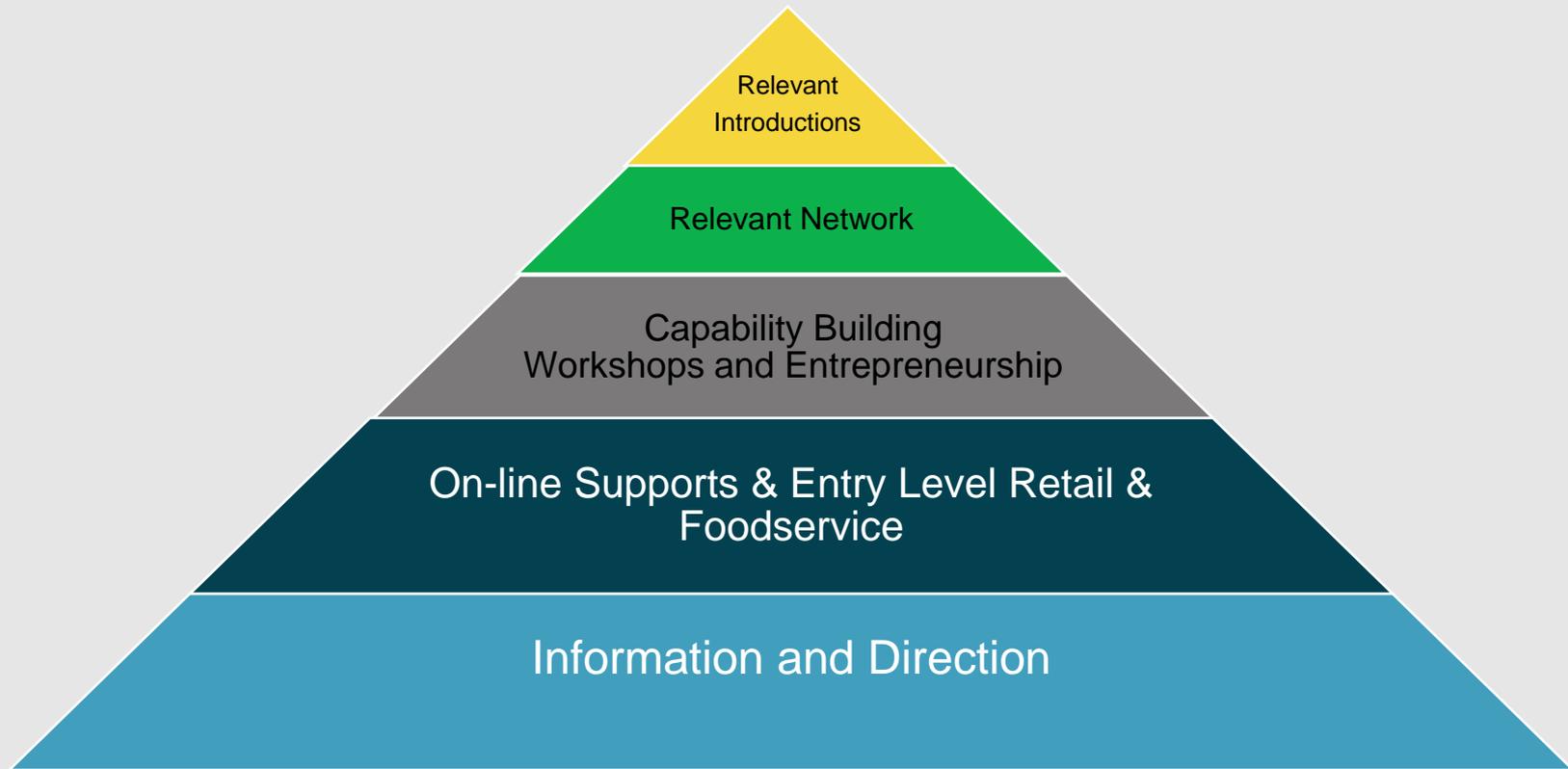
- 3+ years in business
- Demonstrating consistent annual growth
- Investing in people
- Prioritising growth plans
- Developing export opportunities

