

26 January 2024

# Project Connect Industry Roundtable

Killashee Hotel, Naas

**BORD BIA**  
IRISH FOOD BOARD







# 1. Welcome

**BORD BIA**  
IRISH FOOD BOARD



# Objectives

**1.**

To agree on the problem, and the urgency of it



**2.**

To advance the building blocks of the solution – critical deliverables



**3.**

To agree on how we move forward



# Operating principles

1. Be open and honest; Chatham house rules apply

2. Clear and concise

3. Carpark will apply for important topics that cannot be covered today

4. Meeting outputs will be shared





### Climate report highlights not a moment to waste

Written by John Amato  
Alcquaen plicetrat et libero in yemenatis  
Vivamus sodales utrices neque, nec pif  
ar etra amo otteper plicerat.



It's not a crisis but it's a situation we don't prepare for

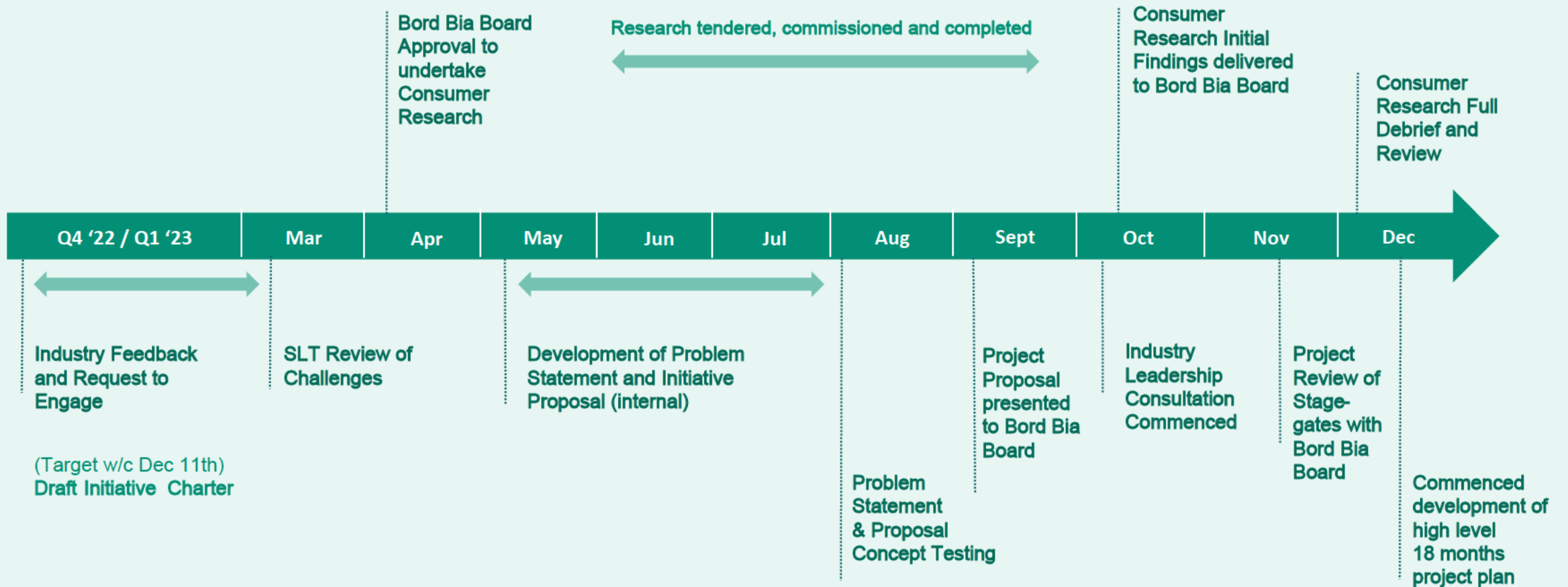
### Further forest fires in Spain

### Davidson open-minded about new HQ.

# 2. The problem



# Background to getting to today



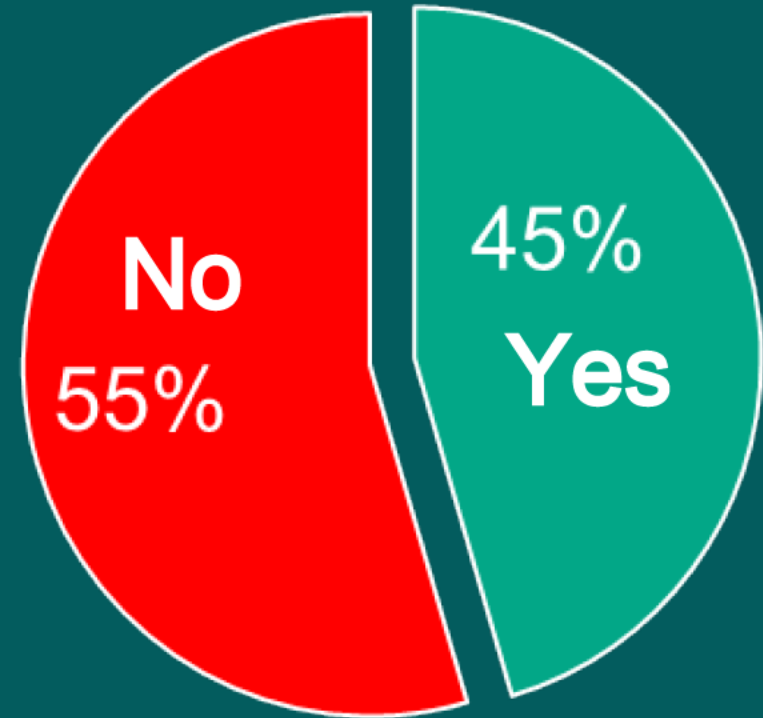
## Why are we here?

### 'Food Brand Ireland'

critically depends on Ireland's agri-food sector fully retaining its national importance and credibility across the island.

Our national reputation is built on our ability to work together to enhance and protect our industry.

Decrease our food exports to reduce the impact on the environment ?



Source: Bord Bia / Empathy Irish Public Perspectives, October 2023



# Shifting trends in media consumption



# Frustrations and demonstrations





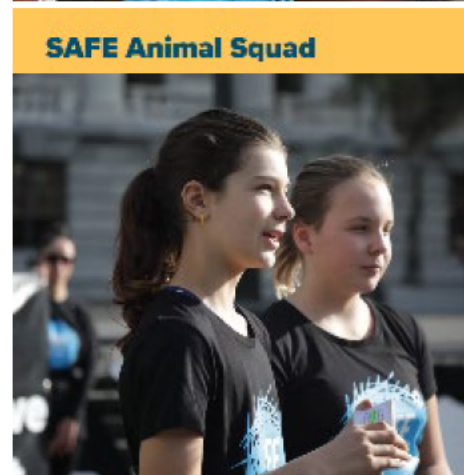
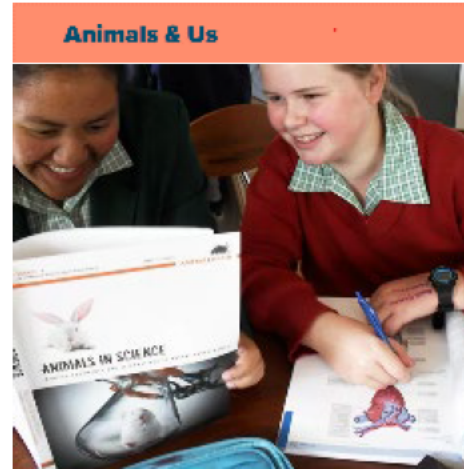
# Well-funded and resourced initiatives are emerging

SAFE is empowering New Zealanders to change the way we look at dairy.

