

# FOOD WISE 2025: Presentation to the Balkin Group. *Siobhán Dowling, 16 November 2015*

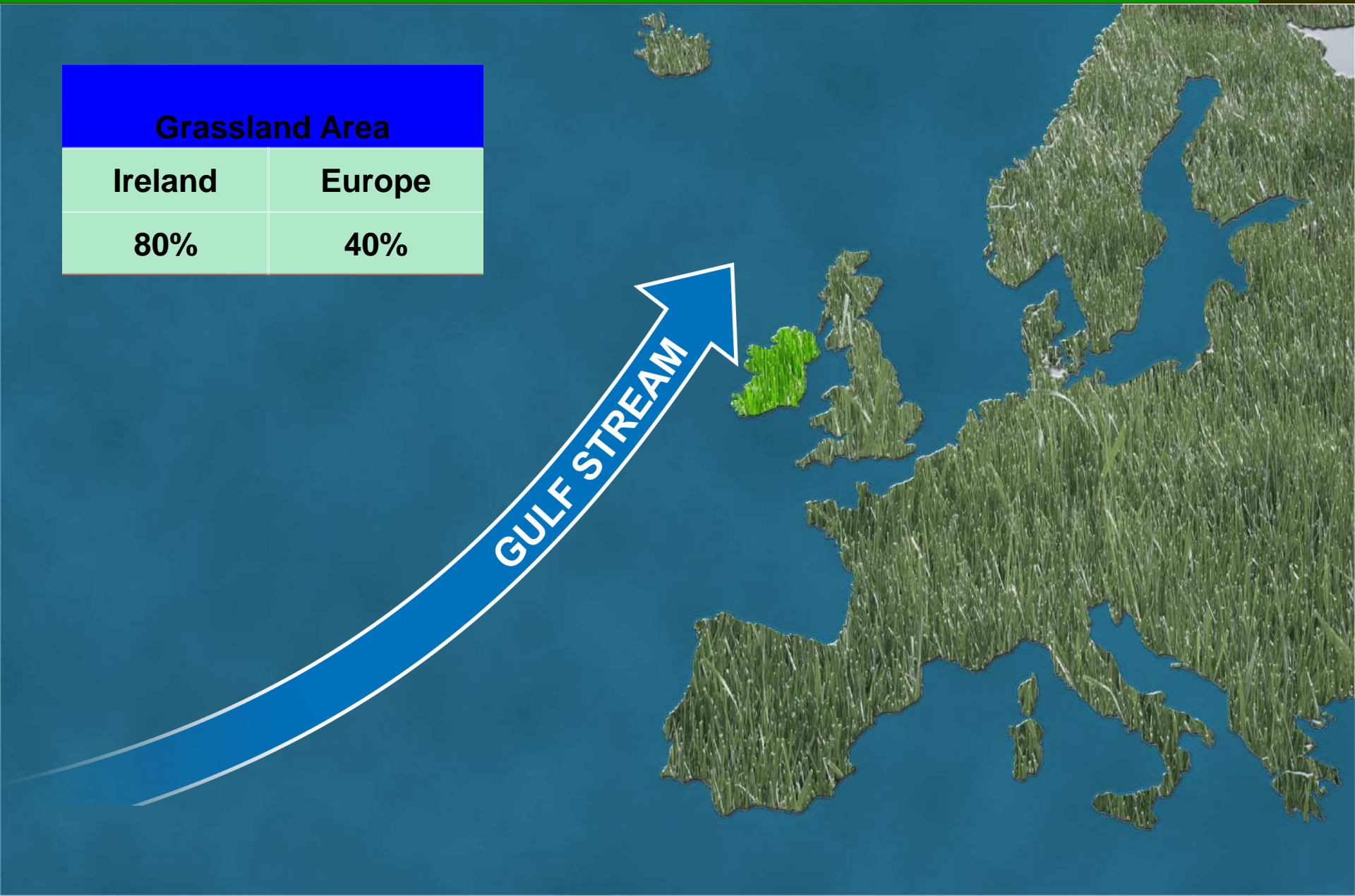


# Ireland

	<b>Ireland</b>
<b>Total Population</b>	<b>4.6 million (2014)</b>
<b>Total Land Area (hectares)</b>	6.9 million
<b>Number of Farm Holdings</b>	140,000
<b>Agriculture (% Total Employment)</b>	5.7%
<b>Average Farm Size</b>	33 ha
<b>Food Companies</b>	1,300 (all sizes)
<b>Food/Drink Employment</b>	52,000
<b>Food exports (% of merchandise exports)</b>	12.7%

# Ireland's Natural Advantages

Grassland Area	
