

Public Perception Project (Project Connect)

Primary Goal, Objectives & Measurement

March 2024
CONFIDENTIAL

BORD BIA
IRISH FOOD BOARD

Primary Goal

Our Goal

Both the public (consumers) & our farmers and producers

Trust is good, but we need to go beyond trust - we need a higher response. Proud is defined as feeling deep pleasure or satisfaction as a result of one's own achievements, or those of someone with whom one is closely associated.

People have an emotional connect with food, which is heightened by its natural status, quality attributes and benefits for them, and by their understanding of the effort and care put into producing and preparing it. We need to ensure all these expectations are met.

That all Irish people are proud of the food we produce, the way that we produce it, and how we share it with the world

For the most part, people want to know that their food is fully transparent, accountable and credible, so that they don't have to question what they do or don't know. And they will look to many sources for that confidence. We need to ensure there is an adequate balance in these source.

We have a responsibility, given our natural advantages in Ireland, to share our sustainable nutrient rich food with area's less able to produce it.

This is a measurable goal, which can look at direct public sentiment (net promoter score), and leading indicators, such as looking to confidence in Irish food quality, safety, understanding of production systems, and perception of transparency. This can be built into a longitudinal study.

One indicator we currently have a base line for is:

I believe that farmers are unfairly targeted when it comes to discussing sustainability in Ireland : 86% agree, 55% strongly agree

(Source: Bord Bia Farmer Engagement Survey Qtr 4 2023 (n= 1,558))

REMINDER – from our public research

Three Essentials to Enhance Perceptions

The 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

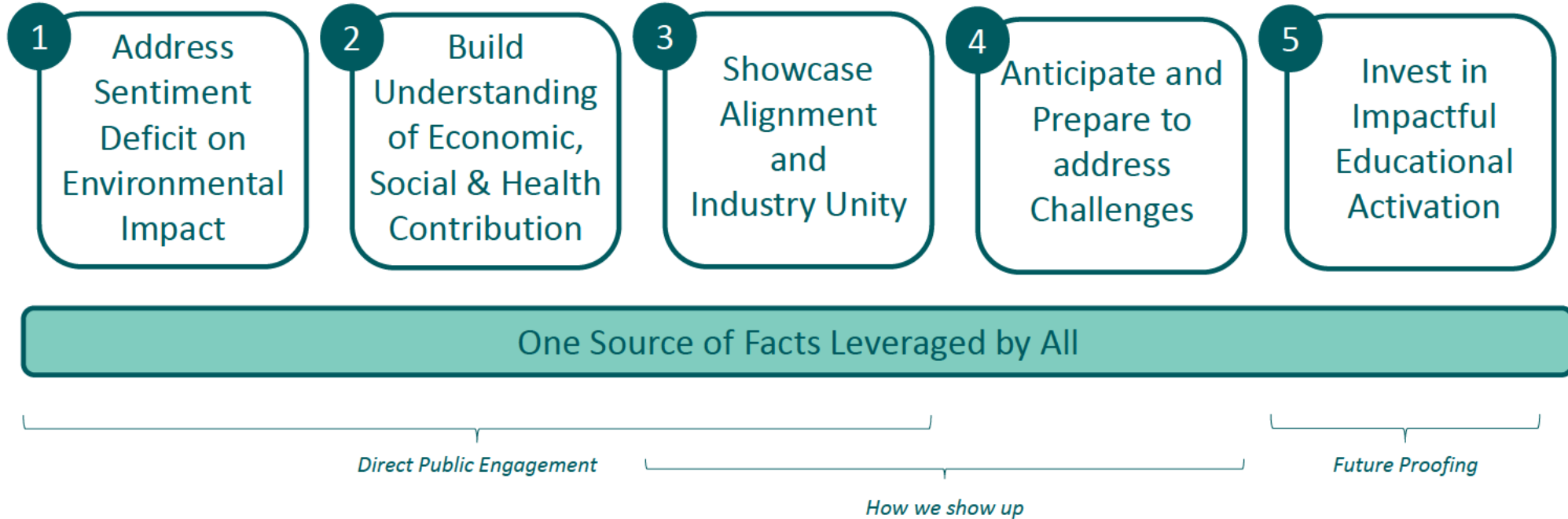
By being Pro-active

Proactively tell a story of change in a consistent coordinated way

Don't wait just for the challenges!

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

Objectives & Measurement



By being
Transparent

By being
Accountable

By being
Pro-active

S8(a)(iv)

Objective 1 Reduce the levels of **negative perception of key environmental indicators** (water quality, emissions output, biodiversity) through better and proactive engagement and knowledge, each year over the duration of the initiative.