“For the sake of our health, our environment, and for the millions of cows negatively impacted by the dairy industry, we must pave the way for a kinder and more sustainable future.

Stand with SAFE, mother cows and their babies by telling the world you’re... “

**Done with Dairy.**



Focusing on next generation



## Abroad and at home...





# Changed Irish media landscape

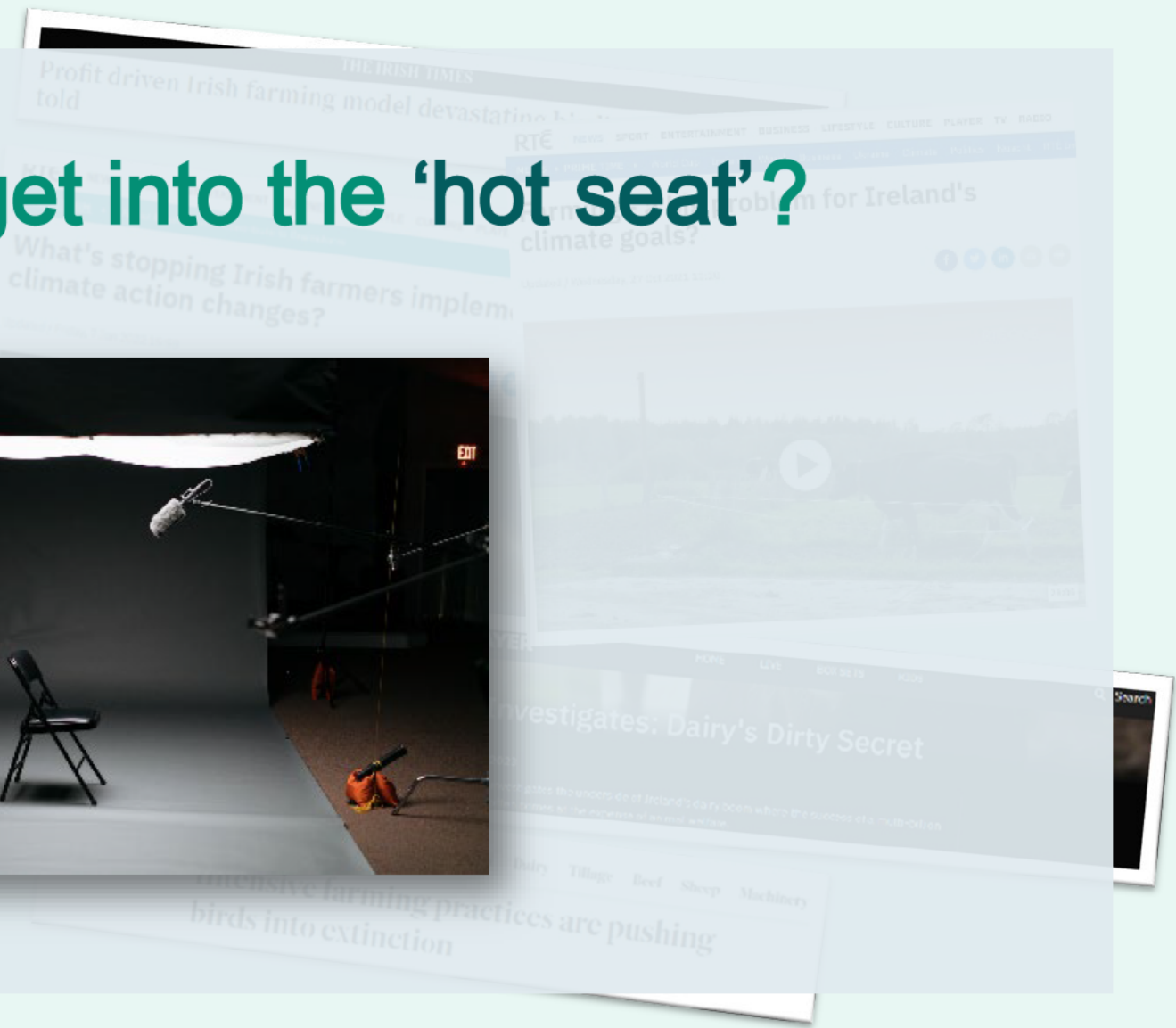
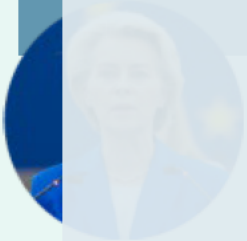
## Mainstream Media Environment correspondents

- RTÉ News and Current Affairs (George Lee)
- Irish Times (Kevin O'Sullivan, Sylvia Thompson)
- Irish Independent (Caroline O'Doherty)
- Irish Mirror (Shauna Corr)
- Irish Star (Shauna Corr)
- Irish Examiner (Pádraig Hoare)
- Sunday Business Post (Kathleen Gallagher)

## Mainstream Media Agriculture correspondents

- RTE News (Joe MagRaollaigh - 50%)