Ireland	Europe
80%	40%

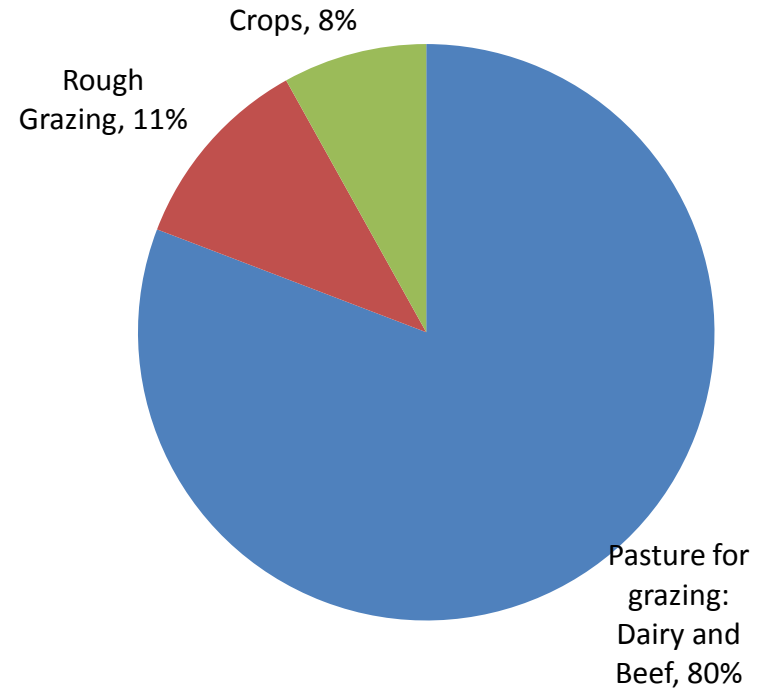


# Land Usage and Animal Numbers

Total Land area:  
6.9 million ha

- ▶ Agriculture  
4.5 million ha
- ▶ Agriculture and Forestry  
5.3 million ha

Cattle	7.0 million
Sheep	5.2 million
Pigs	1.5 million
Chicken	11 million





# Competitive advantages for food production

- World-leading food safety and traceability systems
- Sustainable, grass-based production system
  - low-carbon footprint
  - Low cost of production
- No water scarcity concerns
- High quality marine environment

