

Health & the Environmental Agenda

Lorcan Bourke

Veg Seminar ,

Lyrath Hotel,

Kilkenny,

4th March 2014

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Rule No. 1: Give the consumer, what the consumer wants....



I want "safe food"
for myself & my
family!



I want "clean food" for
myself & my family!



What Irish consumers tell us (Bord Bia) they want



- More & More Choices of All Foods
- More Food Eaten at Home
- Changing tastes / Rethinking of Values & Lifestyles
- Convenience & Healthy Eating Cleaner' & more nutritious /less processed food
- Price & Thrift – 'Value'
- Simpler less complex foods > popularity



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Health & Personal Wellbeing Influences



As the pressures on healthcare providers increase, more emphasis will be placed on personal responsibilities for health

45% of consumers say they are confused by conflicting information about how best to manage their health.⁷ With multiplying choice and often conflicting advice, many people are left with limited understanding of what is good for them and what is not.

The 'Free From' and 'Less Of' messages on food products has become a useful shortcut to managing their health....

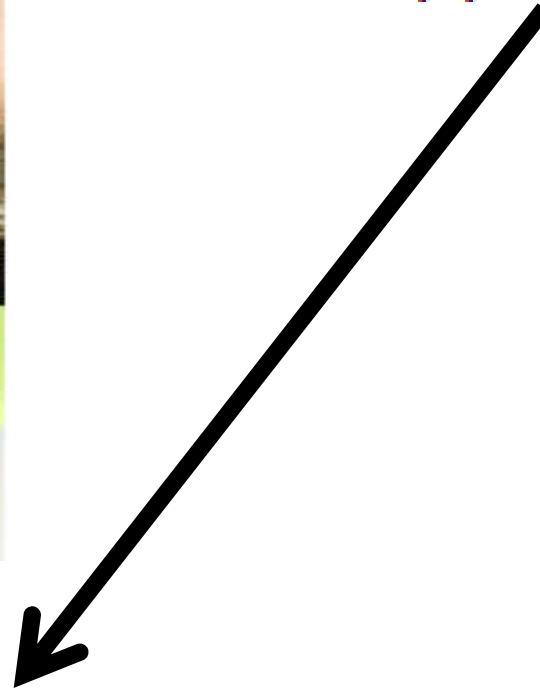
Health & Personal Wellbeing Influences



For parents, securing the health of children remains a top priority

Simple goodness

"I want my children to eat healthy foods that are free from nasties"



Where is Bord Bia Positioning the Fresh Produce Industry ?

Combined, Fruit & Vegetables account for 14.7% of total grocery spend in Ireland.

We are Local Suppliers of the No. 1 category

Vegetables

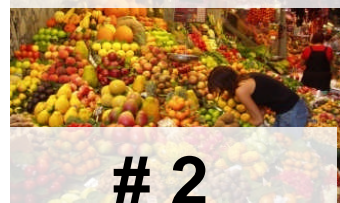
€733m +9.4%



1

Fruit

€522m 0%



2

Fresh Beef

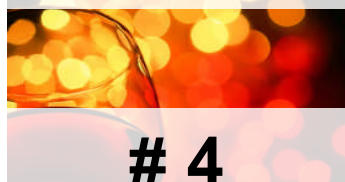
€415m +2.4%



3

Wine

€383m -0.7%



4

Milk

€323m -1.1%



5

Bread

€305m +4.2%



6

Soft Drinks

€309m +1.6%



7

Confectionery

€261m -3.3%



8

Biscuits

€256m



9

Fresh Poultry & Game

€249m +1.6%

+1.1%



10

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Positioning..

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Consumer Appeal: Fresh Produce is Natural & Wholesome

Dialling up nature

"I'm looking for natural solutions to boost my health"

**We can be part of the solutionso
lets tap into this 'natural' trend....**

Scientific research is revealing the active compounds in natural ingredients that benefit our health the most.

For the majority of consumers, foods and ingredients that are natural hold very strong appeal. Most consumers – rightly or wrongly – associate “natural” with “healthy”.



The Obesity Epidemic – a ‘Big Opportunity’ ?

- ✓ Our industry can be part of the solution
- ✓ BUT only if we promote this idea & successfully communicate it to the public.....

Childhood obesity is rising at an alarming rate: the WHO states that in 2010 the number of overweight children under the age of five was estimated to be over 42 million, with 35 million of these living in developing countries.

