



EU Co-Funded Campaigns

Finnish Information Day

BORD BIA
IRISH FOOD BOARD

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BORD BIA
IRISH FOOD BOARD

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Bord Bia

Our Purpose

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



154

Staff



15

Overseas Offices



€16.2B

Export value



1400+

Client companies



180+

Markets

Sectoral breakdown

DAIRY



€6.3
BILLION

8%
DECREASE

MEAT AND LIVESTOCK



€4.2
BILLION

1%
DECREASE

PREPARED CONSUMER FOODS



€3.1
BILLION

7%
INCREASE

Sectoral breakdown

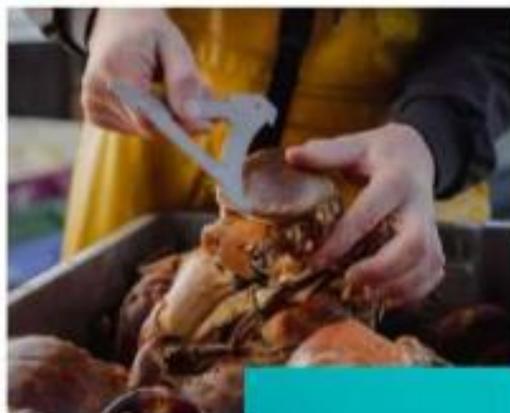
DRINK



€1.8
BILLION

8%
DECREASE

SEAFOOD



€552
MILLION

14%
DECREASE

HORTICULTURE AND CEREALS



€295
MILLION

6%
DECREASE

EU Co-Funded Promotions



Annual Budget
Information & Promotion Campaigns

80%

EU Co-funding Support

7

Active Campaigns in 2024



Lifetime Value

€14.5m
Investment



“The main message of the programme shall be the Union message”

Regulation 1144/2014

An opportunity to scale up our investment



70%

80% **Co-funding
Support**



- | | | | |
|----|--|--------|-------------|
| 1. | <i>Life is Better with Fruit and Vegetables</i> (€5.4 million)
Belgium, France and Ireland (€1.5m) | MULTI | |
| 2. | <i>European Dairy – a sustainable choice for Asia</i> (€3.2 million)
Japan, Malaysia, Philippines, Thailand and Vietnam | SIMPLE | 2022 - 2025 |
| 3. | <i>Working with Nature – European Beef and Lamb</i> (€4.8million)
China, Japan, S Korea and USA | SIMPLE | |
| 4. | <i>Potatoes, Prepare to be Surprised</i> (€3.4 million)
Belgium, France, Ireland (€900k) | MULTI | |
| 5. | <i>Sustainable European Mushrooms</i> (€5 million)
Belgium, France, Germany, Hungary, Ireland, Italy (€369k), Netherlands, Poland, Spain | MULTI | 2023 - 2026 |
| 6. | <i>Organic Beef & Lamb – Pasture Raised in Ireland</i> (€2.7 million)
Austria, Belgium, Germany and Sweden | SIMPLE | |
| 7. | <i>Mix it up with EU Mushroom</i> (€3 million)
UK | SIMPLE | 2024 - 2027 |

