

DRAFT

21 March 2024

Project Connect Industry Working Group

Meeting 2, Virtual
Confidential

BORD BIA
IRISH FOOD BOARD



Proposed Agenda

S8(a)(iv)

DRAFT

	Supported by	Time	Action
1. Initiative Objectives, Measurement and Deliverables <ul style="list-style-type: none">○ Primary goal and objectives○ Measurements of success and base line data <i>CRITICAL QUESTIONS: Are we clear, and aligned on the objectives, and the output (in so far as we can be before we from the industry steering group)?</i>	John Murray	25 mins	PLEASE READ DOCUMENT ATTACHED “Project Connect Objectives & Success Measures”
S8(a)(iv) 2. Update on the [REDACTED] discussion to date <ul style="list-style-type: none">○ Status of discussion, learnings and next steps	Jim O’Toole	20 mins	
3. Feedback & Discussion Expenditure & Funding Contribution Principles <i>CRITICAL QUESTIONS: Do the principles make sense, are the sound, can we agree a model, and will it be acceptable to the wider industry?</i>	John Murray	20 mins	PLEASE READ SECTION BELOW “Expenditure & Funding Principles”
4. Industry Meeting 16th April – Key recommendations <ul style="list-style-type: none">○ Discussion on what will be required to bring back, and what is not required at this point? (where to focus over next 3 weeks)○ Revisit items – prioritise for next sub group meeting: Funding, Governance, Agreement heads / charter outline, Collaboration principles	Jim O’Toole	20 mins	
5. Align on next meeting, focus (linked to item 4), date and mode	Jim O’Toole	5 mins	
5. AOB			

Public Perception Project (Project Connect)

Primary Goal, Objectives & Measurement

March 2024
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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 are 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

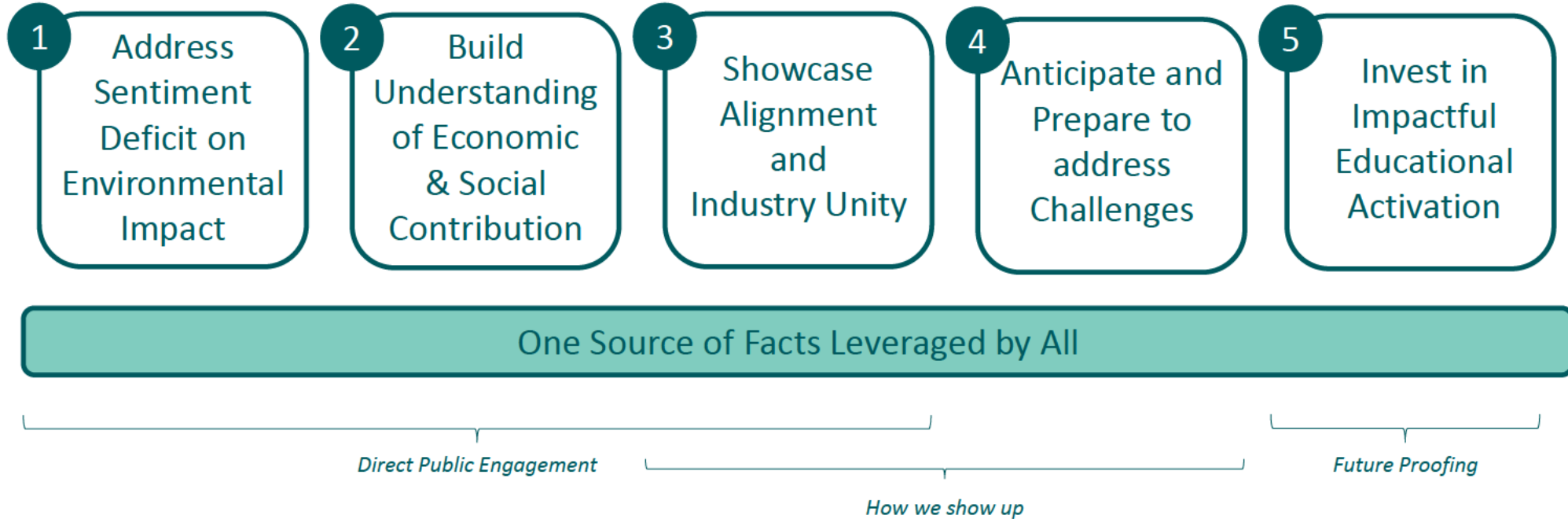
By being Pro-active

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

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

- 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.