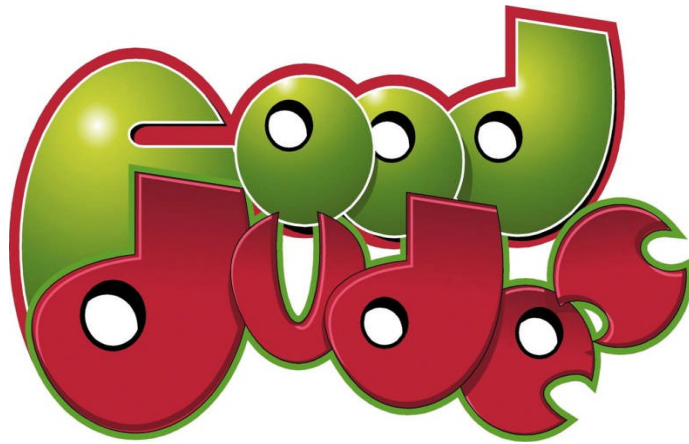
Bord Bia Food Dudes Programme

- Nationally 3,300 primary schools with 516,460 pupils
 - National Roll Out (to end 2013)
 - Schools 2,878 schools (87%)
 - Children 419,359 (81%)
 - Complete National Roll Out in 2014
- Seeking LT & sustained increase in consumption of fresh produce



Other Bord Bia Promotional Programmes/Communications

Best In Season
✓fresh ✓tasty ✓healthy



bloom

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POTATO.ie

Ireland's Feel-Good Food



In association with:
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Promotion Websites

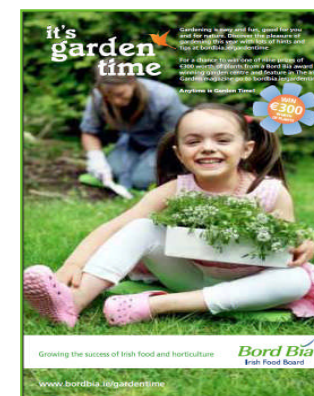
✓ Best in Season – www.bestinseason.ie

Best In Season
✓fresh ✓tasty ✓healthy



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✓ Gardentime – www.bordbia/gardentime.ie



✓ Potato – www.potato.ie

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Ireland's Feel Good Food

✓ Mushrooms (UK) – www.moretomushrooms.com



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Pesticides: are the No.1 Consumer Cited Food Safety Concern Across Europe



19% cited chemicals, pesticides & other substances as the major concern

Prompted: 31% "very worried" about: chemical residues from pesticides in fruit, veg & cereals (+3% on 2005)



Study Commissioned by the European Food Safety Authority (EFSA) - the Eurobarometer survey was carried out on a representative sample of nearly 27,000 individuals, aged 15 or over in all 27 Member States during June, 2010.

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This Despite Strong EU Regulatory Use of PPP's

- ✓ **The Codex Alimentarius Commission**, est. by FAO and WHO in 1963 develops harmonised international food standards, guidelines and codes of practice to protect the health of the consumers and ensure fair practices in the food trade.
- ✓ **Directorate-General for Health and Consumers:** is responsible for the implementation of European Union laws on the safety of food and other products, on consumers' rights and on the protection of people's health.
- ✓ **European Food Safety Authority (EFSA)** is an independent European agency & the keystone of European Union (EU) risk assessment regarding food and feed safety.
- ✓ **European Crop Protection Association:** No pesticide product can be authorised for sale in the EU unless data are provided and accepted by regulatory authorities showing that it does not pose an unacceptable risk to human health for the designated use.