## Artisans

- Food made in limited quantities by skilled craftspeople
- Processing not fully mechanized, following traditional methods
- Food made in a micro-enterprise at a single location
- Characteristic ingredient(s) grown or produced locally, where seasonally available and practical

## Established

- 5+ years in business
- Limited or flat YOY growth delivery
- Owner managed with a regional/domestic market focus
- Production focused with limited resources for sales or marketing staff marketing
- Reactionary Export response



# Information and Direction – [www.bordbiavantage.ie](http://www.bordbiavantage.ie)



11 JANUARY 2019  
**Meat Marketing Seminar 2019**

The 2019 Meat Marketing Seminar will give an overview of the meat sector for 2019 and beyond, both in the home market and export...

[MORE](#)



22 JANUARY 2019  
**Small Business Open Day 2019**

Bord Bia's annual Small Business Open day provides small food and drink companies the opportunity to gain insight into the current trading...

[MORE](#)



13 FEBRUARY 2019  
**BIOFACH 2019**

World's Leading Trade Fair for Organic FoodBiofach Germany is the world's leading event focusing on organic foods. The event brings together...

[MORE](#)

## WHAT'S HOT



**New Grant Opportunities for 2019 from Bord Bia**



**SMALL BUSINESS OPEN DAY 2019**



**Irish whiskey producers look east for growth opportunities**

# Information and Direction – [www.bordbiavantage.ie](http://www.bordbiavantage.ie)

A close-up, slightly blurred photograph of several Euro banknotes. The focus is on the word 'EURO' and the number '100' on a green note, with other notes in shades of blue and brown visible in the background.

2019 MAP & SCP  
The Application Process is now open  
Application Form and T&C's below

**NEW GRANT OPPORTUNITIES FOR 2019 FROM BORD BIA**

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Achieve your potential through  
focusing on your goals