# Who's going to get into the 'hot seat'?



# Irish Public Perspectives

Fiona McMahon

**BORD BIA**  
IRISH FOOD BOARD



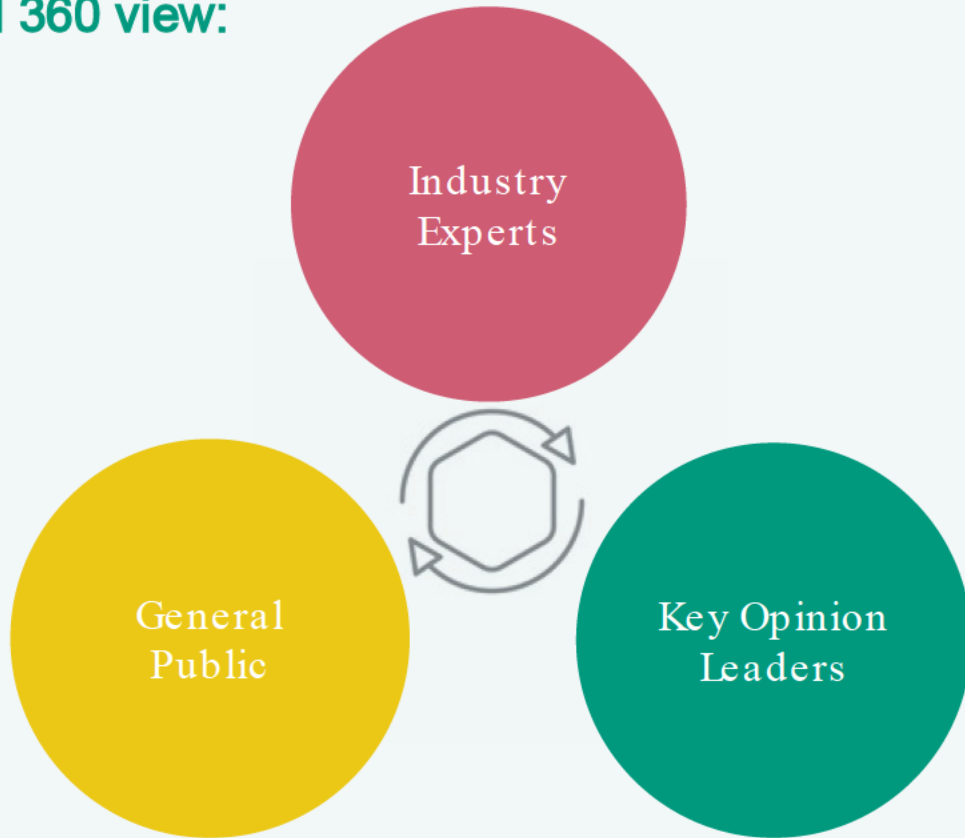


# Objectives & Methodology

**Project Objective:**  
Unite the industry

**Research Objective:**  
unbiased, up to date view

## Full 360 view:



## Research in numbers:

160,000 online posts in past 24 months across 60,000 online authors and 1,400 relevant online sources

12 Focus Groups with >60 people aged 16-70 (with varying connection to farming)

5 in-depth interviews with industry experts and KOLs with a combined online following of 24,000

1,600 members of the Irish public interviewed in a 20 min survey (nat rep of 18+ ROI).

Robust and comprehensive investigation

Guide and align

## 5 Questions

1. Food & Sustainability issues?
2. Role of industry in society?
3. Aware of sustainability efforts made?
4. What's different about Irish food?
5. Role of industry in food supply?  
Who is responsible?

## 3 Takeouts



## Question? A or B

**A.**

I am/was a farmer or I grew up on a farm or at least one of my parents/grandparents grew up on a farm

**B.**

I have never been a farmer and my parents/grandparents or I didn't grow up on a farm



# Tension Points

## TENSION #1

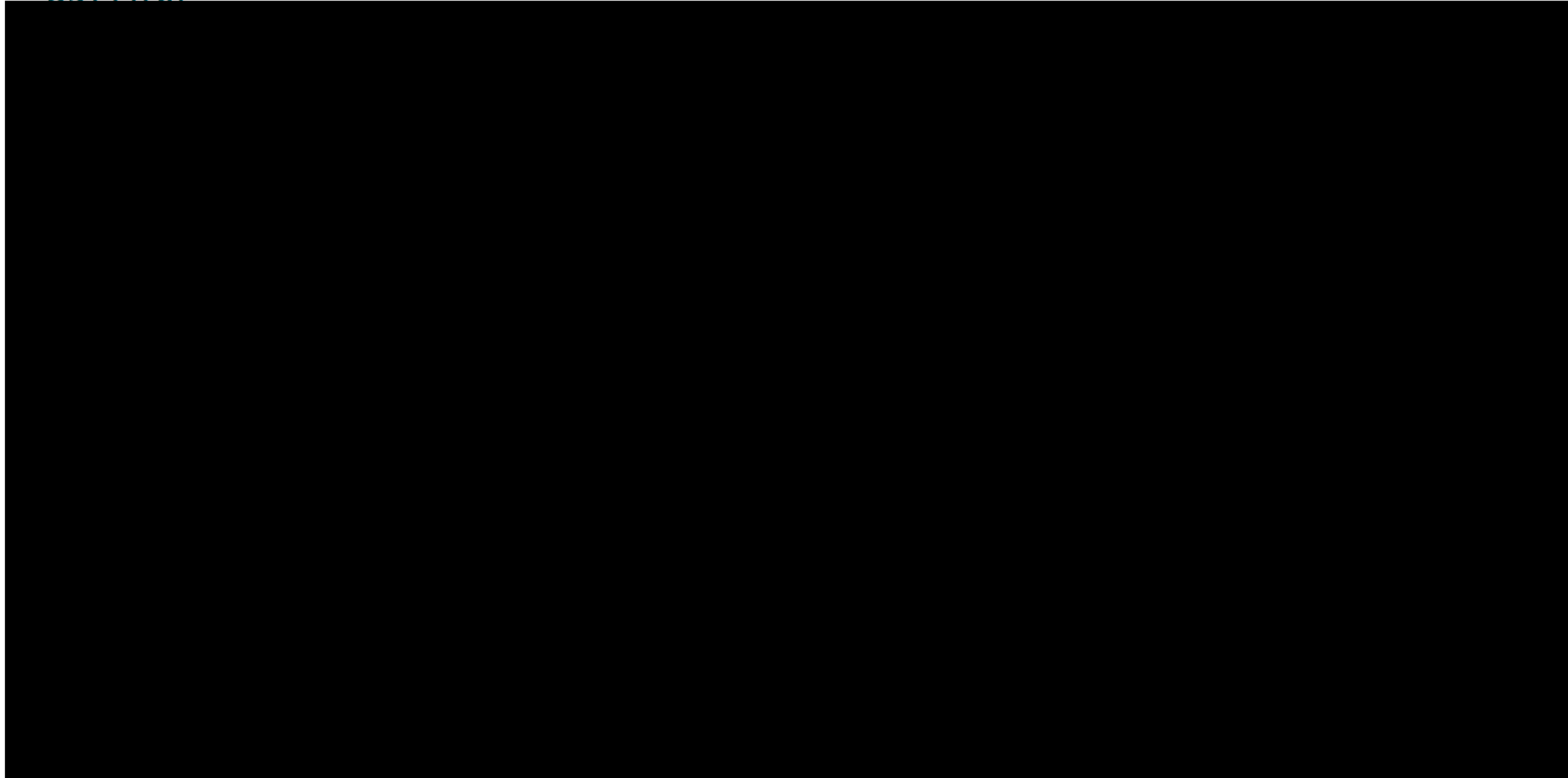
'Food related concerns top my list when I'm asked about the environment

## BUT

I don't know what effort is being made or can be made by Ireland's agri-food sector in this area'



S9(1)(c)