How will the initiative activate to achieve this?

- Centre of insight → feeding out targeted crafted messages → which will be deployed thru:
 - Traditional & Social media campaigns
 - Expert / advocate narratives
 - Member communications
 - Media engagements
 - Educational materials

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.

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

Measurement of Impact							

<p>What will the Public see / experience in pursuit of this?</p>	<ul style="list-style-type: none"> 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 	<p>How will the initiative activate to achieve this?</p>	<ul style="list-style-type: none"> Centre of insight → aligning research/reports → to crafted economic contribution and rural impact messages → which will be deployed thru: <ul style="list-style-type: none"> 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
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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.

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
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[REDACTED]	[REDACTED] little or none)	[REDACTED]			[REDACTED]		[REDACTED]
Source: Membership monitoring							
	Initiative membership and charter alignment (member #s)	-	25				[REDACTED]
[REDACTED]	[REDACTED]	1	[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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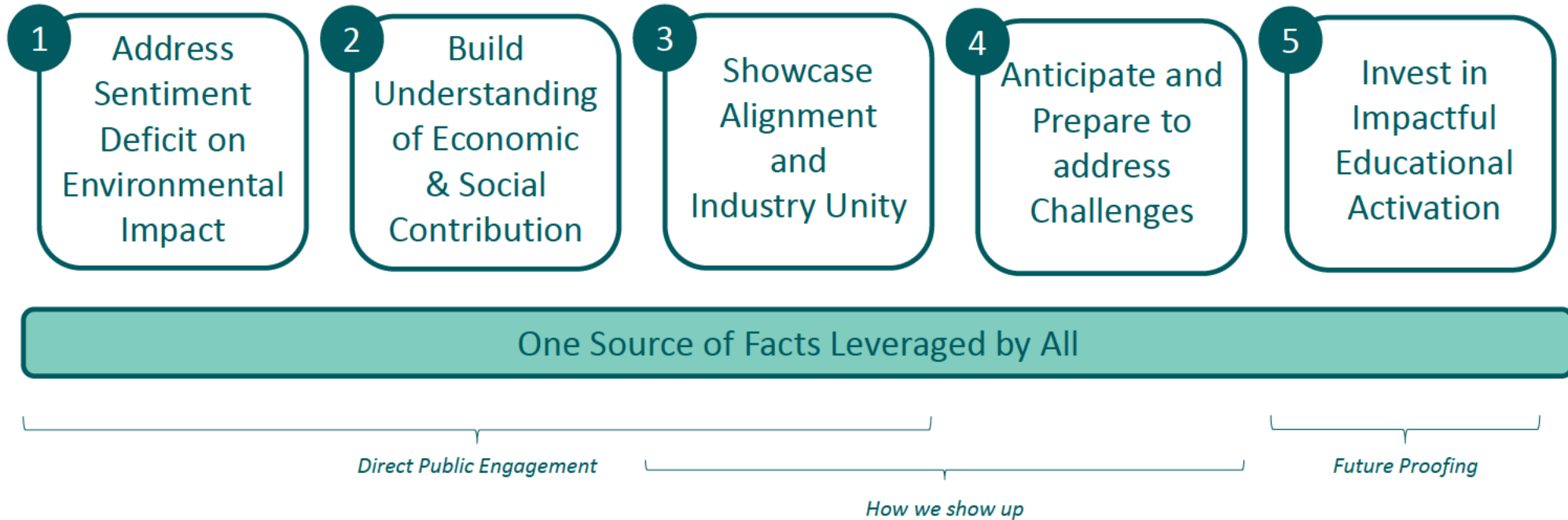
Objectives and Measurement: Longer term

- 1 Address Environmental Impact Sentiment
- 2 Build Economic & Social Contribution Understanding
- 3 Showcase Industry Unity & Alignment
- 4 Be Prepared to Own and Address our Challenges
- 5 Invest in Impactful Educational Activation

Develop and deploy, 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, within the first 2 years of operation.