incl VAT

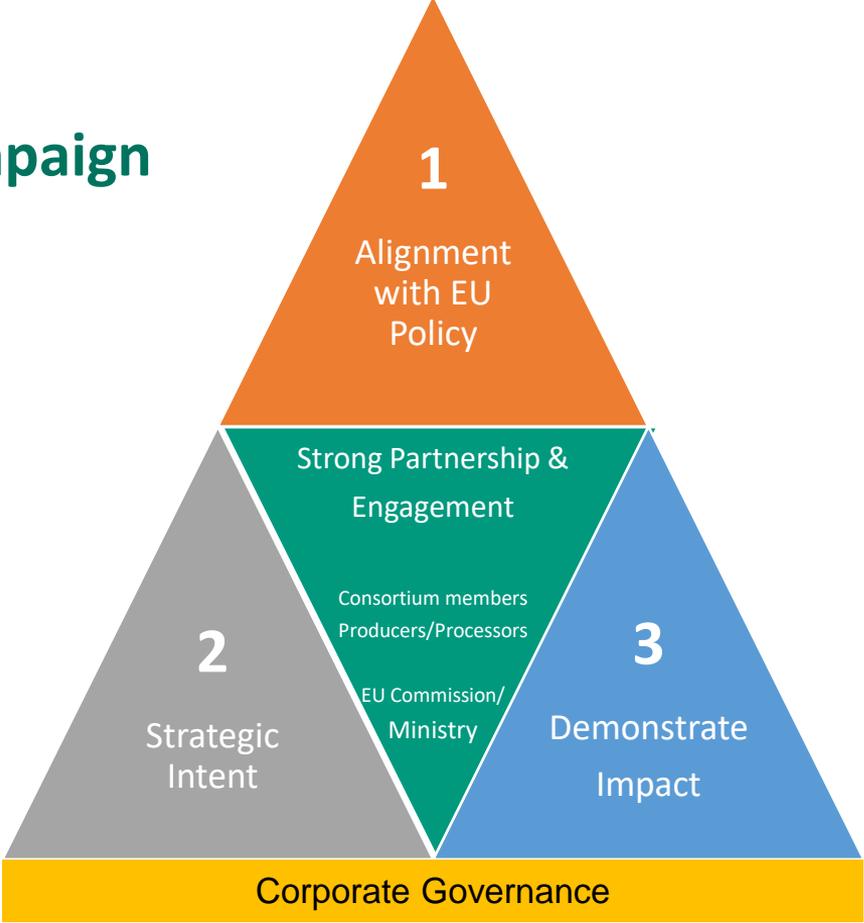
2023 Annual Work Programme



Securing Matching Funding from the industry (20 – 30%)

- Bord Bia Statutory Level
 - Beef
 - Sheep
 - Pork
- Industry contribution
 - Poultry
 - Potatoes
 - Fruit & Vegetables
 - Mushroom
 - Amenity Horticulture

