



National
Organic
Training
Skillnet



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine

ORGANIC FARMING SCHEME INFORMATION DAY FOR HORTICULTURAL GROWERS

1-Day Free Information Session &
Workshops
with DAFM, OGI, Teagasc, ACA &
Leading Small Growers

Thursday February 29th
10.00am - 4.00pm
County Arms Hotel,
Birr, Co Offaly

www.nots.ie



Organic Farming Scheme Information Day Horticultural Growers 29.02.24

BORD BIA
IRISH FOOD BOARD

Emmet Doyle
Organic Sector Manager



Presentation Overview

1. Irish Market Organic Consumer Research
2. Irish Market Organic Consumer Campaign
3. Key Takeaways for Organic Growers

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IRISH FOOD BOARD





Irish Market Consumer Research

Irish Organic Consumer Research

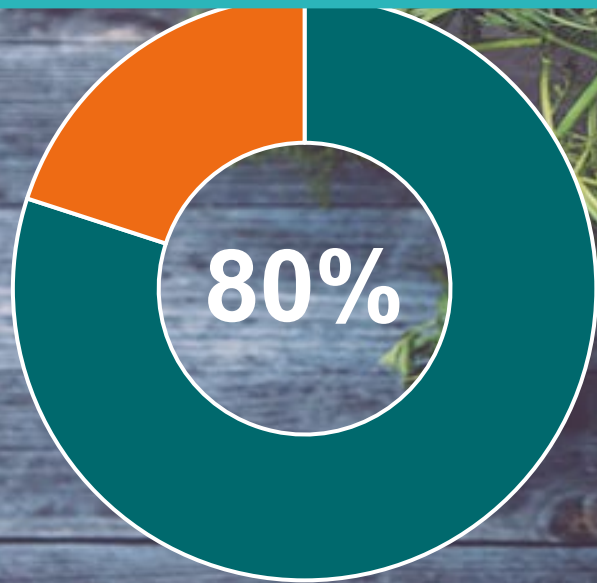


Full 360 view:

- 2,600 total consumer participated in the research
- 14 week-long shopper diaries including 140 bespoke tasks
- 12 focus groups with > 70 consumers
- 7 in-depth interviews with customers and industry stakeholder consultation

Significant engagement and momentum in the organic category

8 in 10 consumers have ever bought organic food



With nearly 1 in 2 (43%) consuming weekly or more often (67% monthly)

95% of all shoppers looking to increase or maintain their organic consumption in next 12 months

