An Invitation to Grow with Ireland



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Director of Global Business Development

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BORD BIA
IRISH FOOD BOARD

Statement of Strategy
2022 - 2025





BORD BIA
IRISH FOOD BOARD


We're not
scientists,
but we totally
get space.

€13.5 billion

The value of Ireland's food, drink and horticulture exports increased by 4%



187 countries



€37 million a day



Export 90%

Ireland exports about 90% of its food and drink production.



+2%

Compared to pre-pandemic levels in 2019

Dairy

Exports

€5 billion

147

Exports to markets worldwide

50%+

Exports outside EU and UK amount to more than 50% of total exports

€1 billion

Cheese exports were up 15%, accounting for over €1 billion in exports.



Irish export figures to Morocco 2021

Total Exports
€41m
(+18%)

PCF €1m
3%

Dairy
€40m
97%





Source:

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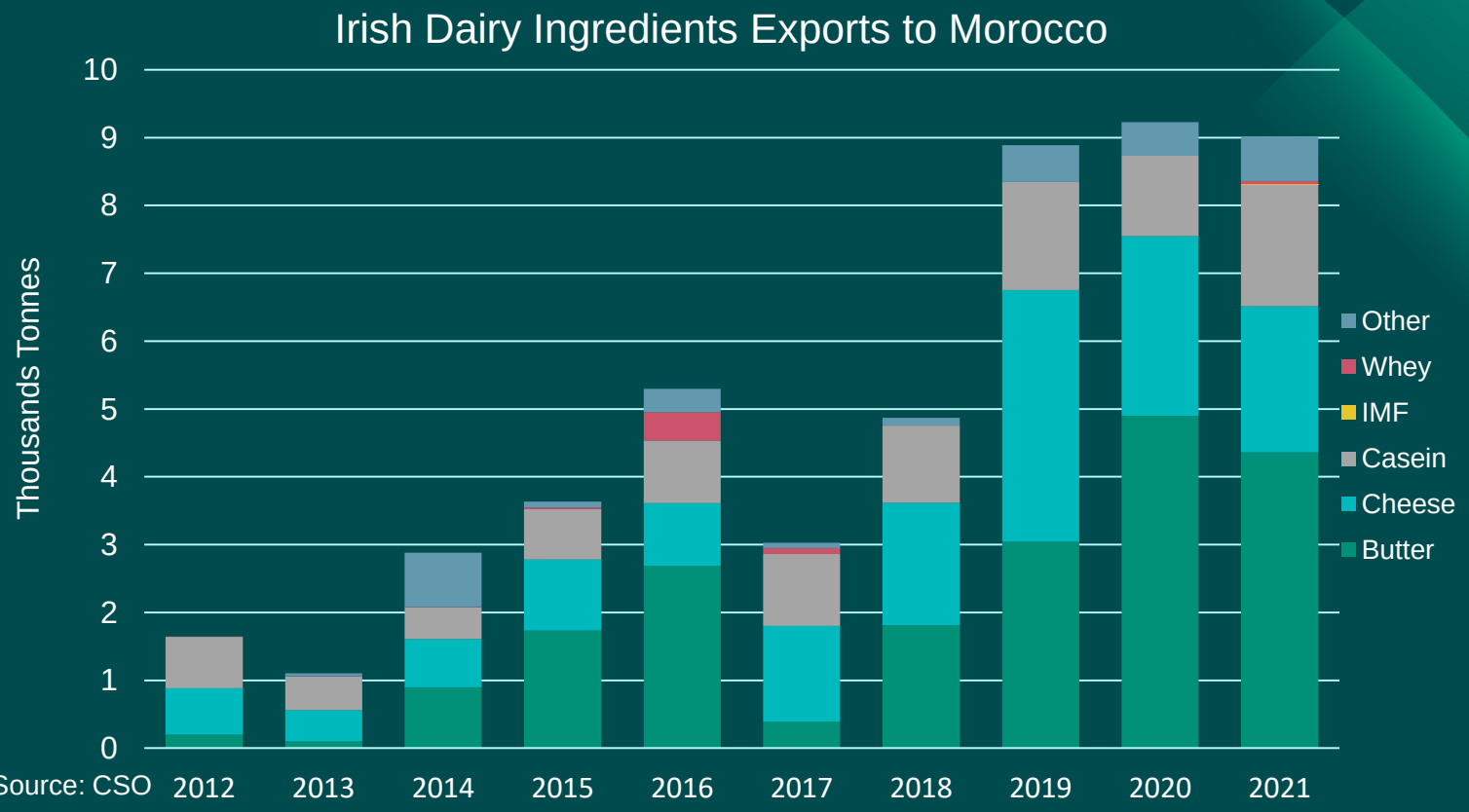
IRISH FOOD BOARD

Irish dairy ingredients exports to Morocco



Source: CSO

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Global Market Trends



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Origin Green IRELAND

An initiative by

BORD BIA
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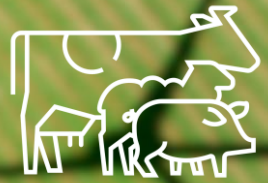
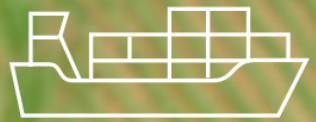


53,000
farms



700
Weekly audits



300
members



75%
of global consumers like to buy sustainably sourced food

Thinking House

120+

Number of clients we work with per year

45+

Number of pieces of research published each year

Our 3 Thinking House Locations



- Dublin
- London
- Shanghai

Our Services

- Knowledge & Market Intelligence
- Consumer & Cultural Insight
- Trends, Foresight and Innovation



Long Term Investment

€2.5bn

BORD BIA Thinking House

Origin Green IRELAND

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Africa Team





Nicolas Ranninger

Regional Manager,
Africa



Ese Okpomo

Market Specialist,
West Africa



Aine Doyle

Global Graduate
Africa, Americas and Europe

Feet on the Street

Hired in-market consultants with excellent industry connections and local market knowledge



Liz Whitehouse

Market Consultant,
Southern / Central / Eastern African

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Wishing you thriving business with our dairy companies

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