Food safety & controls system:  
Key to our export success

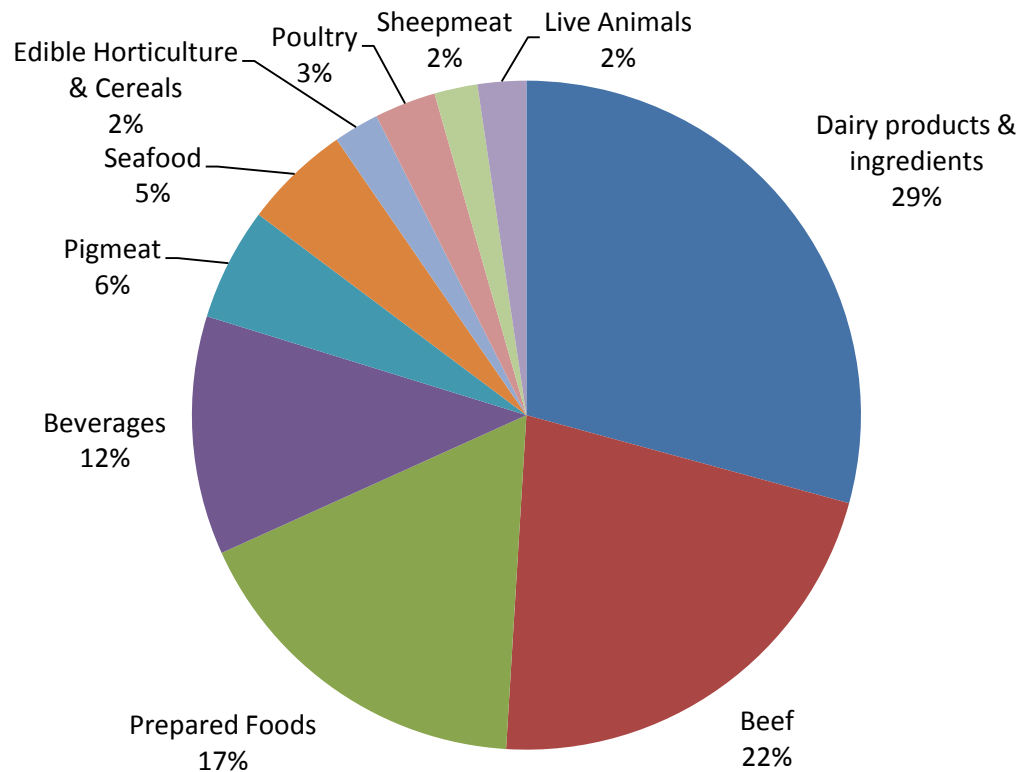


Bia agus Mara

Animal  
Identification  
&  
Movement  
System



# Agri-Food Exports Breakdown, 2014

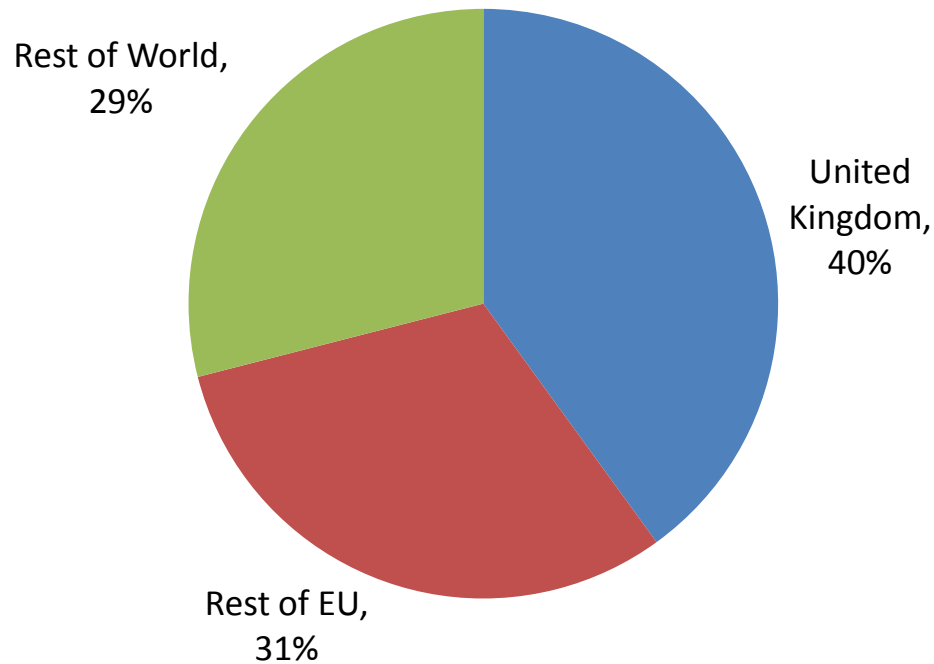


- Exports in 2014 were worth €10.5 billion
  - Beef and Dairy together accounted for >50% of all exports