Ingredients for a **SUCCESSFUL** campaign



Campaign Case Study

BORD BIA
IRISH FOOD BOARD

EU Campaigns act as a Springboard for market diversification

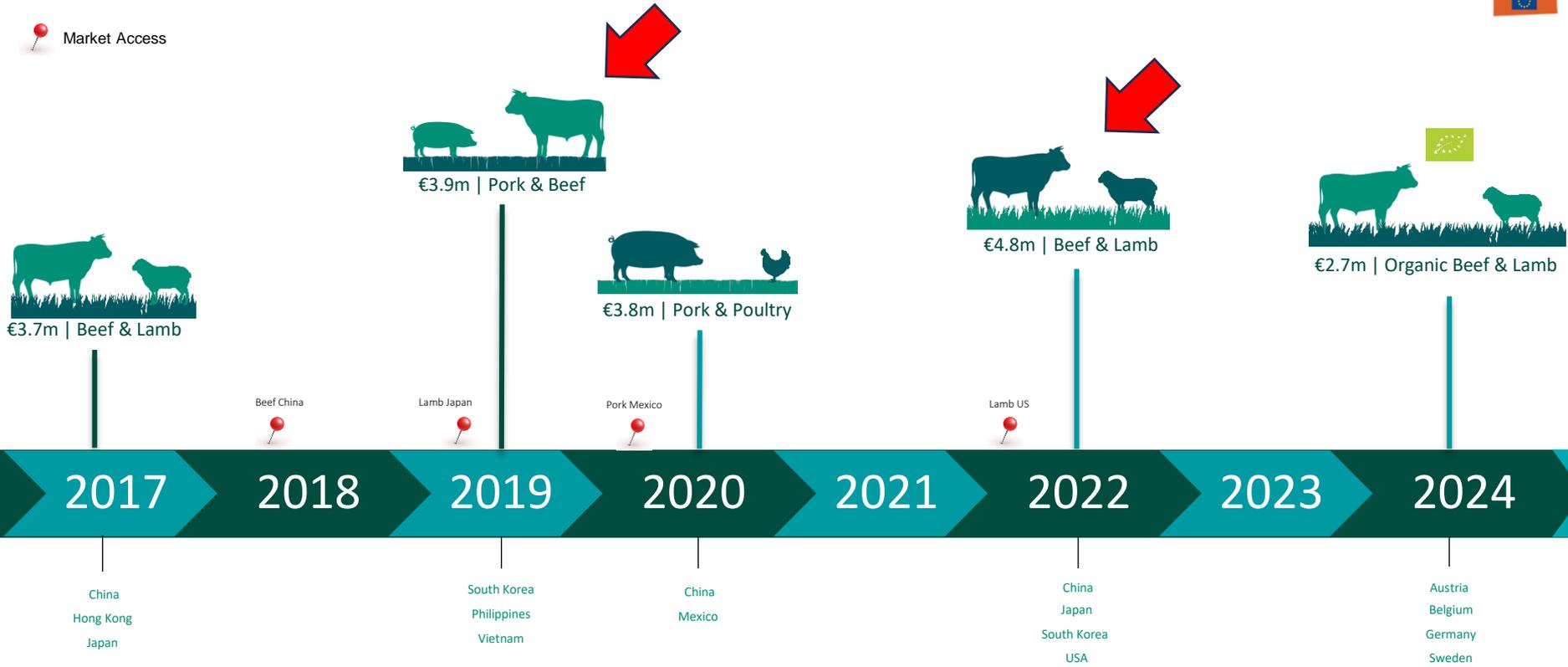


EU Co-Funded Promotions

Three-year B2B Campaigns | 2017 – present



 Market Access



EUROPEAN PORK & BEEF



LOVE THE TASTE,
TRUST THE QUALITY

Product of Ireland



South Korea

Vietnam

Philippines

BORD BIA
IRISH FOOD BOARD

European Pork and Beef Campaign

2019 - 2022

€3.95 million EU co-funded

The Impact

1.



+1,000 Buyers Influenced

2.



+21% Increase in Awareness

3.



