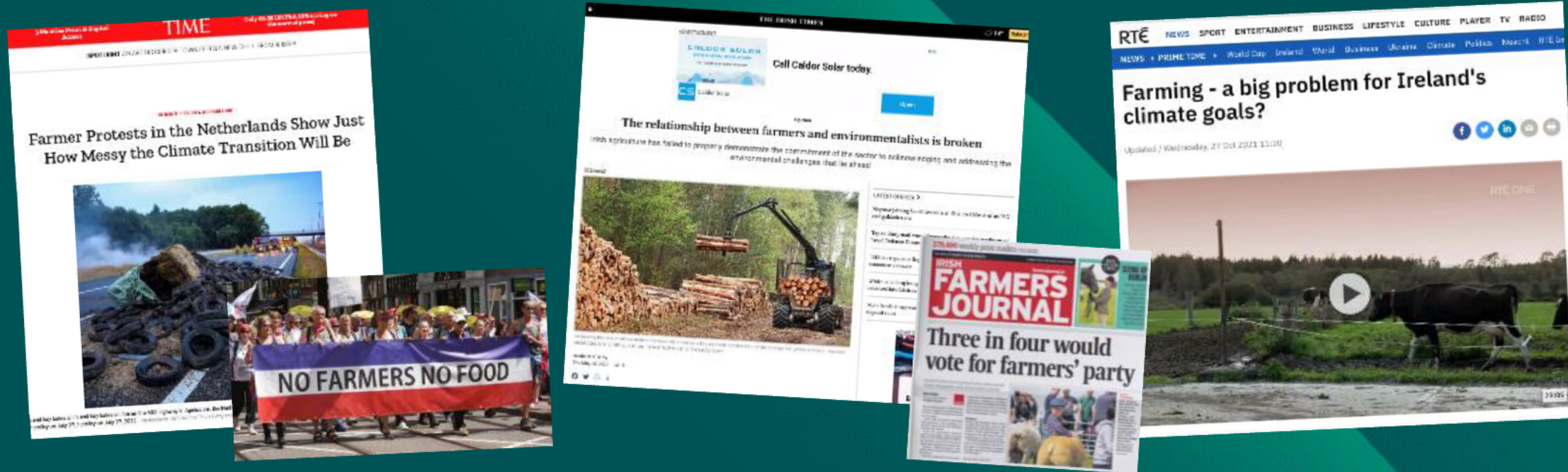


A group of people, including a woman in a headscarf, looking at a tablet together. The image is overlaid with a teal gradient and geometric shapes.

# Irish Agri-Food Public Communication Initiative

**BORD BIA**  
IRISH FOOD BOARD

## Around the world, and the perception of farming is deteriorating



➔ 2021 Irish consumer research showed that significantly more shoppers (58%) feel Irish farmers are taking great strides to improve their sustainable approach or reduce their impact on the environment. However, still a large proportion (73%) feel that farmers need to produce more in a way that respects the environment.



# What is the general Irish consumer seeing?

Despite the work and effort undertaken by Irish farmers and industry throughout the country, the mainstream narrative is largely one of challenge and negative perspective in terms of agriculture's real commitment and delivery of action.

Failure to effectively 'communicate' what is actually happening, has been recognised time and time again as a key limiter of the industry.

However never have we been at such a critical point of mistrust.

Sustaining public engagement and balancing the narrative needs to be resourced and invested in, if Irish agriculture is to retain its public license to operate.

## Is Irish agriculture as sustainable as it likes to think?

EPA chief Laura Burke says science doesn't back up farming's claims about its green credentials. Leading industry insiders disagree, but accept that more needs to be done

THE IRISH TIMES

## Farming practices and climate change affecting Irish river water quality

RTE NEWS SPORT ENTERTAINMENT BUSINESS LIFESTYLE CULTURE PLAYER TV RADIO

NEWS • Ukraine Climate Brexit Ireland World Business Politics Nuacht RTE Investigates Progr

## Emissions from Irish farms continue to rise - Teagasc

Updated / Monday, 17 Oct 2022 15:46



The 2021 Sustainability Report published by farm advisory and research body Teagasc found the dairy sector's emissions rose last year due to an increase in average herd size

KIE NEWS SPORT ENTERTAINMENT BUSINESS LIFESTYLE CULTURE PLAYER TV RADIO

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## What's stopping Irish farmers implementing climate action changes?

