

Seafood promotions 2016/2017

May 2017



**European Maritime
& Fisheries Fund**



Strategic priority 1

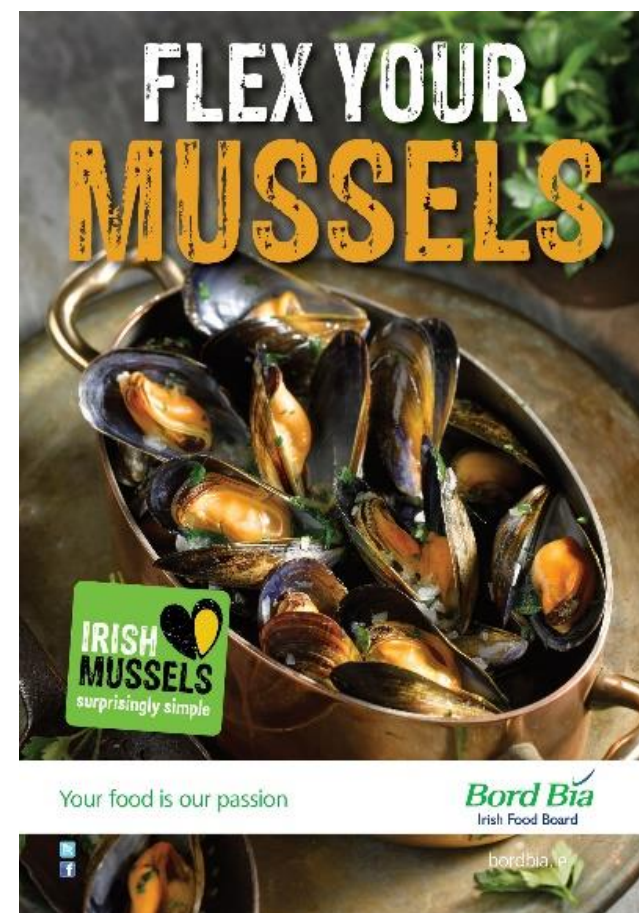
Build exports in emerging markets

Strategic Priority 2

Secure higher added value business in core markets

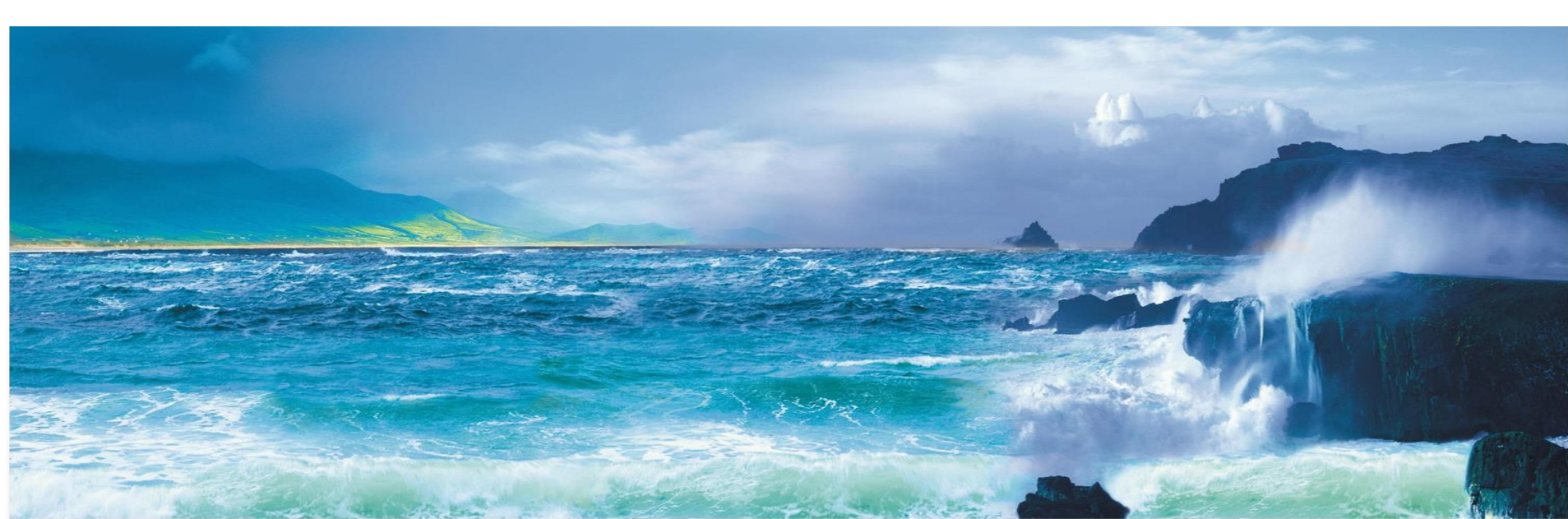
Strategic Priority 3

To build a vibrant home market for underutilised species



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board



Exports Overview



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Irish Seafood Export Growth (value)

