

Bord Bia – Supports for Small Food and Drink producers in 2014

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Food & Beverages Director, Bord Bia

29th January 2014

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

“To drive through ***market insight*** and in ***partnership*** with industry the ***commercial success*** of a world class Irish food, drink and horticulture industry”

Bord Bia Statement of Strategy 2012-14



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FOOD ACADEMY START

FOOD KNOWLEDGE FOR GROWTH

Bord Bia
Irish Food Board

 County & City
Enterprise Boards

SuperValu
Real Food, Real People

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FOOD
BUSINESS
GUIDE

Guide to Retail for Small Food Producers



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www.bordbia.ie

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Market Insight & Knowledge


- Consumer Attitudes and Behaviour
- Trade (or Business to Business) perspectives
- Company Listings or Profiles
- Category & retail overviews
- Trade statistics
- Regulatory information



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Bord Bia | About Us | Contact Us Search GO



Bord Bia
Irish Food Board

Starting your food business

How to get your business idea off the ground and up and running.

Marketing your business


Managing your costs and keeping everything in check as you work.

Insights for Business

Find out about markets, trends, products and categories.

Welcome to Bord Bia Vantage

The online resource centre for small food businesses




Events

29 January 2014
Small Business Open Day 2014
Understanding a Changing Marketplace

04 February 2014
Supplying the Russian Market - A Seafood Perspective
Information Session looking at the complexities/challenges of supplying Russian market.....


2013 Bord Bia PERIscope

The 2013 Bord Bia PERIscope study is now available online. Download 10 full country reports as well as summary reports and infographics. PERIscope 2013>>



2014 Marketing Assistance Programme (MAP)

Application forms for the 2014 Bord Bia Marketing Assistance Programme are now available online. The closing date for receipt of applications is 28th February 2014. Find out how to apply for the MAP now>>



Small Business Open Day '14

The Bord Bia Small Business Open Day takes place on January 29th in Crowne Plaza Santry - a must attend event for all small food businesses. View the agenda online now.

Find Out How We Can Help

We help small food businesses grow by providing information and marketing know-how, mentoring, buyer meetings. Find out more...

[Open Day>>](#)

[Read More>>](#)

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Insights for Business

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Distributor Search

You are here: [Home](#) > Food Community

Distributor Search

[EU Protected Food Schemes](#)

[Food Categories](#)

[Food Awards](#)



Welcome to the Bord Bia database of distributors. This database is designed to assist food and drink producers in their search for a distributor. You can search for a distributor by:

1. Sector – Retail / Foodservice
2. Service offered – Wholesaling, Sales and Marketing, Transport and Warehousing, Manufacturing/ Processing
3. Product Type – Chilled, Ambient, Frozen, Fresh, Organic
4. Geographic coverage provided by the distributor
5. Search for a specific distributor by name

Please select your database search options from the menu below.

Sector Served:

Retail Food Service

Services Offered:

Wholesaling Sales and Marketing Transport and Warehousing Manufacturing / Processing

Product Type:

Chilled Ambient Frozen Fresh Organic

Products Handled:

If you select multiple product types the search will return a listing for distributors who carry **ANY** of the product types

Desserts
Eggs
Fish
Fruit and Vegetables (Canned)
Fruit and Vegetables (Fresh)
Health Foods
Ice Cream

Vantage Plus – 2014 Themes

- ✓ Finance
- ✓ Online
- ✓ PR
- ✓ Distribution
- ✓ Export



Category Research 2014

CRAFT BEER

Chilled

Crisps & Snacks (UK)

Organic consumer study (IRL)

BAKERY (IRL/UK)