Updated / Friday, 7 Jun 2022 15:50



Creating farmers have good experiences with new environmentally-friendly practices will be important in

Farming Independent News Agri-Business Farm Property Dairy Tillage Beef Sheep Machinery

## Intensive farming practices are pushing birds into extinction

THE IRISH TIMES

## Profit driven Irish farming model devastating biodiversity, committee told

# And there is more potential public challenge to come...

The EU commitment to public good through the **European Green Deal** and the comprehensive **Farm to Fork Strategy**, has to date already created clashes both at national and EU level between the agri-food sector and legislators.

These challenging engagements to implement local and EU wide legislation, are likely to only continue and grow as the topics become more specific and targeted.

The recent **EU Nature Restoration Law** debate is a good example of a very publicly played out challenge. The ability of the industry to do this, without further eroding public confidence in Irish agricultures commitment, .



## EU Nature Restoration Law



## EU Animal Welfare Laws



## Sustainable Use of Pesticides Regulation



## Ireland's Nitrates Derogation Review

The infographic is titled 'What are New Plant Breeding Techniques (NPBTs)?' and 'What do we aim to do with NPBTs in the CHIC Project?'. It explains that NPBTs are innovative tools for developing new plant varieties. It details the CHIC project's aim to develop and implement a set of NPBTs to adapt root culture and strengthen it as a robust, low-irrigation crop for the production of dietary fibres and ingredients with health benefits. It also lists 'CONVENTIONAL BREEDING' and 'DIRECTED MUTATIONS' as methods.

## New Plant Breeding Techniques





**What needs to happen?**





## Core Objective

A collaborate approach to connecting with, and developing, the Irish public's understanding of the agri-food sector; its societal value and progress, challenges and commitment to positively contribute to combatting climate change.



# A balanced public perception of the Irish agri-food industry is vital for its future viability.

That means:

Balanced commentary on the challenges and contributions from the sector

Constructively challenging inaccurate information to enhance understanding

A public enabled to make informed opinions and decisions

Acknowledging and owning where the industry is struggling to improve at the required pace