Penetration of Organic Produce

Ever Buy
Organic
produce

94%

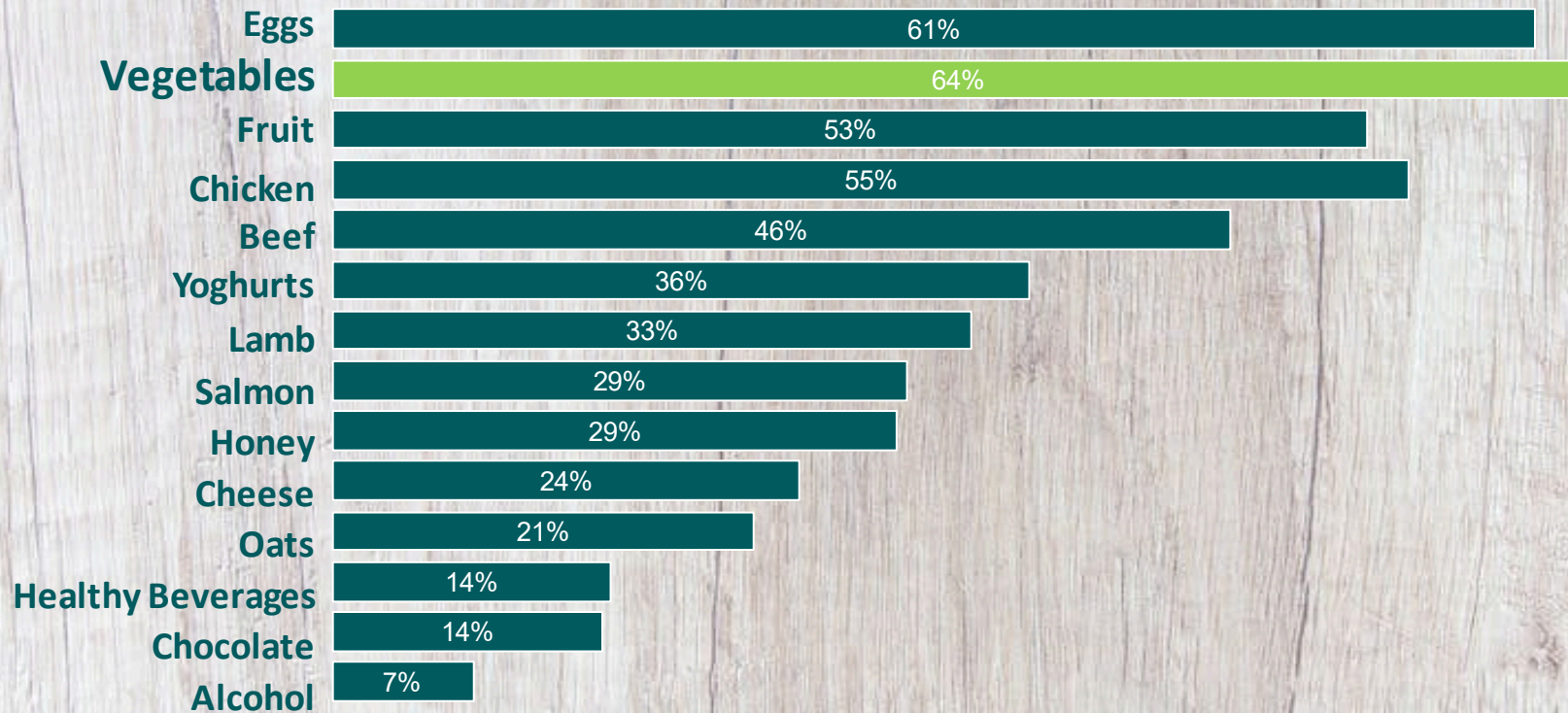
Buy Organic
produce
monthly

76%

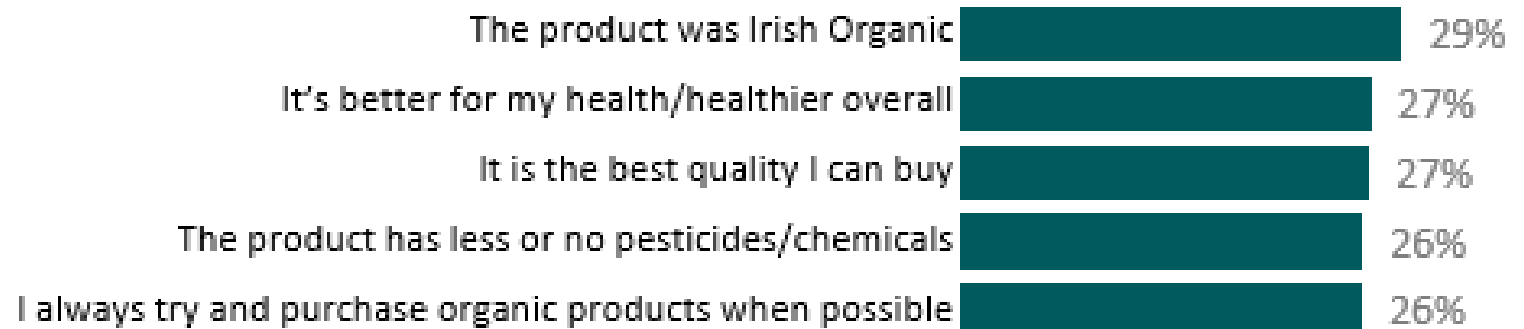
Buy Organic
produce
weekly

47%

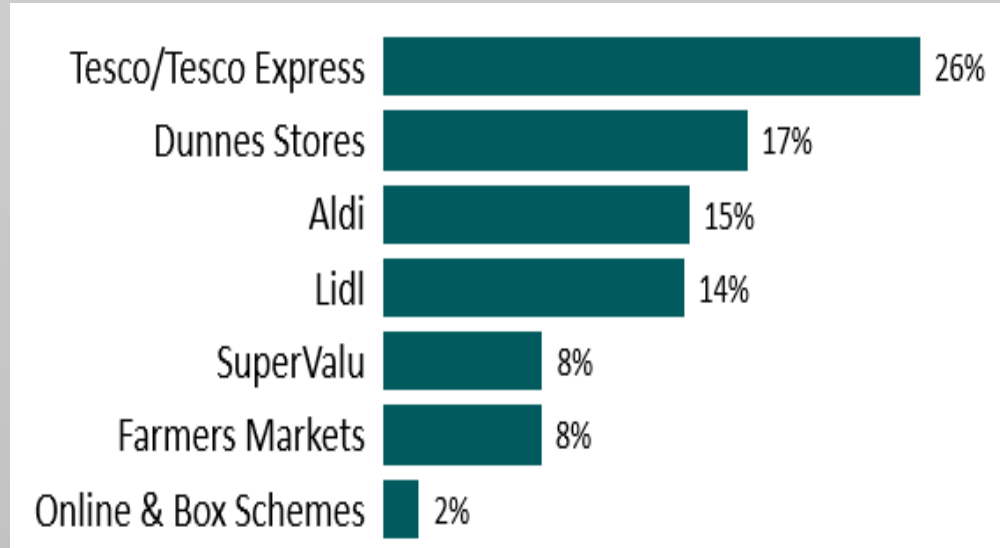
Importance of buying organic by category