# Tension Points

## TENSION #2

‘All of us are responsible for impacting the environment

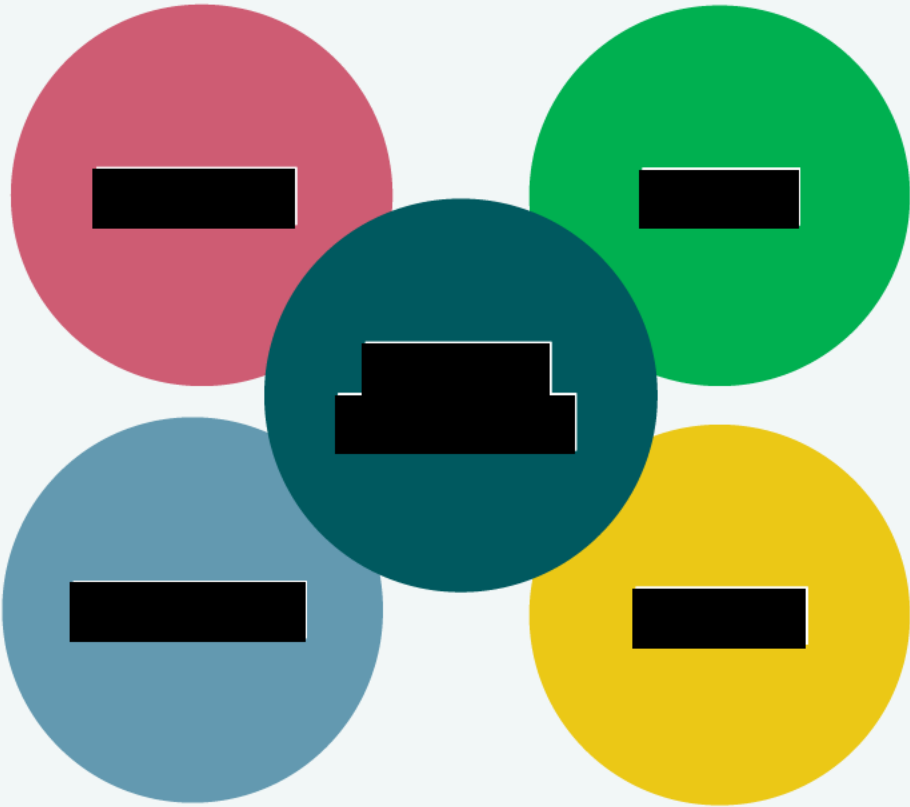
**BUT**

Farmers are most responsible for delivering a sustainable food system’





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# Tension Points

## TENSION #3

'I appreciate and have empathy for Irish farmers

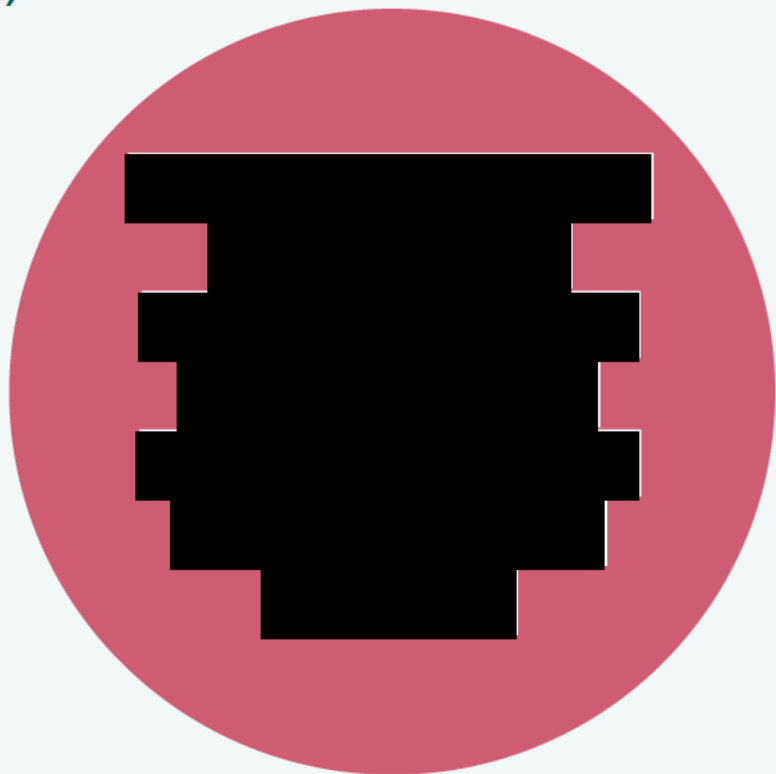
**BUT**

they ultimately need to keep the farm viable and that's their priority'

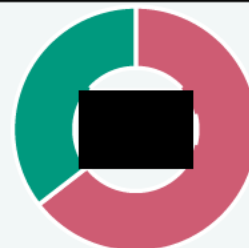


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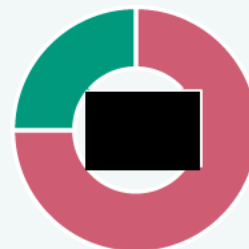
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[Redacted]



[Redacted]



[Redacted]

[Redacted]



# Tension Points

## TENSION #4

'I know Irish food and drink tastes great and is great quality

**BUT**

I don't know enough about its sustainability and nutritional benefits'





[Redacted]

[Redacted]

[Redacted]

S9(1)(c)

[Redacted]

[Redacted]

[Redacted]

[Redacted]



[Redacted]

[Redacted]

[Redacted]

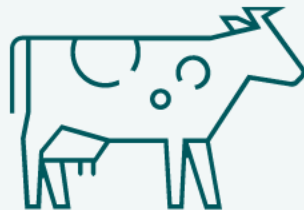
[Redacted]

[Redacted]

One of the greatest causes and drivers of all these tensions and conflicts in people's minds –is a disconnect between farming and food in Ireland

*“Never before have we been more divorced from where our food comes from and never before have we been more interested”*

Tom Martin, Farmer Time



55%



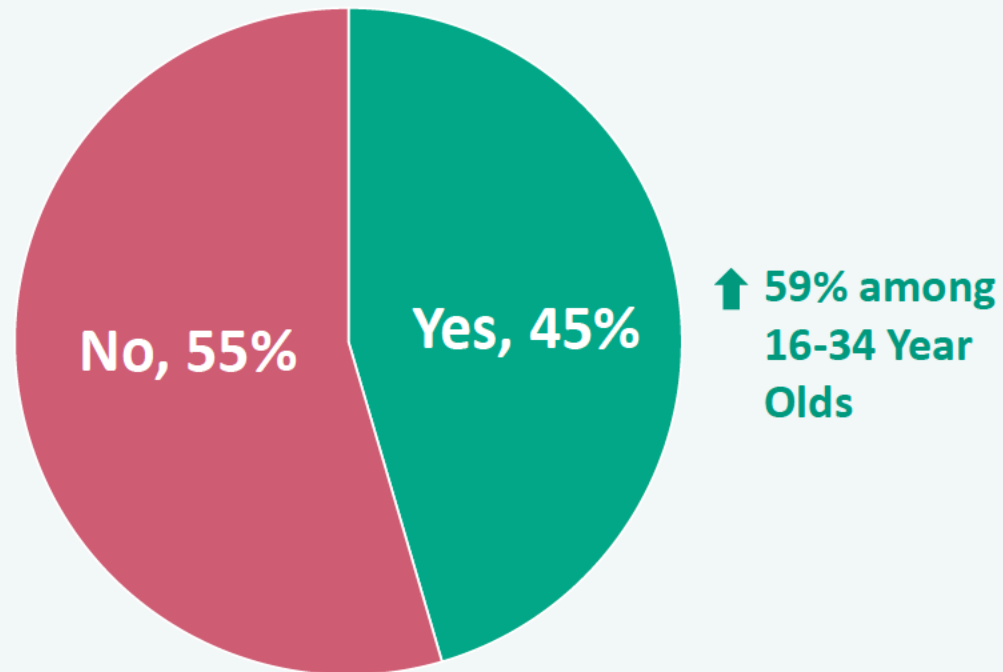
No Farming Connection

No Connection'

- Tensions more applicable
- More negative on sectors impact

# Evidence in the research that the industry's license to operate to its current scale is being called into question by the Irish public

Decrease food exports to reduce impact on the Environment ?

