

# Bord Bia – Seafood Promotions Trade Fairs & Events

January 2018



European Maritime  
& Fisheries Fund

Growing the success of Irish food & horticulture

***Bord Bia***  
Irish Food Board

# Seafood

**↑16%**

Exports have increased by 16 percent since 2016

SEAFOOD  
EXPORTS

**€645m**



**↑16%**  
growth

**The top  
5 markets**

are France, Spain, the UK, Italy & Nigeria



**95%**

Ireland is a leader in organic aquaculture with 95 percent of Irish salmon farmed as organic



**57%**

The main EU markets account for approximately 57 percent of total export values



**10%**

10 percent of Ireland's seafood exports are destined for Africa



**72**

Irish seafood is exported to 72 countries worldwide



**↑330%**

Exports to Poland increased by 330 percent driven by Irish fresh salmon sales.



**BIOFACH**  
into organic



## Japan International Seafood and Technology Expo



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# Prospects for 2018

- 10% reduction in pelagic quota and 20% reduction in Mackerel quota will put further pressure on volumes
- Whitefish export demand has remained strong. Strategies to increase volumes landed in Ireland in 2018 will be crucial

# Prospects for 2018 - continued

Brexit remains an unknown, trade restrictions a concern but possible upsides in terms of restrictions on UK exports

Shellfish has great potential but availability of raw material hampering growth will need to be addressed.

For Salmon, demand will also outstrip supply, particularly for organic produce

# Thank you



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