# So what does it look like: Industry Alignment, Collaboration and Investment around the challenge

## Moving From:

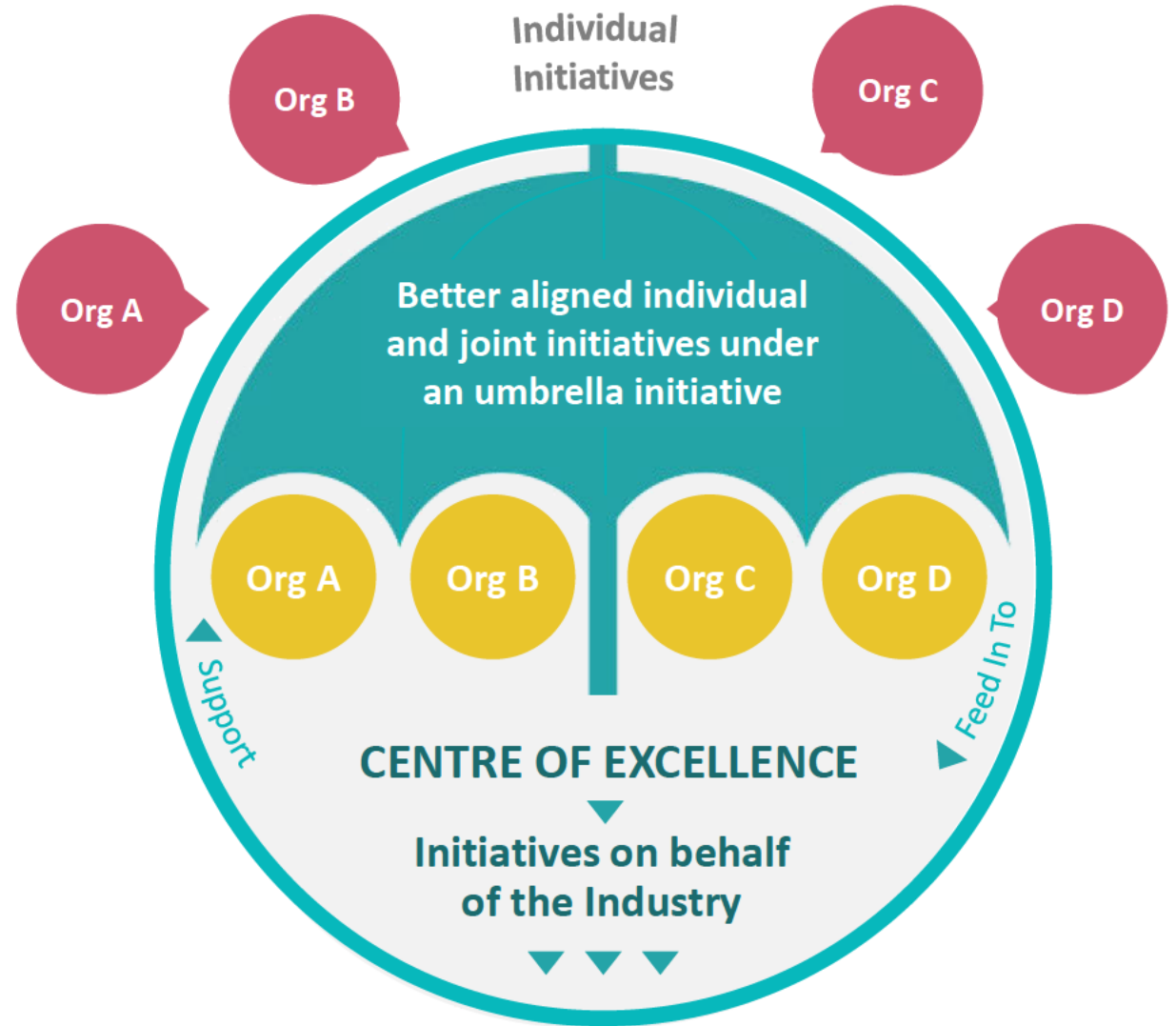
Individual organisations, companies, groups working independently and on a host of activities important to their stakeholders.

## To:

An aligned umbrella initiative, **which still allows entities to retain their own activities**, however directionally aligning better, and collaborating more to foster greater impact.

+  
[Redacted]  
[Redacted] also  
deploying larger-scale initiatives on behalf of the industry.

S8(a)(iv)





# We believe, whatever we do needs to be....

## Representative

All sectors, and the whole supply chain



## Multi-faceted

Direct, indirect, supporting, or fully deploying ,...laddering up



## Experienced

Leveraging best talent, minds and skills



Focus is entirely on building the industry's ability to respond, engage and help balance the narrative

Its about providing the tools, the skills, and the capability for change, and unifying the approach under one umbrella initiative.

## Unifying

Under one umbrella approach



## Verified

Using proof points that resonate with public



## Industry-Led

Commitment & backed with sustained funding



## Role of the Umbrella Initiative

### 1. Commit the industry

...around a singular call to action, that lends itself to multiple initiatives of varying scale and focus.

### 2. Deliver significant impact

...that resonates with the public, opinion leaders and influencers.