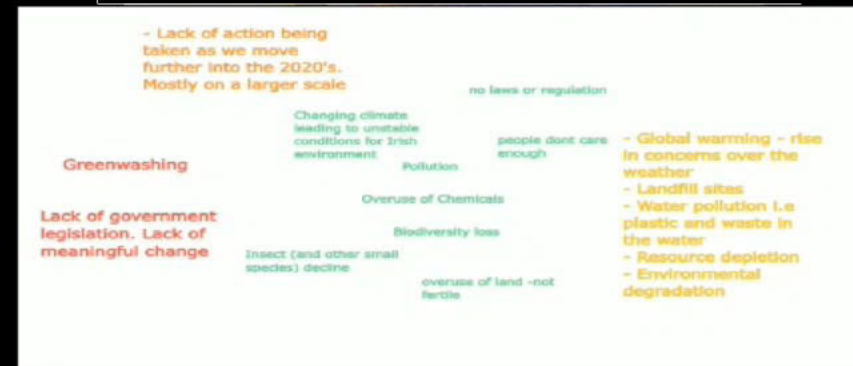


S9(1)(c)

“ **Agree**  
‘It’s important we balance imports and exports to ensure we have enough Irish food for consumption in Ireland’”

# Frustration that a more balanced, factual discussion is not being provided by the media...

S8(a)(i)



...Strong appetite for balanced, healthy, honest, constructive debate



Opportunity exists to reconnect farming with food, inspire people to seek accuracy and drive pride in the industry and world class food it produces

## By being Transparent

Provide those less connected with farming with a window into its reality

- In an emotionally engaging and entertaining way
- Using relatable and comparable proof points and avoiding agri-jargon

## By being Accountable

Say something different here i.e. Own our part in the problem...

**'Yes, we are significant contributors to carbon emissions AND we are evolving....'**

- Candid on progress
- Minimise politicising farming

## By being Responsive

Tell a story of change through in a consistent coordinated way

1. Relevant media channels
2. Link it to consumer benefit




A scenic landscape featuring a vibrant green field in the foreground, a narrow dirt path leading into the distance, and a densely forested hill in the background under a clear blue sky. The field is lush and appears to be a meadow or pasture. The path is well-trodden and leads the eye towards the horizon. The forest on the hill is composed of various types of trees, including evergreens and deciduous trees with green foliage. The overall atmosphere is peaceful and natural.

## 3 Key Takeouts



1.  
Tensions!  
→ Little Knowledge  
→ Little Optimism





**2.**  
**Disconnect &  
Frustration**  
**→ License to  
operate?**





3.

Reconnect, Inspire  
& Drive Pride

*By being*

Transparent,  
Accountable and  
Responsive



# Policy Horizon for Irish Agri-Food



S8(a)(i)



26<sup>th</sup> January 2024





PARIS2015  
UN CLIMATE CHANGE CONFERENCE  
COP21·CMP11



**2020 UN BIODIVERSITY CONFERENCE**  
**COP 15 - CP/MOP10-NP/MOP4**  
Ecological Civilization-Building a Shared Future for All Life on Earth  
KUNMING – MONTREAL

# Policy Rooted in Global Commitments

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# Transformative Policy Agenda

## Domestic

- Climate Plan under Climate Action & Low Carbon Development Act

## EU Farm to Fork +

- EU Nature Restoration Law
- EU Sustainable use of Pesticides Directive
- EU Protection of Animals in Transport Regulation
- Industrial Emissions Directive
- EU Nitrates Directive
- Carbon Removals Certification Framework

## Disclosures /Supply Chain

- Corporate Sustainability Reporting Directive
- Corporate Sustainability Due Diligence
- Empowering Consumers for Green Transition Directive
- Green Claims Directive
- Regulation on Deforestation Free Products

## Common Agricultural Policy

# Impact Uncertainty

## EU Nature Restoration

- 20% by 2030
- Agri Measures
- Impact beyond Agri

### Impact

- Production Impact?
- Increased technical skills
- Pressure on peat
- Elevated nature & biodiversity

## EU Nitrates Directive

- Derogation & Water Quality
- Post 2025
- Future Policy Direction

### Impact

- Milk Supply?
- Farm System & Return
- Other Priorities
- Public Awareness

## CSRD

- Disclosure Regulation
- Double Materiality
- Extensive Reporting

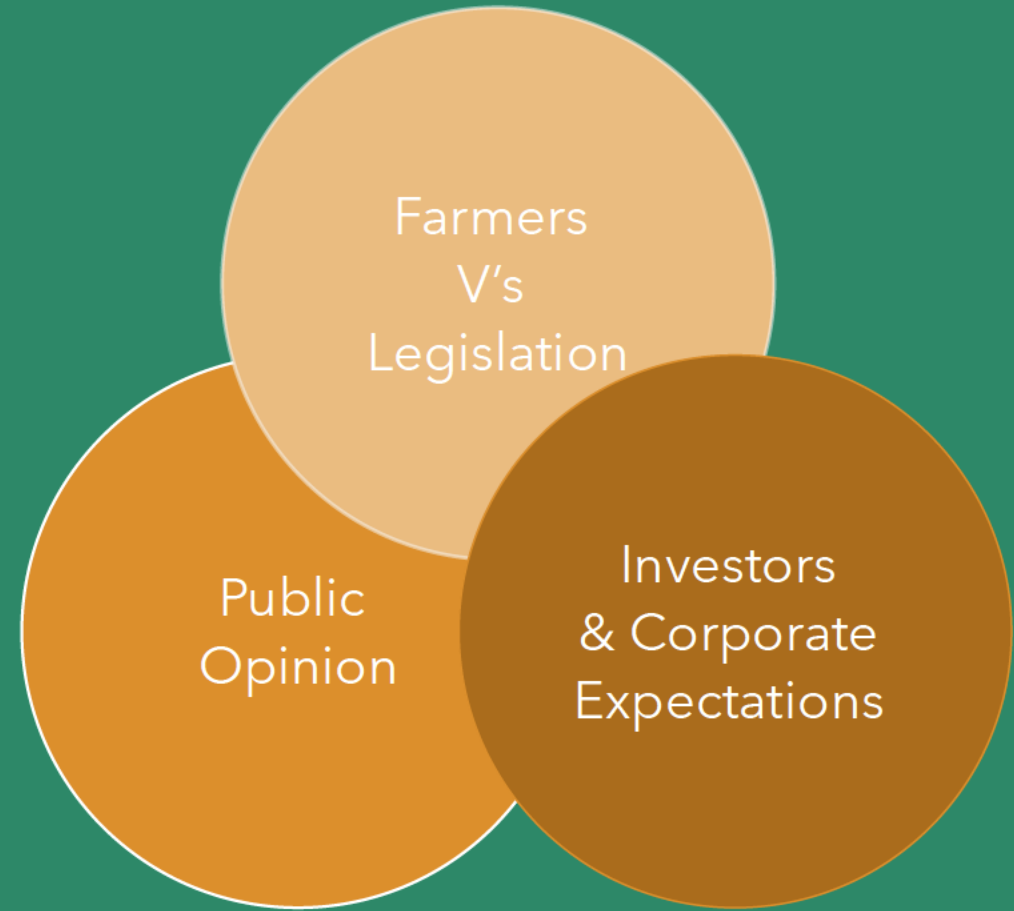
### Impact

- Paris Aligned plans
- Whole value chain impact
- Quality Data



Lorem  
Ipsum

# Social Licence?





# 3. The proposal and the ask

Initiative purpose is...