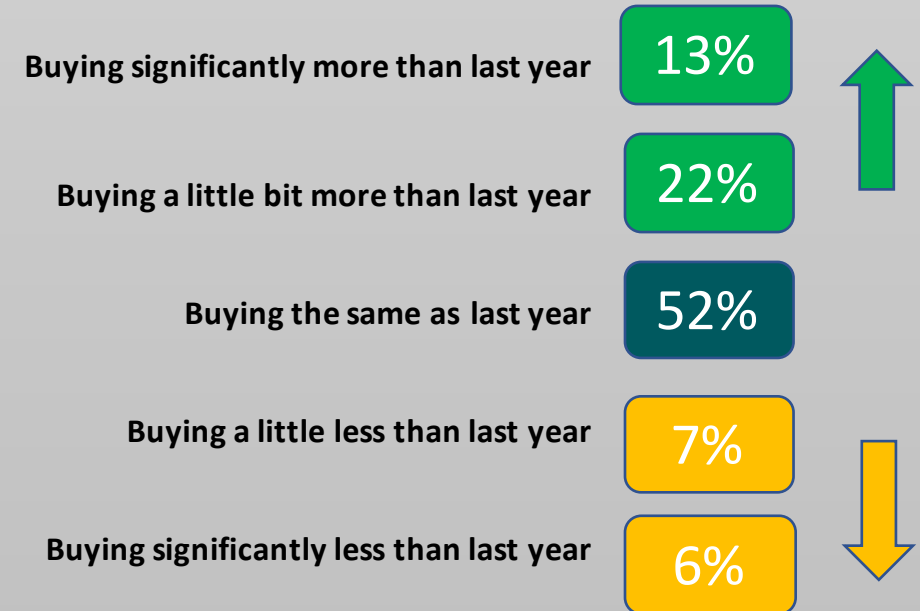
Top reasons for choosing organic produce on last occasion



Where organic produce purchased



Organic produce purchase v last year



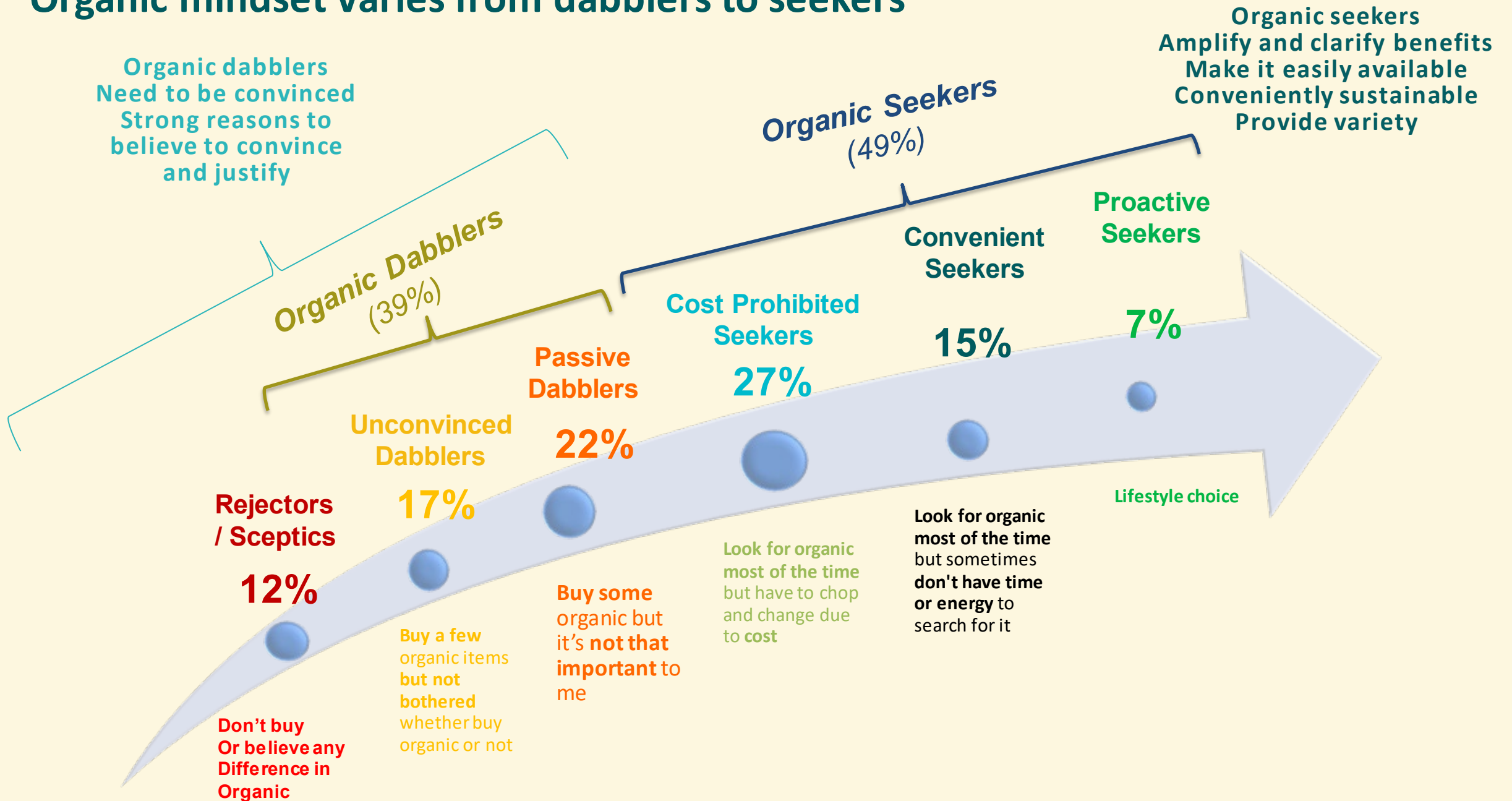
80% of organic produce sales in mainstream retail