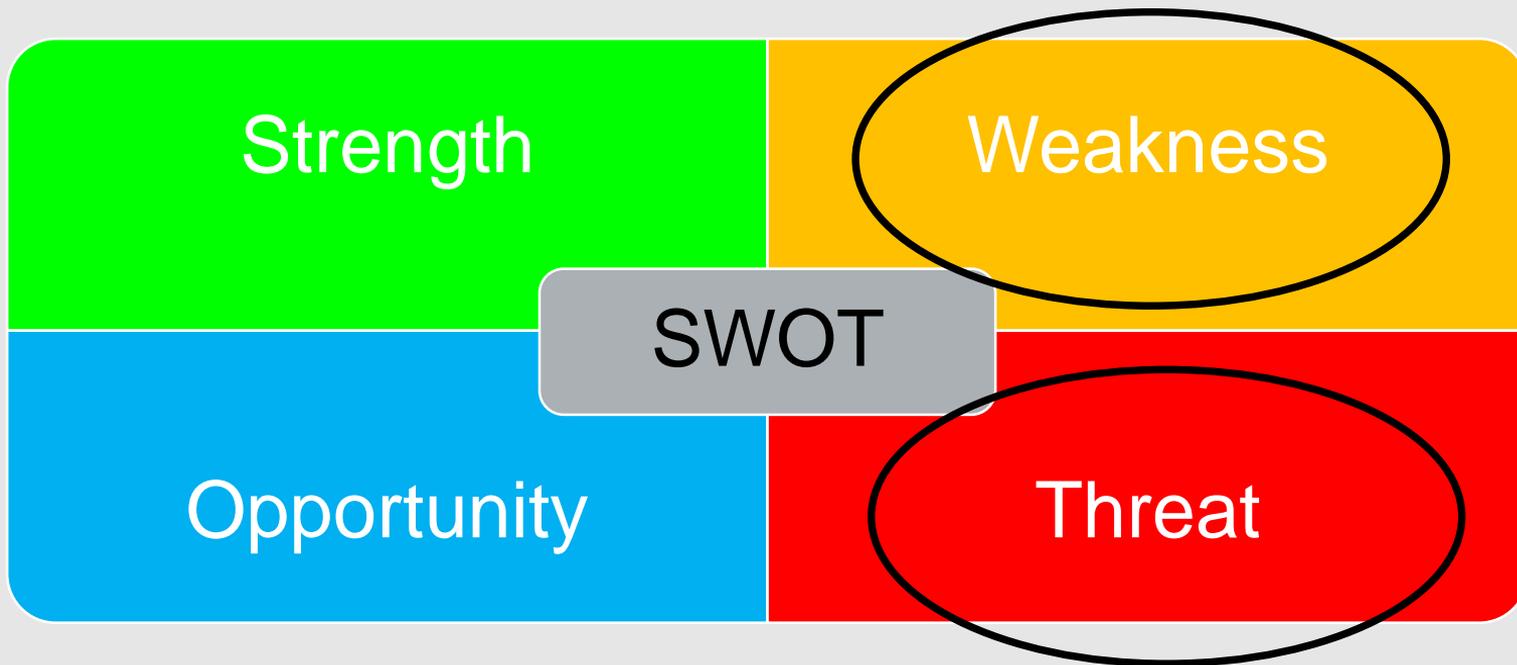
# Your Goals

- » Turnover? Better profits?
  - » Sales volumes?
  - » Brand enhancement?
  - » Employ more staff?
  - » Career or lifestyle opportunities?
  - » Business in good shape to pass on/sell?
  - » Business that is more resilient?
- 
- » How will you measure progress?

# Understand what your business is good at.

» Can you do more of this?

# What is holding your business back?



# What is holding your business back?

»What are you going to do about those?

# Who do I talk to?

# Departments



# Prepared Consumer Foods & Small Business



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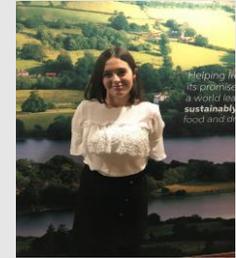
*Fiona O'Shaughnessy,  
Value added meats,  
Frozen & Chilled Foods  
Manager*



*Margaret McCarthy,  
Snacks, Confectionary,  
Bakery & Soft Drinks Manager*



*Majella Fahey,  
Condiments &  
Grocery, Manager*



*Gillian Willis,  
Small Business  
Manager*

# Alcohol & Seafood Sector



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*Denise Murphy,  
Alcohol Manager*



*Karen Devereux,  
Seafood Manager*



*Annette Kenny,  
Seafood Manager*

# Meat & Livestock Sector



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*Peter Duggan,  
Pig meat & Poultry  
Manager*



*Elaine Crosse,  
Dairy Manager*



*Mark Zeig,  
Beef Manager*



*Declan Fennell,  
Sheep meat Manager*

# Horticulture Sector



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*Carol Marks,  
Amenity Manager*



*Lorcan Bourke,  
Fresh Fruit, Potatoes, Field  
Veg & Protected Crops  
Manager*



*Michal Slawski,  
Mushroom & Export  
Manager*

# What should I talk to them about?

# Bord Bia's

» Four strategic priorities:

- » 1. Driving Success and Growth in the Market
- » 2. Insight to Power Growth
- » 3. Building Reputation for Growth
- » 4. Leading Through People



# Bord Bia's Strategic Priorities

## » 1. Driving Success and Growth in the Market



# Driving Success and Growth in the Market

## Market Information:

*Irish Foodservice monthly reports*

[maureen.gahan@bordbia.ie](mailto:maureen.gahan@bordbia.ie)

*Irish Retail monthly reports*

[irish.retail@bordbia.ie](mailto:irish.retail@bordbia.ie)