To enable the Irish public to better understand the commitment of farming and the Agri-Food sector to sustainably nourish this and future generations at home and around the world



# What success looks like...



## Achieving Defined Targets

related to understanding and awareness of key statements

### Enablers

#### Representative

All sectors, and the whole supply chain

#### Unifying

Working together under one umbrella approach

#### Verified

Using proof points that resonate with public

#### Multi-faceted

Direct, indirect, local, national, board, targeted

#### Experienced

Leveraging best talent, minds and skills

#### Industry-Led

Commitment & backed with sustained funding



# Proposed approach



Individual Initiatives



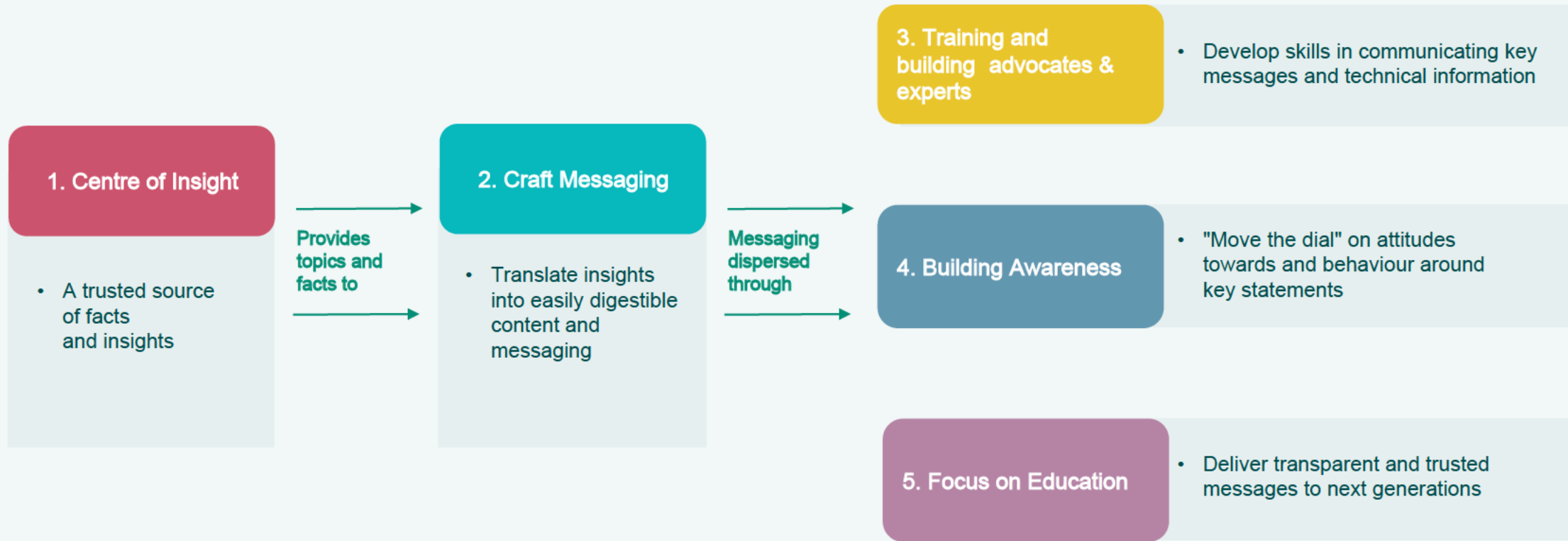
DRINKAWARE



# Proposed approach



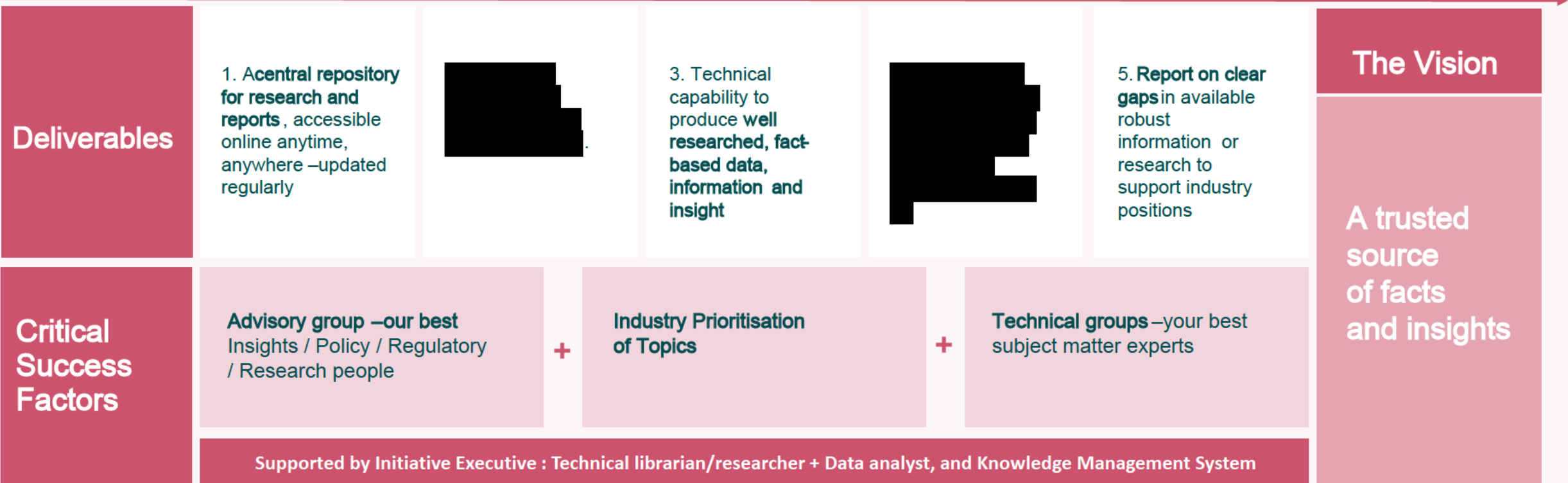
# 5 proposed critical areas to deliver on the purpose