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<p>What will the Public see / experience in pursuit of this?</p>	<ul style="list-style-type: none"> • More visible positive messaging on focus topic's across targeted media – heavy focus on tangible case examples of progress • Hear and see more (and new) expert voices • Experience consistency of messaging – emotive connect messages, consistent and digestible/relatable (no jargon) • Over exposure to messaging in key target demographics (e.g. over 55's on water quality) • Unity of the industry (via the umbrella) in speaking up more. 	<p>How will the initiative activate to achieve this?</p>	<ul style="list-style-type: none"> • Centre of insight → feeding out targeted crafted messages → which will be deployed thru: <ul style="list-style-type: none"> • Traditional & Social media campaigns • Expert / advocate narratives • Member communications • Media engagements • Educational materials
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Notes: The metrics to track, could also be those that are positively disposed, and looking to increase these, or the undecided middle ground and conversion of these to positive. In any event, it will targeting pockets for larger swings, which help move that overall dial, rather than a whole of populace approach.

S8(a)(iv)

Objective 2 Increase the public understanding and appreciation of the **contribution of the Agri-food industry to the economic, social and health well being** of the country, through clear and targeted messaging, each year over of the duration of the initiative.

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What will the Public see / experience in pursuit of this?

- Hear & see consistent reference metrics from across the industry, which they are able to understand and relate to
- Experience more emotive messaging and examples of vital (if not critical) role the agri-food sector plays in maintaining rural Ireland
- Increased understanding of how Ireland compares globally (FBI for the domestic market)
- Develop an increased sense of pride in our most important domestic industry

How will the initiative activate to achieve this?

- Centre of insight → aligning research/reports → to crafted economic contribution and rural impact messages → which will be deployed thru:
 - Member communications
 - Traditional & Social media campaigns
- Foster and develop external experts & 'champions' which can and will influence (e.g. business leaders, economists, KOLs)
- Messaging tuned for clearly defined target audiences i.e. KOL, public, industry, media, political

Notes: The metrics to track, could also be those that are the undecided middle ground and conversion of these to positive. In any event, it will targeting pockets for larger swings, which help move that overall dial, rather than a whole of populace approach.

Objective 3 Develop and **deploy the umbrella concept, which will bring an identifiable unity** to the alignment of public communications by the industry, and drive increasing awareness and understanding of the concept, each year for the duration of the initiative.

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[REDACTED]	[REDACTED]	I	[REDACTED]			[REDACTED]
[REDACTED]	[REDACTED]	I	[REDACTED]			[REDACTED]

<p>What will the Public see / experience in pursuit of this?</p>	<ul style="list-style-type: none"> • See a new unify identity for Agri-food comms – subtly attached to existing or new member owned deployments, and more central to entity deployed activities • It will in its being, connote for the public, the unity of the sector, and our desire to be more engaging, transparent and proactive. • There will be the ability to self learn more about the initiative through assets, deployed through digital means mainly, but each member will also have connecting assets and features for the public to learn more also about their commitment to the industry initiative 	<p>How will the initiative activate to achieve this?</p>	<ul style="list-style-type: none"> • Ideate, develop and deploy the umbrella identity assets in consultation with the industry (including a new credible information source/home) • Central expert support structure (people) for initiative or communications deployment leveraging the umbrella concept • An accessible content and asset management system for members and partners • An archive of best practice communication records and lift + shift initiatives from across the industry (and key global examples) • Transparent internal reporting on utilisation • Periodic robust reporting on progress, and longitudinal study analysis of public awareness and understanding
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Objective 4 **Anticipate and prepare for engagements and challenges**, which means we own our issues but are also able to coherently and effectively position our commitments to address these - deployed consistently through the industry membership, evolving each year as needed for the duration of the initiative.

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[REDACTED]	[REDACTED]		■	■	■	■
[REDACTED]	[REDACTED]		■	■	■	■
[REDACTED]	[REDACTED]		■	■	■	■
[REDACTED]	[REDACTED]		■	■	■	■

<p>What will the Public see / experience in pursuit of this?</p>	<ul style="list-style-type: none"> • See and hear new faces – articulate capable experts in their area’s, from credible backgrounds • See and hear more consistent and repeated messages on progress from all corners of the debate • Debates are more balanced and fair • There is always an able and credible person to face the opposition 	<p>How will the initiative activate to achieve this?</p>	<ul style="list-style-type: none"> • An always ready folder on key ‘hot’ area’s that may become topical quickly (based on an agreed prioritised list) <ul style="list-style-type: none"> • Containing up to date messages, metric’s, case studies and materials that are credible (backed by research) and toned • Identify, foster, coach and support subject experts in these ‘hot’ area’s • Report on clear gaps in available robust information or research to support industry positions • A constant policy horizon view and impact analysis function.
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Objectives and Measurement: Longer term



Develop and deploy (within the first 12 months) a robust multi-partner strategy, which will deliver stronger awareness, knowledge and understanding of the role of Agri-Food sector, and the nutritional role and benefits of all foods in everyday life, across all school goers.

[Redacted content]

S9(1)(c)

DRAFT

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Draft Objectives & Success Measures

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