# Driving Success and Growth in the Market

## Lead Generation

Trade shows

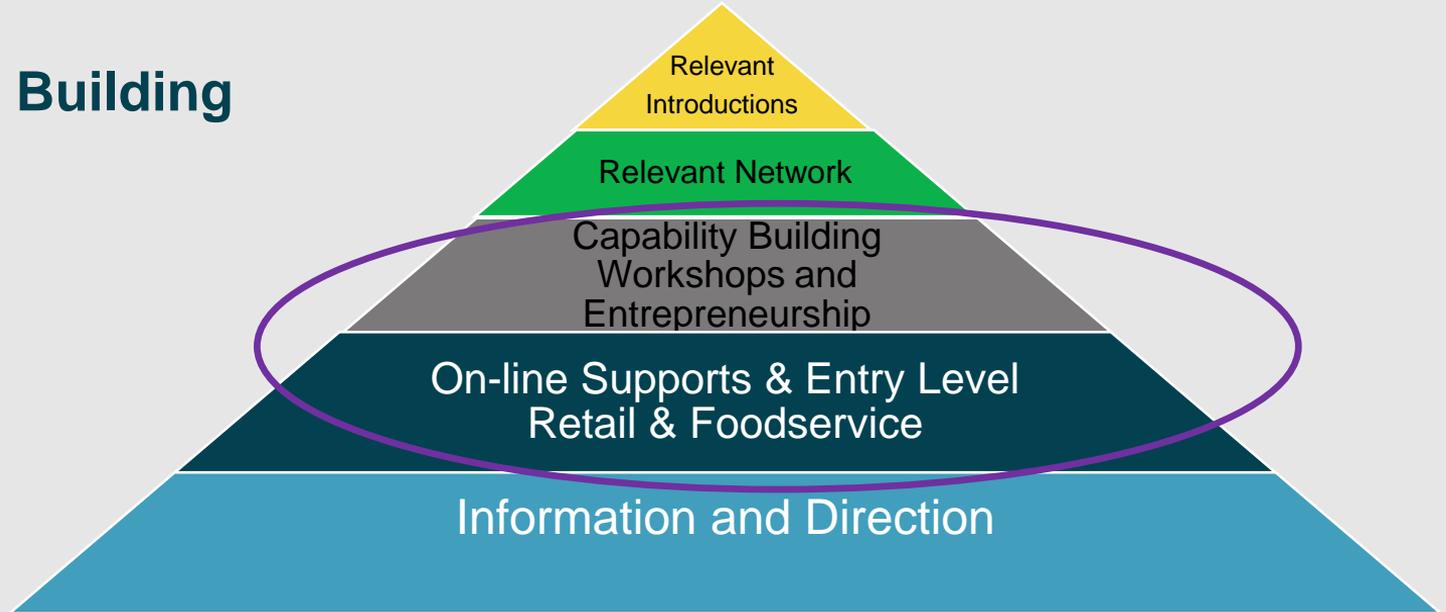
Buyer Events

Buyer Visits



# Driving Success and Growth in the Market

## Capability Building



# Driving Success and Growth in the Market

## Capability Building



2019  
Foodservice  
Academy

MUSGRAVE  
MarketPlace



Bord Bia  
Irish Food Board

Dúig Fiontair  
Local Enterprise

GROW  
WITH



# Driving Success and Growth in the Market

## Capability Building



# Driving Success and Growth in the Market

## Market Activation



# Bord Bia's Strategic Priorities

## »2. Insight to Power Growth



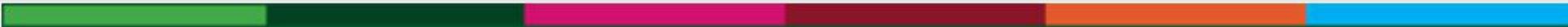
# Insight to Power Growth

## » FOOD ALERT

- » A weekly newsletter offering the latest insight, microtrends and breaking news in the food and drink industry, edited by category, channel and market experts in Ireland and overseas, ensuring our clients have the informed edge they need to grow their business.

## » WEEKLY PRICING DATA

Weekly triangulation of cattle, sheep, pigmeat and dairy pricing data from a range of authoritative sources, to ensure suppliers can understand and react to domestic and international markets. Links to the service are included in our Food Alerts.



# Foodalert

*Capturing Key Trends in the Global Food and Drinks Market*

**Bord Bia**  
Irish Food Board

# Insight to Power Growth

## LIBRARY: DATABASES & PORTALS

The library within the Thinking House in Bord Bia collect and curate sources of world-class research and information that will help clients to deliver commercial growth, and provide an expert librarian guidance service to find the most compelling and relevant search results.



# Insight to Power Growth

## » SUPERBRANDS

- » A branding consultancy service exclusively for smaller Irish food, drink and horticulture brands, providing access to world class research, insight and design to set up small brands for success in a landscape of larger, well-resourced players.

### There are Three Components to Superbrands

#### Good Thinking

You will work with a highly experienced marketing professional who will guide you through the entire process from initial issue identification to final design. Starting with the Groundwork stage of understanding your market and category as well as reviewing your competitors, we will work with your team to clarify who your core consumer target is and what point of differentiation your brand might have for consumers.