'Top Concerns' in Member States: public concerns about food-related risks

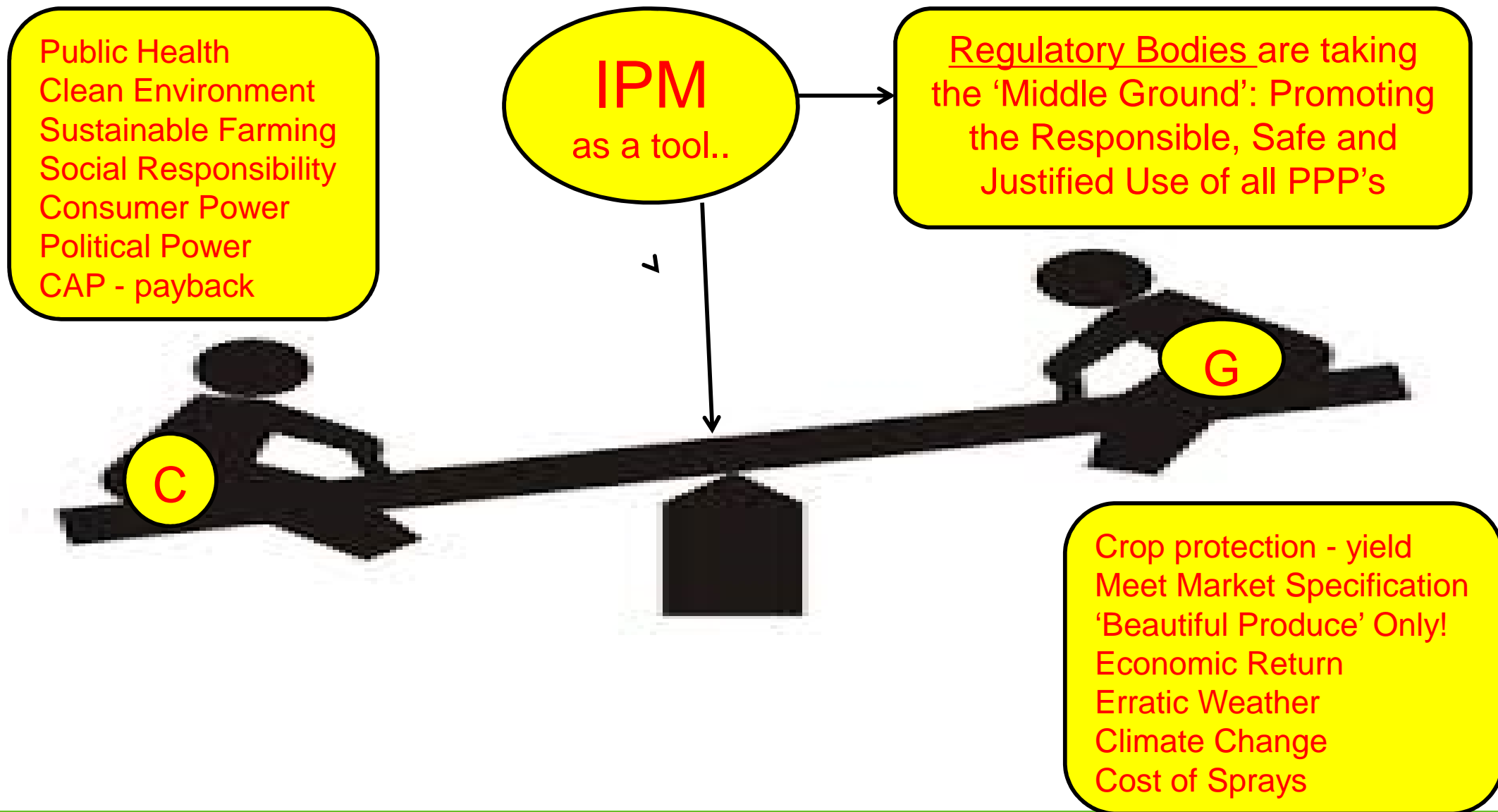
- ✓ Pesticide residues in fruit, vegetables and cereals – is of overall highest concern in 12 Member States: Greece (91%); Lithuania (88%); Italy (85%); Luxembourg (85%); Bulgaria (84%); Hungary (84%); France (80%); Malta (77%); Slovenia (75%); Germany (75%); Belgium (72%); Austria (67%).
- ✓ *The quality and freshness of food* – is of the highest level of concern in: Latvia (94%); Lithuania (88%); Portugal (86%); Spain (80%); Denmark (77%); Malta (77%); Estonia (74%); Ireland (66%).
- ✓ *Welfare of farmed animals* – is of the highest level of concern in the following countries: Sweden (74%); Finland (66%); United Kingdom (67%).
- ✓ *Food poisoning from bacteria like salmonella in eggs or listeria in cheese* – is the greatest concern in: Bulgaria (84%); the Czech Republic (77%); Slovakia (72%).
- ✓ *Additives such as colours, preservatives or flavouring used in food or drink* – are of highest concern in: Poland (79%); Romania (70%).
- ✓ *Residues such as antibiotics or hormones in meat* - are the largest source of concern in: Cyprus (99%); Netherlands (63%).
- ✓ 80% of French respondents expressed worry about pollutants like mercury, the same level of worry registered in that country for pesticide residues. In Austria, respondents are equally concerned about two issues – pesticides and GMOs, each at 67%.

Irish Context vs Other European States

We Believe !

- ✓ **Irish Attitude to Food Safety is More Positive than the European Average**
- ✓ **Just 6% of consumers in IRL cite food safety as a potential concern**
- ✓ **Irish consumers also have more confidence in national and European food safety agencies, as sources of information about food risks, with Ireland's level of confidence at 77% compared to the European average of 64%**

Consumer vs Grower - Pesticide 'Balancing Act'



Sustainable Farming & Food Preparation – A Global Trend – What are we doing in Ireland ?

Worldwide there is a Convergence of Health and Sustainability Issues...

Will sustainability and health issues converge?

Yes !

Sustainability and human health tend to be discussed in isolation – or as part of a general debate on the effects of pollution and climate change.

However, as the pressure on food and energy resources grows, bringing the two issues together will become a key focus – and may lead to a fundamental review of our agricultural policies. We will see a convergence on a range of issues, but not necessarily all.