+33% increase in Propensity to Purchase

The Outputs



900+ Chefs & Culinary Students Engaged



6 million Video Views



+36 Million Social Media Impressions



+2 Million Website Visits



+68k Social Media Followers



53 Recipe Videos



+68k Social Media Followers



6 Culinary Competitions



33 Buyers brought to Ireland



+€2m Earned PR Value



38 Events



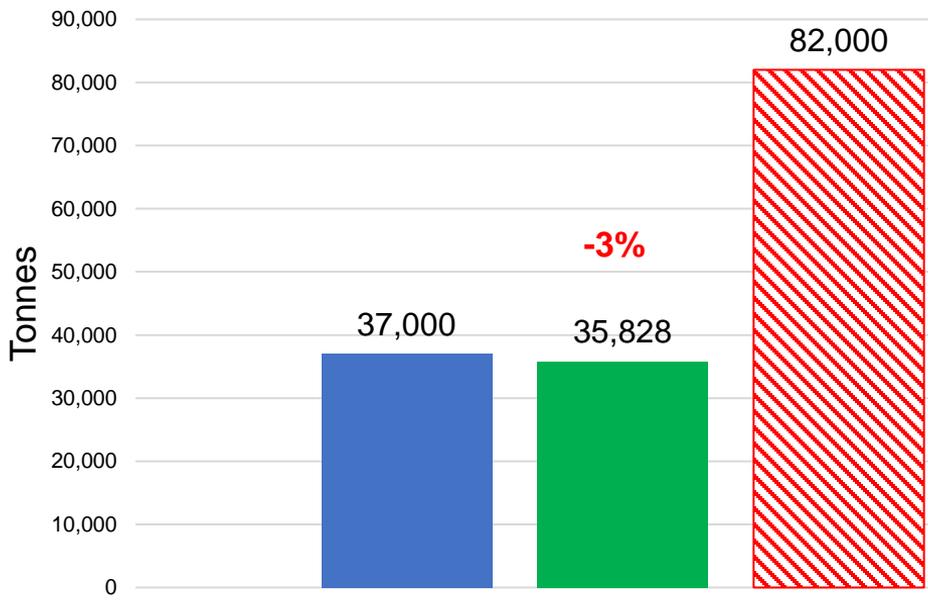
Co-funded by
the European Union

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EU Pork & Beef

Economic Impact

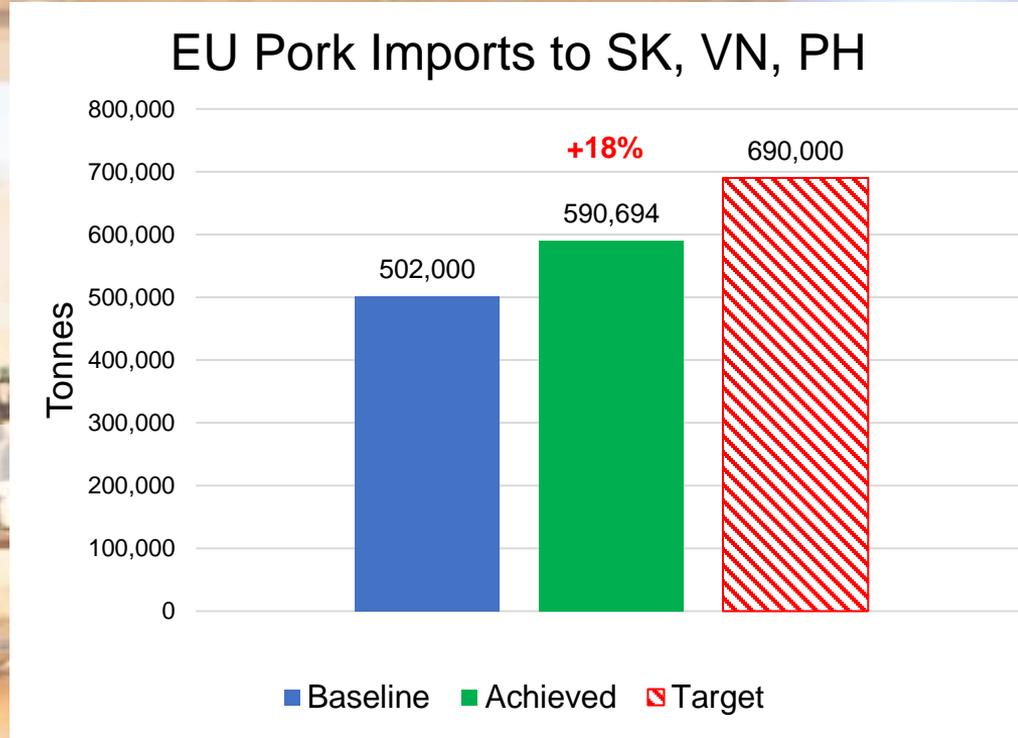
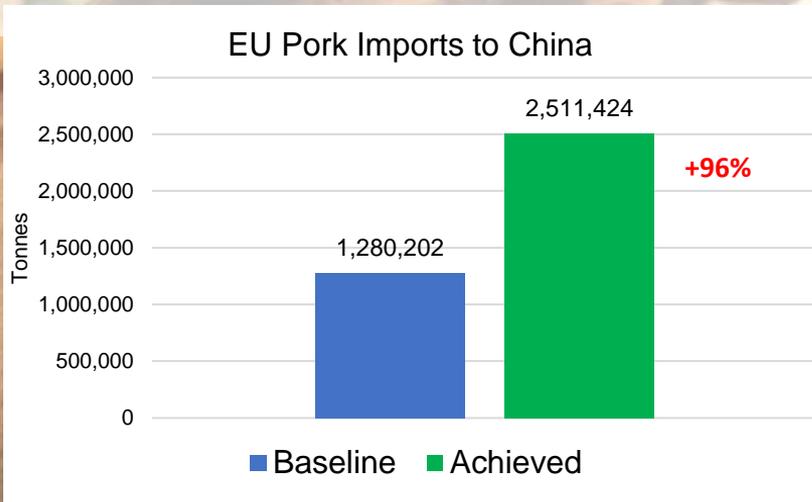
EU Beef Imports to SK, VN, PH



■ Baseline ■ Achieved ■ Target

EU Pork & Beef

Economic Impact





Campaign Investment €4.78M (2022-2025)

Generating €67.8M of incremental growth in Irish beef and sheep meat exports



USA
Export growth
+ €11.7M

China
Export growth
+ €36.7M

S. Korea
Export growth
+ €5.8M

Japan
Export growth
+ €13.6M



European Beef & Lamb (2022 – 2025)