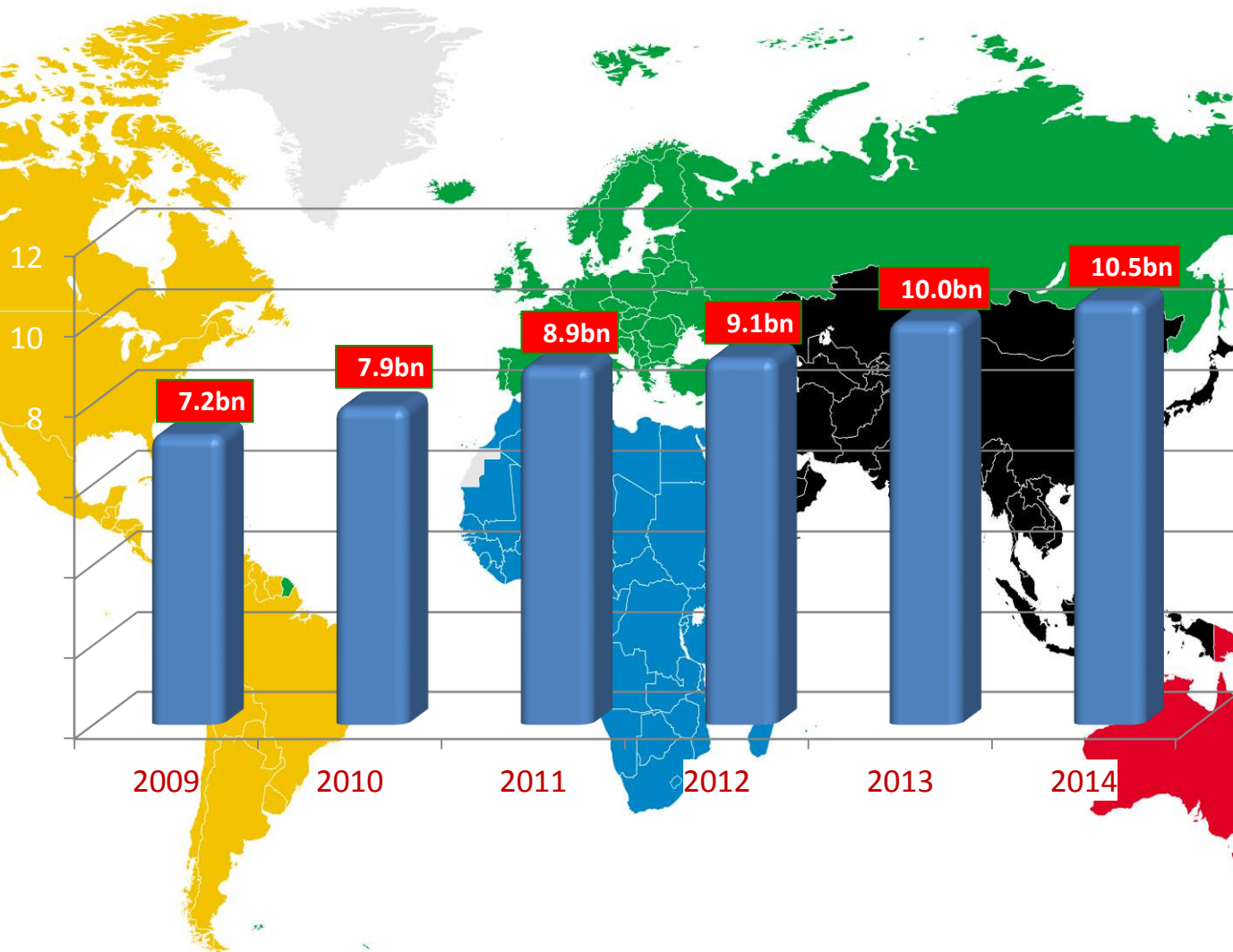


# Agri-Food Destinations

Ireland exports food products to over 170 countries worldwide



# Irish Food and Drink Exports 2010 – 2014



# Food Wise 2025 - background

- Minister Coveney initiated a process in November 2014
- Target was to provide a vision and pathway for the industry to build on the success of Food Harvest 2020
- Committee convened of 35 leading figures from private sector, academia, state agencies and NGOs under the Chairmanship of John Moloney, ex CEO of Glanbia Group

## Food Wise 2025

- Food Wise 2025 launched on 2<sup>nd</sup> July
- Food Wise 2025 is a ten year plan with the theme **Local Roots Global Reach**
- It sets out a vision for the industry to continue along the path of sustainable growth.
- It recognises the strategic importance of specific market and consumer insights.