5 IMPERATIVES FOR SOCIETY...

1. SUSTAINABILITY IMPERATIVE

- ENSURING THE FUTURE OF
THE PLANET:

2. DEVELOPMENT IMPERATIVE

- IMPROVING THE QUALITY OF
LIFE GLOBALLY:

The 'New Norm' will be Food Sourced from Sustainable Farms & Businesses

High benefit, low impact

"I want sustainable food that offers good nutrition"

Identifying or modifying food staples that provide maximum nutritional benefits – and cause minimal environmental damage





**Working
with nature**



[Origin Green home](#)

[What is Origin Green?](#)

[Register your interest](#)

[Get your business involved](#)

[Sustainability Charter](#)

[Pilot companies](#)



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Bord Bia 'Origin Green' Clients



Irish Distillers
Pernod Ricard



- ✓ Sustainability plans
- ✓ Ireland as a source of sustainably produced food

306 Irish food & drink companies, representing almost **85%** of all exports, have registered with the programme - there are currently 40 fully verified members

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Sustainability:

THE HORTICULTURE PERSPECTIVE

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Sustainability: A Definition

“meeting the needs of today without compromising the ability of future generations to meet their needs”.

United Nations Brundtland Commission, 1987



Is a Horticulture Sustainability Programme Necessary?



More requirements
Even more
paperwork!

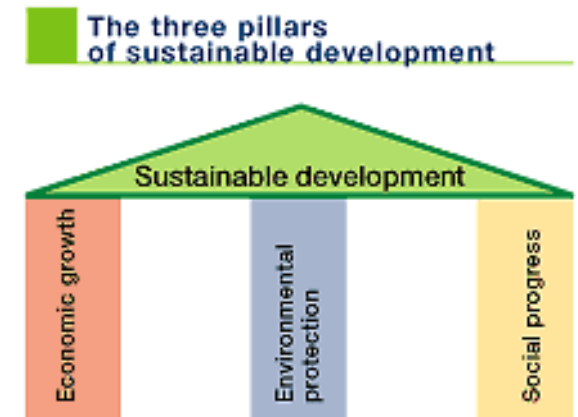
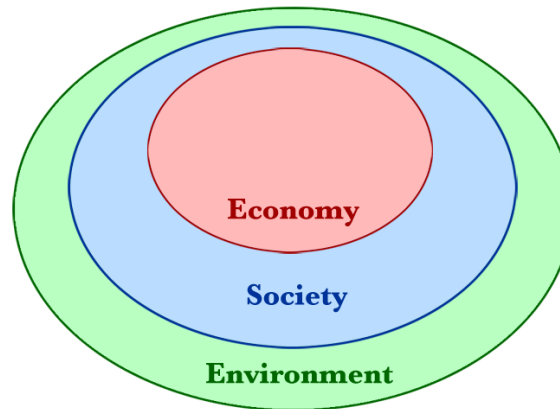
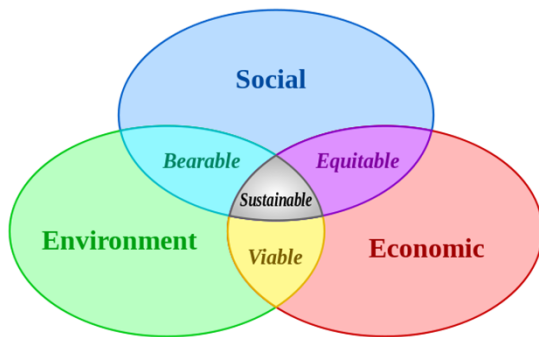


It is an opportunity



Inevitability

Three “pillars” of sustainability: Environmental, Economic and Social



Horticulture Sustainability Programme

- ✓ Provide a road map for the development of management practices that would ensure the long-term economic, social and environmental viability of the horticulture business
 - Assessment – Benchmarking – Target setting
- ✓ Introduced as part of, or as an add on module to, the existing Bord Bia Quality audit system. Initially as a questionnaire

Benefit to Industry

✓ Retailers Service Industry/Food Manufacturers

- A fit with the Corporate Social Responsibility Programmes

✓ Processors/Packers/Distributors/

- Assist in proving sustainability credentials to meet client demand.
- Responsible sourcing
- Assist in meeting targets within their own sustainability programmes (*Origin Green* initiative)

✓ Producers

Benefits to Producers

- ✓ Provide Irish producers with marketing advantage over imported produce – Import Substitution
- ✓ To assist the producer reduce energy and other inputs and thereby increase profitability of the business.
- ✓ Provide proof of the Green credentials of Irish horticulture production base for new/emerging markets
- ✓ To assist participants to keep abreast of and meet new Environmental and other legislation
- ✓ Help ensure long term viability of the business - succession planning

Horticulture and Sustainability

- ✓ A journey rather than an end point
- ✓ Target setting and achievement over time
- ✓ Integration into the day to day management activities

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✓fresh ✓tasty ✓healthy

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Thank You

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