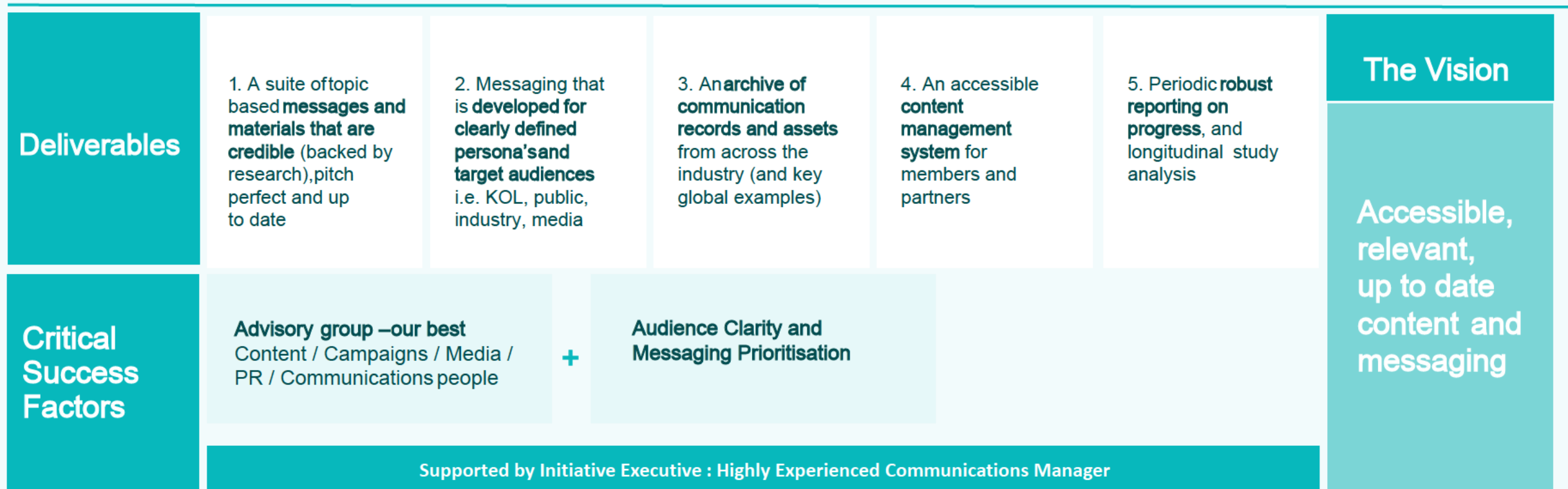


# 1. Centre of Insight

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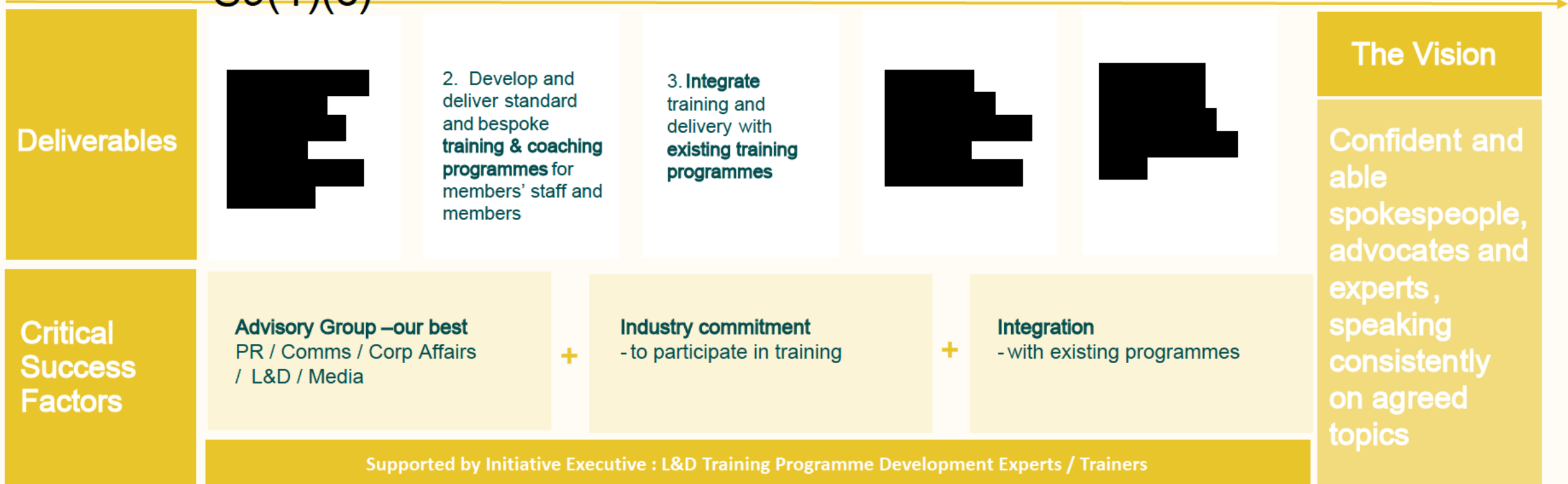


## 2. Craft Messaging



# 3. Training and Building Spokespeople, Advocates & Experts

S9(1)(c)





## 4. Building Awareness

### Deliverables

**Deliverables TBC- This is dependent on the prioritisation by the group/industry, the targets and the associated modes required to create the impact.**

The deliverables will include channel approach plans, amplification plans, and creation of an identity if pursuing direct campaigns.

### Critical Success Factors

**Advisory Group**—your best Marketing and Media people to ensure high standard of campaigns

+

**Clear Goals**—audience and statements and realistic budget and time to deliver

+

**Messaging Integration**—crucial in member campaigns

## 5. Focus on Education

### Deliverables

**Deliverables TBC- This is the most critical area long term and merits major consultation**

The entire industry approach to education at all levels, merits a comprehensive review engaged in by all active parties, to agree and align on a strategy that can ensure optimum results and ROI.