#### Creative Design



We will write a design brief for your brand based on what we learned from the Groundwork we conducted. You can choose one from our shortlist of design agencies with whom you wish to work. The creative agency will generate alternative creative design proposals in response to the brief. We will use consumer research to test and validate the design work.

#### Consumer Research



Using consumer research, with consumers recruited to match your target consumer profile, an experienced researcher will probe with consumers to better understand your category and competitors and test potential propositions for your brand. Your team will get a full face-to-face debrief of research findings as well as a final report.

# Insight to Power Growth

## CONSUMER LIFESTYLE TRENDS

A simple framework we use to make sense of change in consumer lifestyles around the world, grounded in robust data and fieldwork and a critical short- and long-term planning tool.



# Bord Bia's Strategic Priorities

## »3. Building Reputation for Growth



# Building Reputation for Growth

- » Origin Green will be a key differentiator in a market of increasing clutter
- » Consumers are become more sophisticated in their food choices, the food industry needs to give real and differentiated reasons to choose Irish food and drink



# Building Reputation for Growth

- » Origin Green will be a key differentiator in a market of increasing clutter
- » Consumers are become more sophisticated in their food choices, the food industry needs to give real and differentiated reasons to choose Irish food and drink



**five practical ways to  
minimise the use of  
plastics in everyday life**

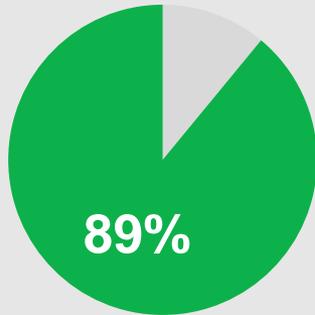
Eight million tonnes of plastic waste ends up in the ocean every year. That's equivalent to dumping one rubbish truck full of plastic into the sea every minute.

[Read more](#)

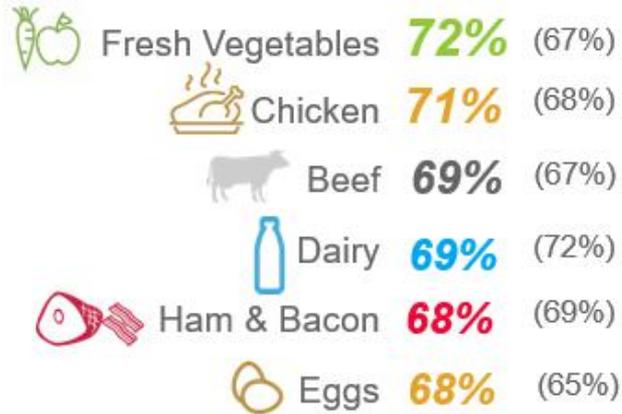


# Building Reputation for Growth

## Awareness



## Would Make Me More Likely to Buy...



# Bord Bia's Strategic Priorities

## »4. Leading Through People



# Leading Through People

## Marketing Fellowship

Offering graduates with a minimum of two years work experience, the opportunity to work overseas with an Irish food company and to gain a masters qualification over 18 months

## Supply Chain & Account Management

Gain up-to-date insights and learnings from leading international retailers to help support the strategic growth of the Irish food industry over 18 months

# Leading Through People

## Origin Green Ambassador

Takes 10 Ambassadors who are passionately committed to the better management of our planet's resources, on a 23-month journey towards an MSc in Business Sustainability

## Design & Innovation

Designed to support and promote consumer-focussed innovation and NPD in the Irish Food and Drink Sector, based on the principles of Design Thinking over 2 years

# Leading Through People

Food Works

Ireland's leading food and drink  
accelerator programme



**45%** OF FOOD WORKS COMPANIES ARE EXPORTING GLOBALLY TO OVER 20 COUNTRIES

DO YOU WANT TO JOIN THEM?  
CONTACT [FOODWORKSIRELAND.IE/APPLY](http://FOODWORKSIRELAND.IE/APPLY)





# Come talk to us

# We'd like to help you *recognise your business potential*

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