2024 Activity Plan



★ Trade Fairs



Seminar China



Chef Masters China



Seminar Japan



Seminar US



Seminar China



Seminar Korea



Chef Masters China



KOL Event China



Seminar China



Chef Masters Japan



FOODEX Trade Show



AMC US Trade Fair



SIAL CHINA



SEOUL FOOD Trade Fair



Customer and Media Visits to Ireland



Seminar Japan



Seminar US



Seminar Korea



WEBSITE, SOCIAL MEDIA, PRINT ADVERTISING, VIDEO CONTENT



FEB

MAR - APR

MAY

JUN-AUG

SEPT

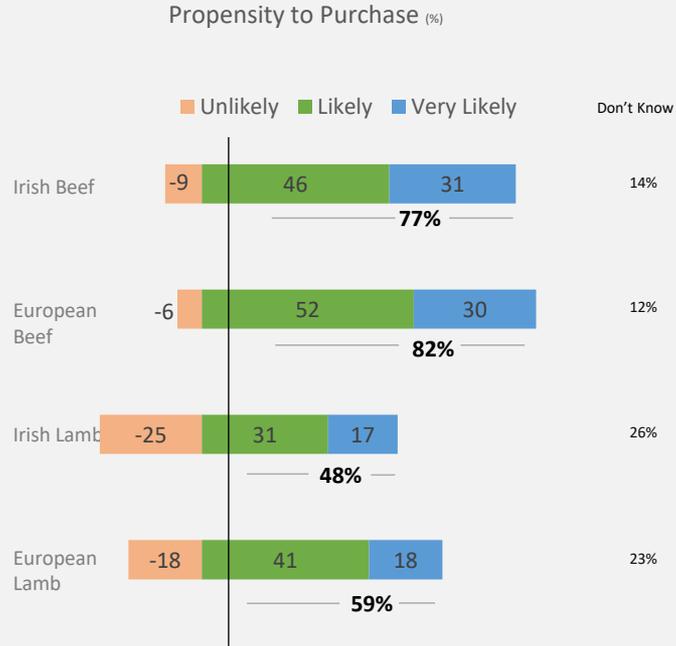
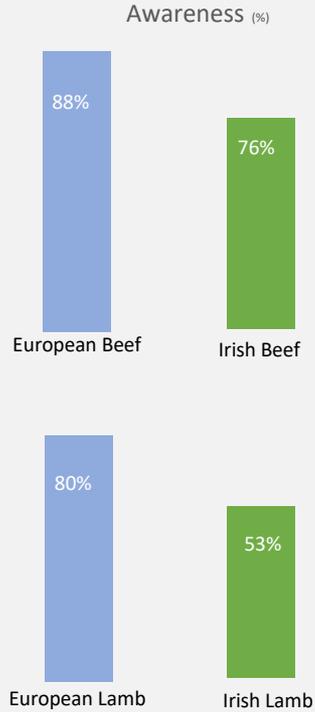
OCT

NOV



EUROPEAN BEEF & LAMB | CAMPAIGN IMPACT

Period -> Year 1 - June 2022 – May 2023



Market Access - commercial shipments -



China



Japan



South Korea



USA



Base (Total Attendees): n=162
 Base (Propensity to Purchase): European Lamb, Irish Lamb (n=132), European Beef, Irish Beef (n=162)
 Base (Awareness): European Lamb (n=132), European Beef (n=162), Irish Lamb (n=106), Irish Beef (n=136)

Experiences encountered with the Simple & Multi-programme



At the application stage

1. Familiarise yourself fully with the Regulation 1144
2. Build your programme with the end results in-mind – (strong business case/market analysis)
3. Implementing body, Evaluation Agency – Tendering & Procurement
4. Knowing your partners well is key (Multi)
5. Beware of translations, language and cultural differences within the team (Multi)
6. Preparing a proposal takes time



Source: google image

At the implementation stage

1. The first 6 months will be demanding
2. Face to face meetings are key – agree on the decision making process (Multi)
3. Make sure everyone is well briefed and understands their responsibility
4. Have adequate resources for programme management
5. Know your Grant Agreement = Contract *(what you set out in the application is what you implement)*

THE PAPERWORK a forensic approach is required!

- stay within the boundaries of the Regulation
- if in doubt ask (National Authority/ REA)
- documentation is key
- be accountable for every cent
- you will be audited



Onnea!

[Good Luck]