10% of organic produce sales through D2C

35% of all shoppers looking to increase organic produce consumption

1 in 2 shoppers maintaining consumption

Organic mindset varies from dabblers to seekers





Irish Market Consumer Campaign

Make your meals a little *more-ganic*

Certified Organic Food and Drink from Ireland. A Natural Choice.



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Learn more at bordbia.ie/organic

Good for the soil. Good for the soul.

Make your meals a little *more-ganic*

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Certified Organic Food
Organic Irish Fruit and Veg. A Natural Choice.
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High impact formats to drive impact combined with smaller formats to drive action



Cover: 23.6%
Frequency: 9.8

**please note cover does not apply to digital formats*

New Dedicated Irish Organic Portal on Bord Bia Website

Certified Organic Food And Drink



Good for the soil, Good for the soul
Make your meals a little more-ganic.

Organic Food & Drink from Ireland

Certified Irish organic food and drink is renowned for its delicious taste and quality. Whether it is Irish organic beef burgers or an organic lamb leg, organic milk, yogurt, oats or eggs you can trust in the quality of Irish organic food and drink with the EU Organic logo.

[Learn more about organic](#)



Frequently Asked Questions

Welcome to our organic FAQ page. Here, we address common questions about organic products and practices. Gain insights into the world of organic, certification, and sustainable living. Explore our FAQs to make informed choices on your organic journey.

How do I know if the organic product is Irish?



What are Organic Certification Bodies?



Are chemicals and pesticides allowed in organic farming?



What are the 4 principles of organic production?



Is organic different to other Irish farming?





Good for the Soil

Organic farming is based on taking care and nourishing the soil with only natural methods such as composts, manures and regular crop rotations. Healthy soils are the foundation of organic food production.

Website Education Links Back to Marketing Creative

Consciously Reared

Organic livestock farmers use only natural means such as clover and combination crops like peas, oats and barley to keep their cattle and land nourished. When animals need to be housed over the cold and wet winter months, animals are provided with comfortable bedding, generous space and good ventilation. Organic farming helps to protect biodiversity by maintaining suitable habitats for plants, animals and wildlife.



2023 Campaign Results

Marketing Impact

6 Million Reach

1 million
completed video
views

670,000 Audio
Advert Listens

200 Billboards

Consumer Impact

14% increase of number of shoppers
who would pay more for Irish organic
food

4 out of 10 shoppers claimed they
bought more Irish organic food
following seeing the campaign

63% of shoppers actively looking for
Irish organic food following seeing
the campaign

Increased Positive Perception of Irish Organic Food

	Total	Aware of campaign
Organic Irish food and drinks are better for our health than non-organic food and drinks	82%	88%
Organic Irish food and drinks always taste better than normal food and drink	74%	86%
Organic Irish food and drinks are better for environment than non-organic food and drinks	83%	89%
Organic Irish food and drinks have no pesticides or chemicals	83%	89%
Organic Irish food and drinks are better for animal welfare than non-organic food and drinks	81%	89%
Organic Irish food and drinks are better for the soil than non-organic food and drinks	83%	90%
Organic Irish vegetables are good for the soil	75%	84%

Today's Takeaways



1 in 2 of all shoppers' buying organic produce weekly

35% of all shoppers' to increase organic produce consumption in 2024

Irish and health are key drivers for purchase of Irish organic produce

Produce are the 2nd & 3rd most important categories to buy organically

49% of all shoppers are Organic Seekers but need reassurance

Don't assume 'organic' is enough communicate & educate the benefits

May 6th – Next More-organic Campaign Going Live



Thank You



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