### Critical Success Factors

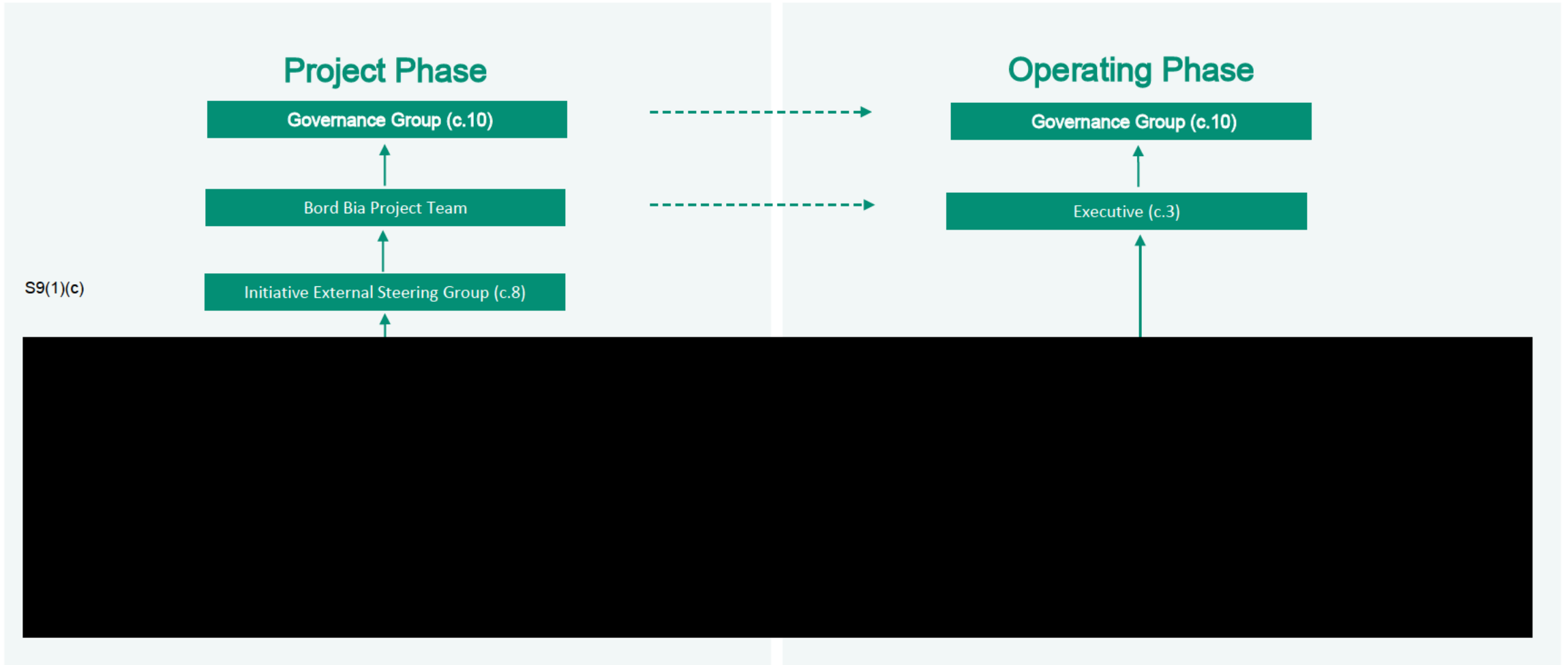
**Advisory Group** – knowledge, expertise, credibility and relationships. (Teachers / Dept of Education / Parents / Youth Council)

+

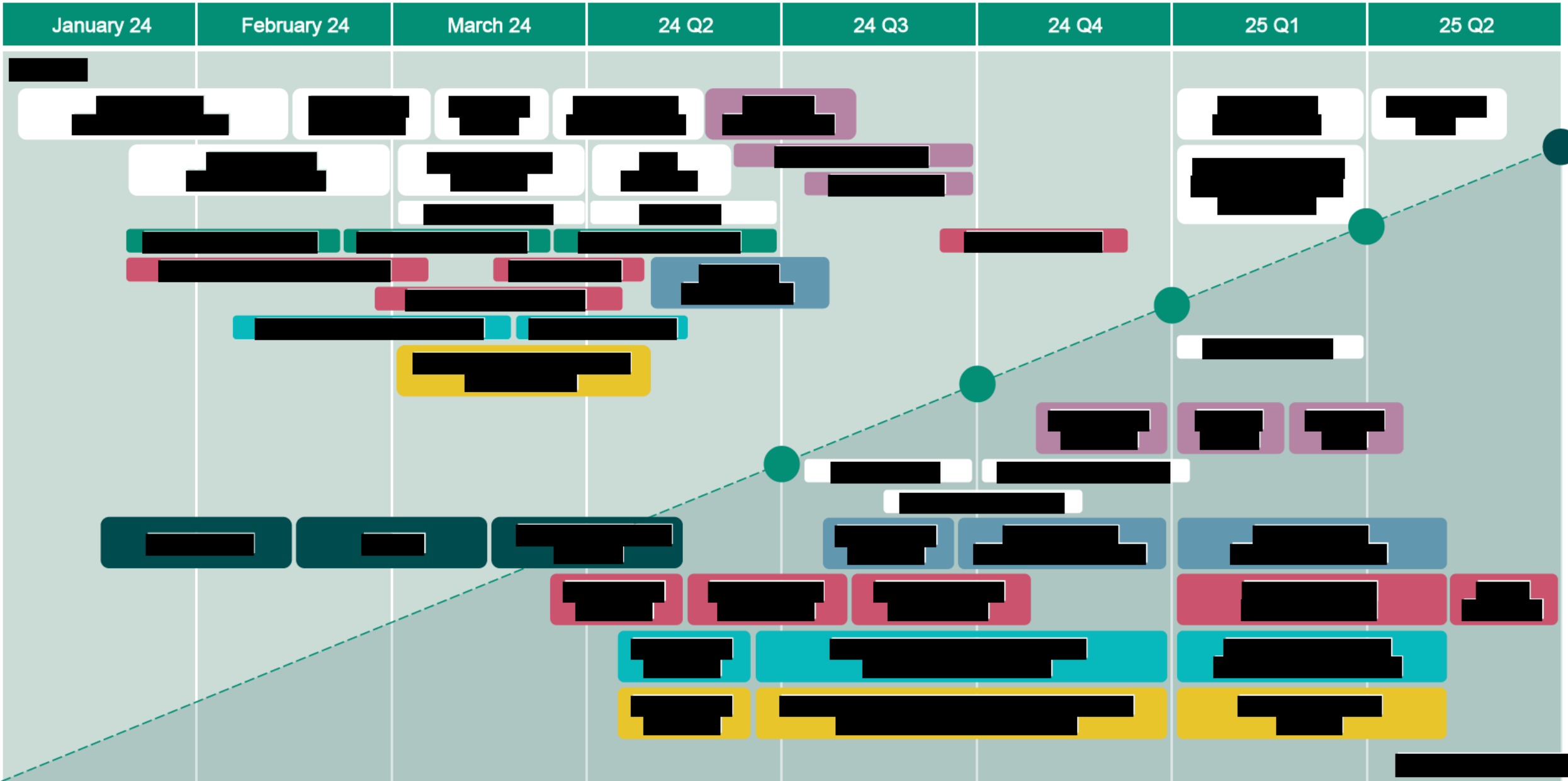
**Partnership** - with established experts and programmes

# Potential Governance & Operation Structure

- Project to Operational (BAU) Phase

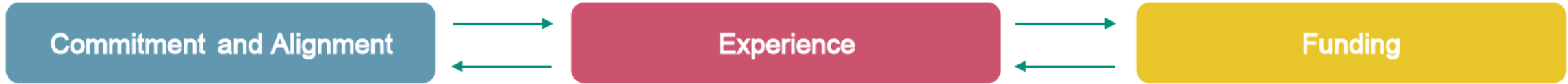


# High Level Plan 2024 S8(a)(iv)





# The Ask



## 1. Sign up to a charter which outlines your commitment to:

- S9(1)(c)
- Being openly unified under the initiative umbrella;
  - [Redacted]
  - Committing the best minds in your organisation to serve on Advisory Groups, Technical Groups or the Governance Group;

## 2. Aligning your own organisation's communications with that of the initiative where appropriate:

- Providing relevant data and content to the initiative on request;
- Using the Centre of Insight as a primary source;
- Using the messaging developed by the initiative in your own communications; and
- Putting relevant people forward to act as advocates and to partake in training programmes.

**Thank You.**