### 3. Utilise experienced talent

...in the steering group and governance structure (supported by Bord Bia) to ensure goal delivery and excellence in execution

A number of actions delivered under an umbrella initiative gives scale and supports resonance. These would be a combination of centrally deployed actions, or individual member actions (once approved by a member led steering group).





# Role of the Centre of Excellence

## 1. Lift and set the standard

...for excellent public communication of agri-foods role in and contribution to Irish society and the environment. Support members and collaborations with insight, training and guidance.

2. [Redacted]

S9(1)(c)

3. [Redacted]



# Potential areas of activation...

### CENTRE OF INSIGHT

- Central repository for relevant supporting research and reports.
- Technical capability to interpret.
- [REDACTED]

### CRAFTING MESSAGING

- Translating the difficult to easy to understand, and making it relatable
- Always on, always up to date (hot topics)
- Timely and relevant facts.
- Prepared for use with varying audiences - public, industry, political, KOL, media.

### TRAINING AND BUILDING ADVOCATES

- Series of programmes and tools to enable skills.
- One on one skills development.
- Leadership focus and company initiatives.

### AWARENESS CAMPAIGNS

- Targeted public information campaign(s): key topics and audiences, utilising the most impactful modes
- Utilise and/or partner on promotion, events, sponsorships, national or localised
- [REDACTED]

### EDUCATION

- Working in partnership with established capable entities, relay the core messaging and insight.
- Create a credible transparent source for public.

S9(1)(c)

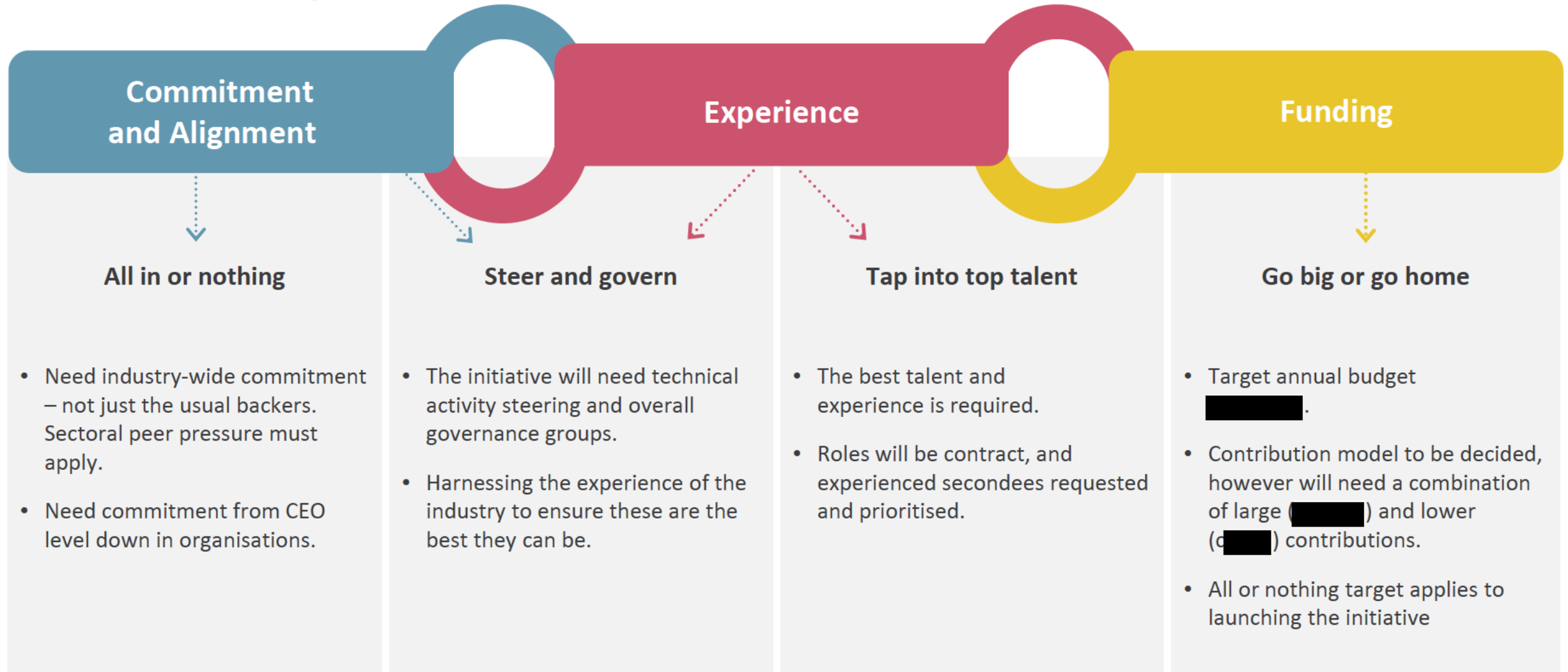
## Example: Calf Welfare & RTE Investigation