# Food Wise 2025: Local Roots: Global Reach

- Recognises the embedded nature of the sector in every region of Ireland



A vision for growth  
2015 2025

- Supply chain stretching from rural and coastal areas exported to over 175 countries around the world
- Regional reach by the sector makes it almost unique in Ireland - presents massive opportunities for further growth

# GROWTH OPPORTUNITIES



# SUSTAINABILITY



# Food Wise 2025

Food Wise 2025 identifies a number of areas to capitalise on, deliver and maximise the growth opportunities in the years to 2025 and highlights:

- **Sustainability**
- **Human Capital**
- **Competitiveness**
- **Market Development**
- **Innovation**



# #FoodWise2025 Strategy

**Increase the value of agri food exports by 85% to €19 billion**

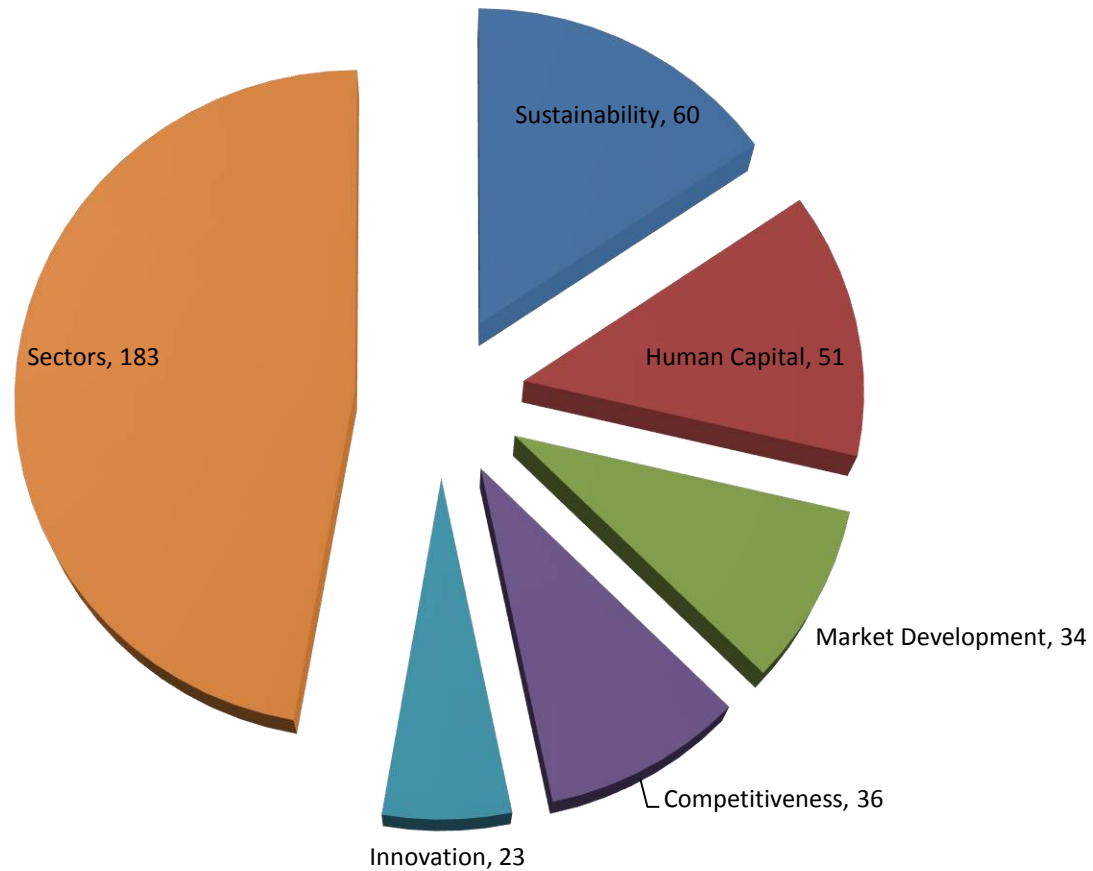
**Increase value added to the sector by 70% to €13 billion**