76% growth in value since 2009



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Key Drivers of Seafood Export Performance 2016

Reduced volumes on key species. Drop in volumes exported of 21%

Increase in unit prices reflecting strength of demand globally +23%

Strong recovery in core European markets & continued growth in Asia

EMFF funded international trade shows 2016

- ✓ Biofach, Nuremburg (3)
- ✓ Boston Seafood Show, Boston (10)
- ✓ SEG, Brussels (20)
- ✓ PLMA, Amsterdam (3)
- ✓ Speciality & Fine Foods Show, London (2)
- ✓ Conxemar, Vigo (5)
- ✓ China Fisheries Show, Qingdao (16)



Key Projects in 2017

Effective routes to market & business conversion

- Biofach, Germany, February 2017
- Seafood Expo Global, Belgium-April 2017
- Conxemar, October 2017
- PLMA, May 2017
- Speciality & Fine Food Show, London, September 2017

Supported by strong brand communications

Boston Seafood Show, March 2017
Tokyo Seafood Show, August 2017 **NEW**
China Fisheries Show November 2017

Underpinned by Origin Green

- Domestic Retail Promotions – Flex your Mussels
- 30-40% sales uplift during promotion
- Clients reporting sales up 70% compared to 2016
- Seafest 2017 – June 2017



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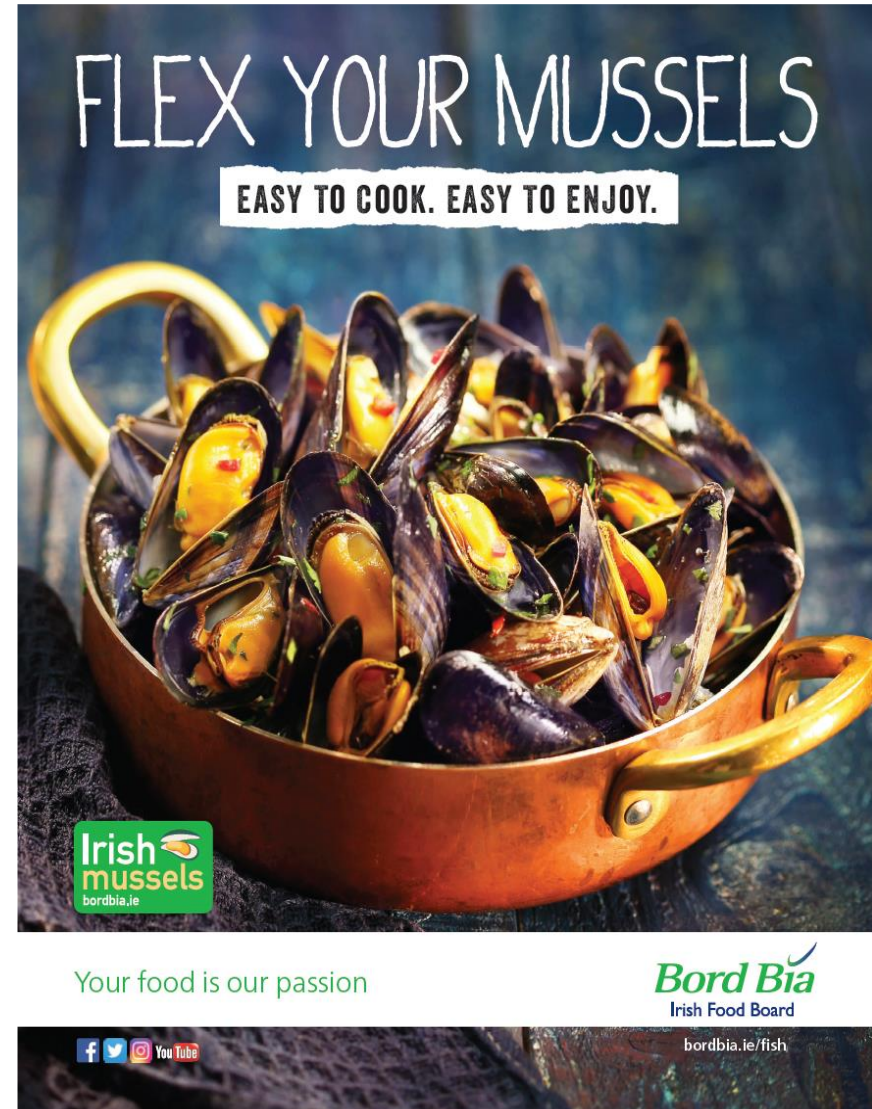
Campaign Creative Idea:

#FlexYourMussels

Strongest performing concept in research

“encourage” “give it a go” “nudge”

Irish consumers to try mussels at home



FLEX YOUR MUSSELS

EASY TO COOK. EASY TO ENJOY.

Irish mussels
bordbia.ie

Your food is our passion

Bord Bia
Irish Food Board
bordbia.ie/fish

f t i YouTube

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Thank You



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**Working
with nature**

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