Calf Welfare would be a pre-defined issue, meaning it has an open case file within the initiative, which would include:

<p>1. <b>Technical assessment</b> of issue and relevant points, maintained at all times</p>	<p>The technical lead, working with a wider technical input group, or with an already established group (Calf Welfare Forum) would understand, keep and maintain a list of all relevant activity, issues and research that may support any discussion the topic. They will be the starting point for insight/knowledge on the issue, and will provide a 'hot' points list to the comm's team on regular intervals.</p>
<p>2. <b>Refined Public Messaging</b> (lines) &amp; extensive maintained Q&amp;A</p>	<p>The comm's team will have key prepared lines to address the various aspects ('hot' points) from the technical group that are both pro and negative for the industry. There will also be an up to date Q&amp;A document which addresses all major questions, at both technical and public level</p>
<p>3. List of <b>prepared speakers</b> versed on the issue, the key talking points, and prepared professionally</p>	<p>The training team will have identified and worked with a number of topic speakers (min 2) to ensure they understand all relevant content, and are prepared and able to address multiple audiences, including mainstream media.</p>
<p>4. <b>Case examples</b> of progress on the issue, and industry best practice sharing</p>	<p>A number of case examples will be maintained, of key initiatives which are demonstrating progress on any of the major sensitive issues.</p>
<p>5. Available <b>preparation expertise</b> to individuals or group engaging in a the topic</p>	<p>A list of on hand briefed experts to call on, should an member or individual need to address the issue themselves, and want some short notice training or preparation support.</p>



## The ask of the industry



## Clarity: What is and is not in the scope?

### Not in Scope

- Lobbying
- Defending the indefensible
- Individual's urgent or niche requests
- Speaking on behalf of the industry on specific issues\*

### In Scope


- Provision of accurate information and messaging to all
- Technical assessments of issues and risk levels
- A prioritised list of impactful focus area's
- Training, development programmes, one on one consultation to support speakers from the industry

\* including maintaining and supporting a key list of industry spokespeople



# Why is Bord Bia proposing to get involved?





**We need to focus on the things that ought to be done, that otherwise wouldn't get done**

**Strong central independent co-ordinator**

**Public & industry credibility and trust**

**Talent and experience on hand**

**Evidence based & independently verified approach**

**Proven track record of successful delivery, where working in industry partnership**

**Food Brand Ireland depends on Ireland's agri-food sector fully retaining it's license to operate**

# Testament to our ability is our success to date....

## *Origin Green - Powered by Partnership*



# Bord Bia is only the initiator

## S9(1)(c)

### Year 1

- Fostered and enabled by Bord Bia
- [Redacted]
- [Redacted]
- High level of 'experienced' people in key roles.