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S9(1)(c)



By being
Transparent

By being
Accountable

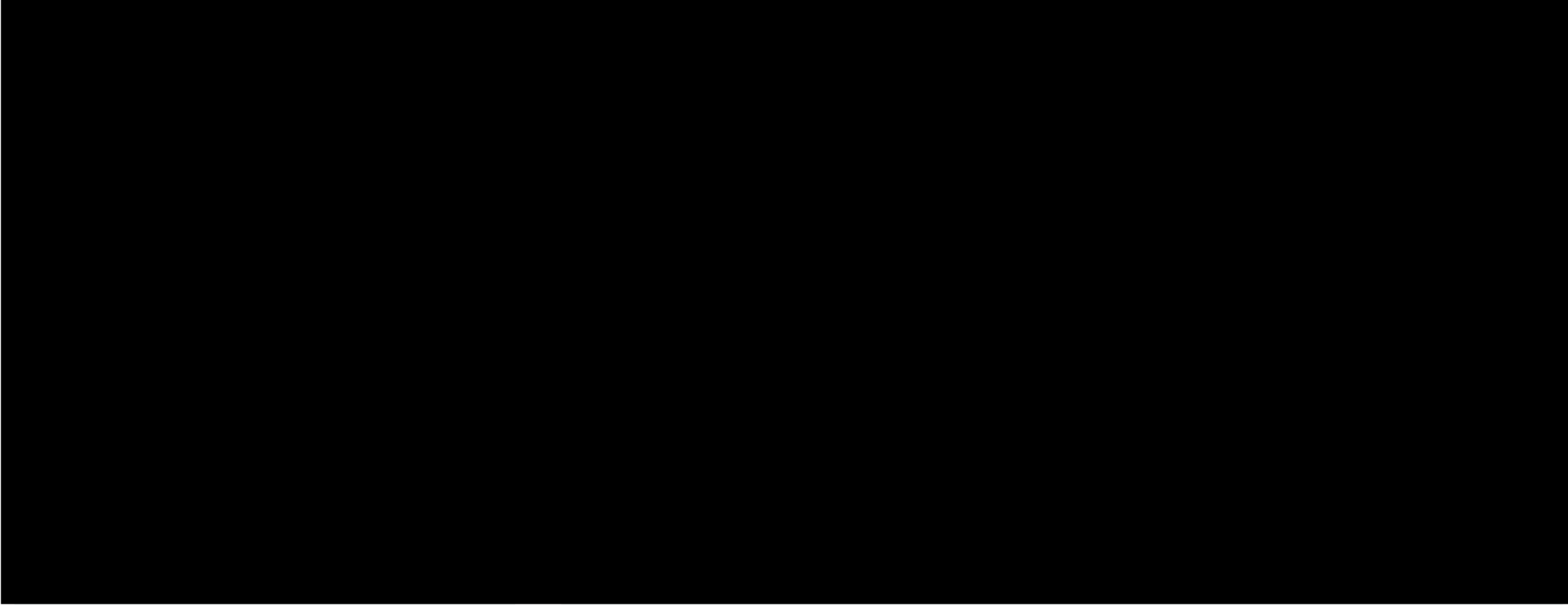
By being
Pro-active

S8(a)(iv)

Update  **Discussion**

Discussion

S8(a)(i), S9(1)(c)



Expenditure & Funding Principles

Expenditure principles :

S9(1)(c)

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Budget Expenditure Estimate:

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Other Principles:

Membership Scope:

- Ambition to
 - Represent all Agri-food sectors
 - Including seafood, albeit not a priority in project phase
 - Represent Agri-food producers along the supply chain
 - Include value added categories such as drinks & prepared consumer foods
- Beyond the core - revisit in year 2 or 3

Basic Contribution:

- Ambition for
 - All sectors to contribute fairly.
 - Thinking to align to share of industry export / output valuation
 - All parties within a sector, along the supply chain, will make a contribution to affirm their commitment to the initiative

Funding Model Options:

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Working Group Ask

What model or elements of models should we pursue, and develop further?

What principles are unclear, or require more detail?

Is there anything missing?

Industry Meeting 16th April – Key recommendations

Industry Meeting 16th April – Key recommendations

**Discussion on what will be required to bring back, and what is not required at this point?
(where to focus over next 3 weeks)**

Revisit items – prioritise for next sub group meeting: Funding, Governance, Agreement heads / charter outline, Collaboration principles

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