Jams & Sauces

Supplier Development Programmes 2014 – Retail & Foodservice

SuperValu
Real Food, Real People

MUSGRAVE
FoodServices

TESCO
IRELAND
Every little helps

Budgens


LA ROUSSE
FOODS

Insight & Innovation



Growing the success of Irish food & horticulture

Inspiration Expeditions



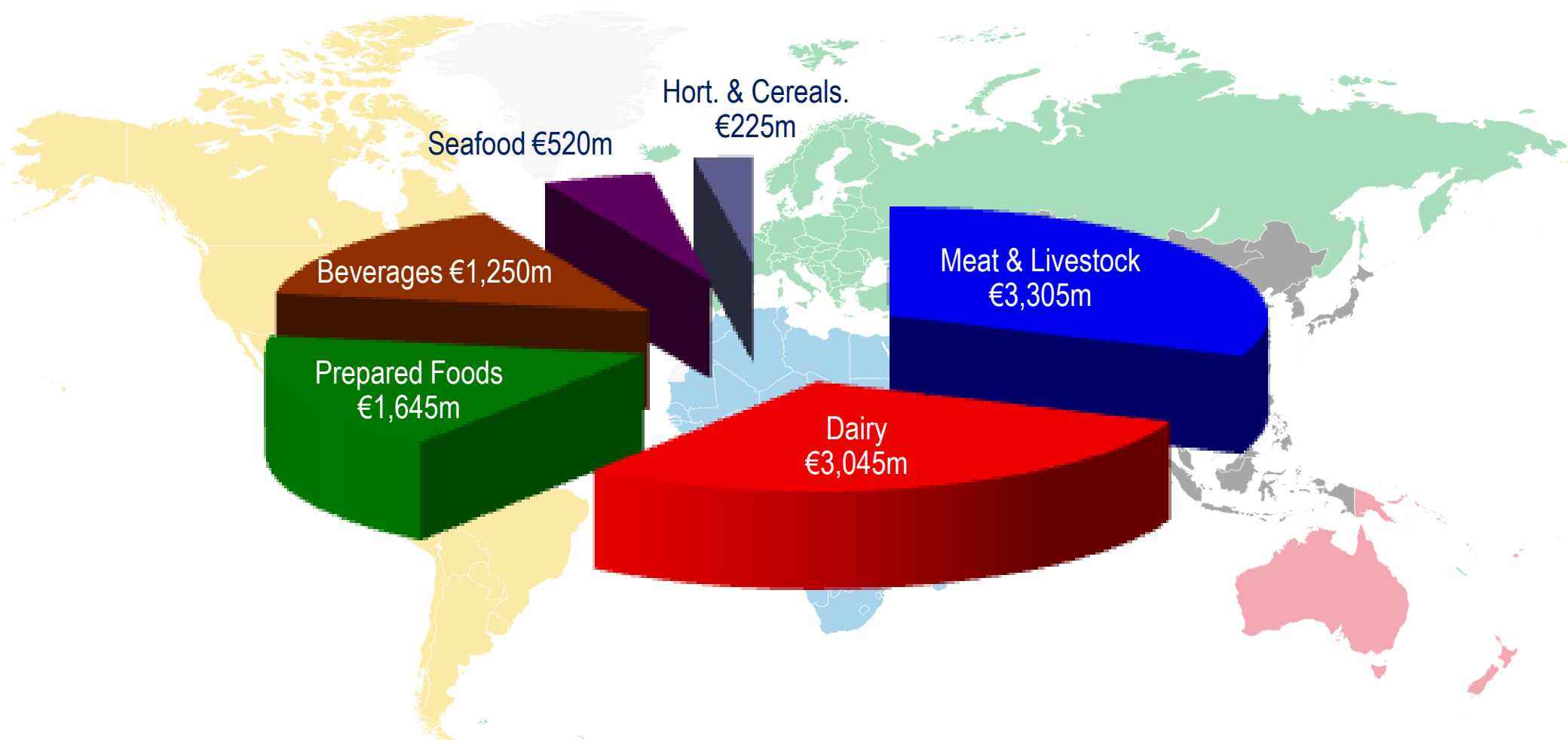
WHOLE FOODS MARKET

- stimulate **creative thinking**
- motivating and **inspiring** clients
- encouraging them to uncover and experience the new and **re-evaluate** what they already know

Brand forum

Building Better Brands

Export Performance 2013



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Bord Bia's Office Network



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Marketing Fellowship Programme

- ✓ 76 Irish companies benefited from Fellowship projects in 2013
- ✓ 12 small companies

THE IRISH TIMES **Food & Drink**

News Sport Business Debate Life & Style Culture

Life & Style / Food & Drink

Eyes on the world

Bord Bia seeks applications for its Masters Fellowships



Bord Bia Marketing Fellows Ronan Gormley and Emer Dunne who are combining their Masters studies at the Smurfit Business School with international work placements. Gormley is in the Dusseldorf office and Dunne is in Stockholm

Marie Claire Digby Topics: Life & Style Food & Drink IT Tastes

Fri, Jan 24, 2014, 10:00

Recommend 1 Tweet 4 g+1

Irish food exports are booming, and Bord Bia is investing in the the country's top marketing talent to ensure that we are ready to capitalise on the global appetite for our

Market Study Visits 2014



Growing the success of Irish food & horticulture

Trade Fair Programme 2014



PROD EXPO 2014
10-14 February
Moscow

Speciality
The Food Fair 2014

London

ProWein

Düsseldorf

FRUIT LOGISTICA BERLIN
5/6/7 FEBRUARY

Berlin

PURE WORLD PROVINCE LABEL

Amsterdam

BIOFACH 2014
12-15 February 2014 - Nuremberg, Germany

Nuremberg

ISM

Cologne

CIMIE 2014

Beijing

China Fisheries & Seafood Expo

Qingdao

SIAL

Paris

EUROPEAN SEAFOOD EXPOSITION

Brussels

TAVOLA 2014

Kortrijk

SIAL 2014
The Asian Food Marketplace
China

Shanghai

conxemar

Vigo

Gulfood

Dubai

Other export supports

**FASTRACK
EXPORTS**



**US Market
Readiness
Programme
2014**

Marketing Assistance Programme

- ✓ Eligible for businesses with forecast turnover between €100'000 - €3.5m in year of application
- ✓ Covers up to 60% of marketing and promotional costs
- ✓ Closing date for applications is the 28 Feb 2014



Meet the team!

- ✓ **Alcohol & Soft drinks** – Denise Murphy
- ✓ **Bakery** – Orla Donohoe
- ✓ **Chilled** – Miriam Tuomey
- ✓ **Confectionery & Snacks** – Miriam Tuomey
- ✓ **Dairy** – Eimear O'Donnell, David Owens
- ✓ **Frozen** – Stephanie Moe
- ✓ **Grocery** – Linda Cullen
- ✓ **Seafood** – Annette Kenny, Karen Devereux



Small Business Promotion



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bloom

brought to you by Bord Bia



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Thank-You!

Visit: www.bordbiavantage.ie

Email: vantage@bordbia.ie

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Copies of all Bord Bia publications are available on
www.bordbia.ie