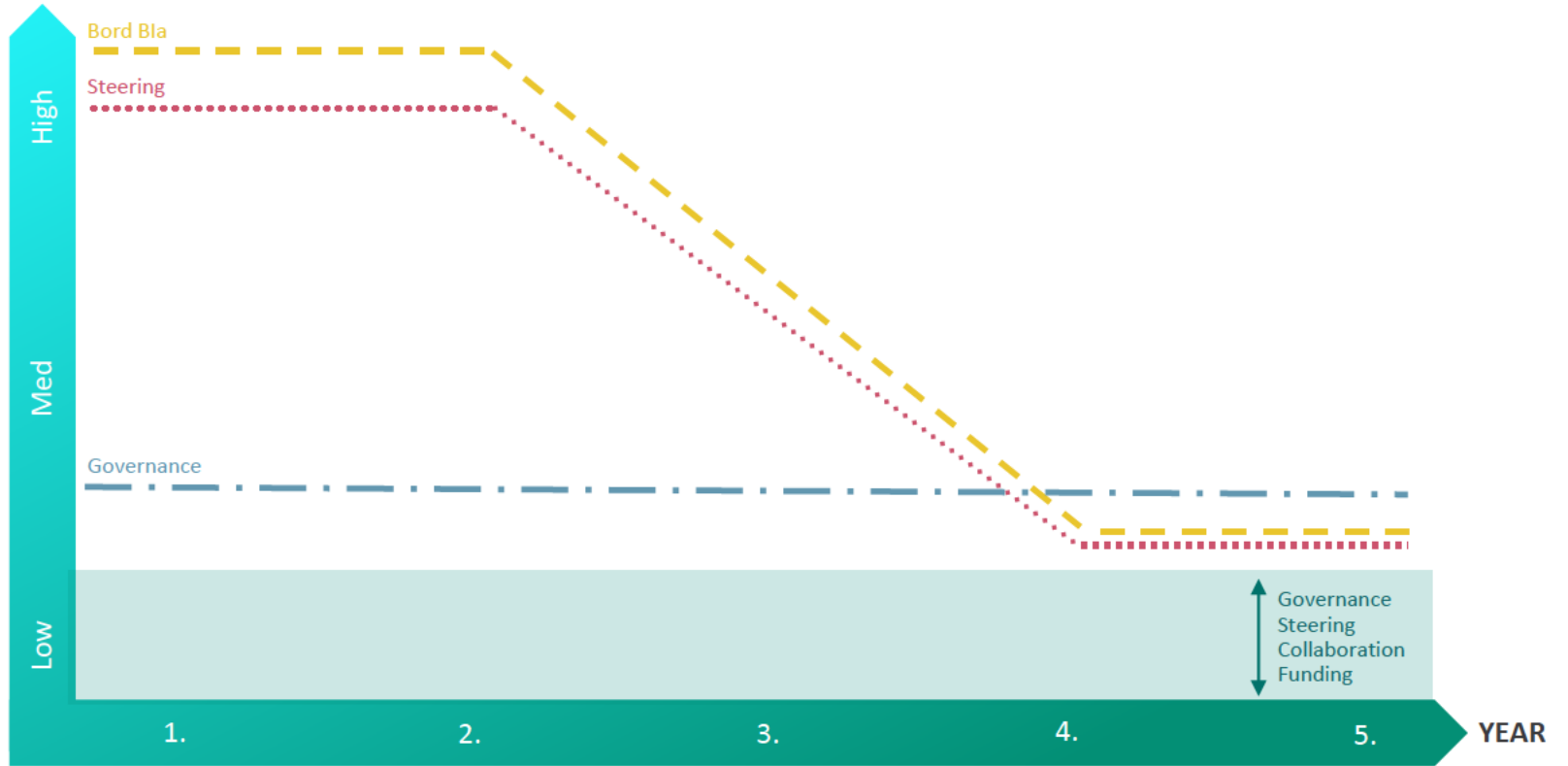
### Year 3/5

- Fully independent initiative and Centre of Excellence, collaborating with industry and Bord Bia.
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

### Structure

- The chosen entity form (company, trust, etc) and operating structure, will consider the exit of Bord Bia within an project agreed time frame (e.g. 12-18 mths)

## SUPPORT





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