**Increase the value of primary production by 65% to €10 billion**

**Deliver a further 23,000 jobs in the agri food sector by 2025**

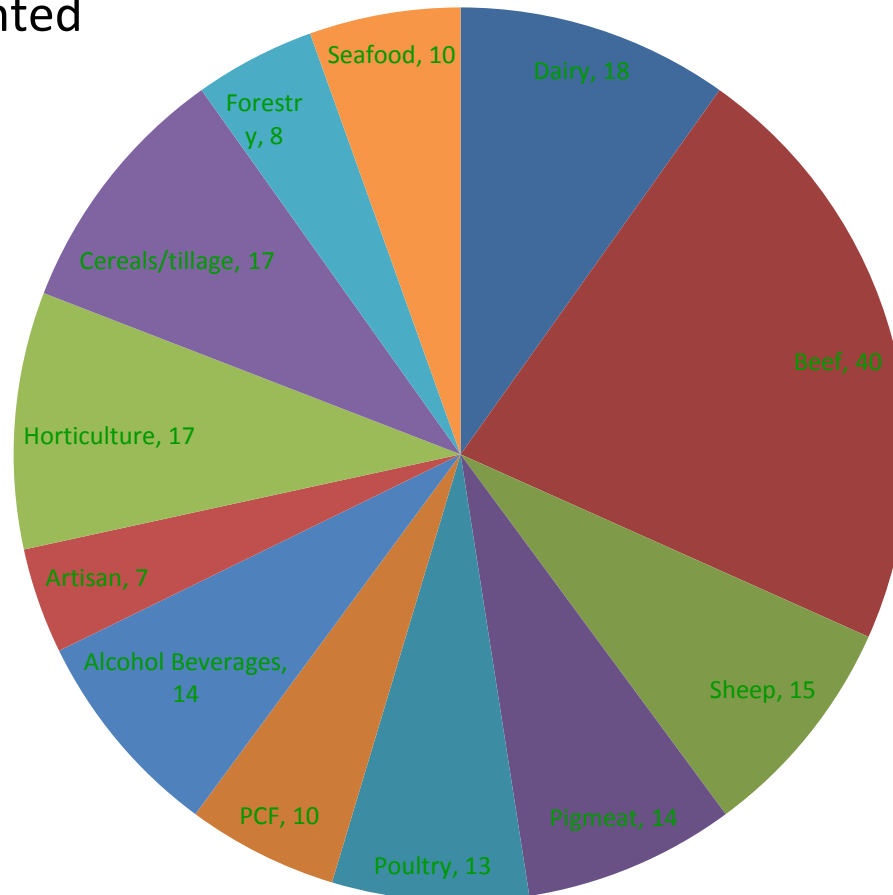
# Food Wise 2025

- To achieve the ambition of Food Wise 2025:
  - 387 actions have to be implemented



# Food Wise 2025

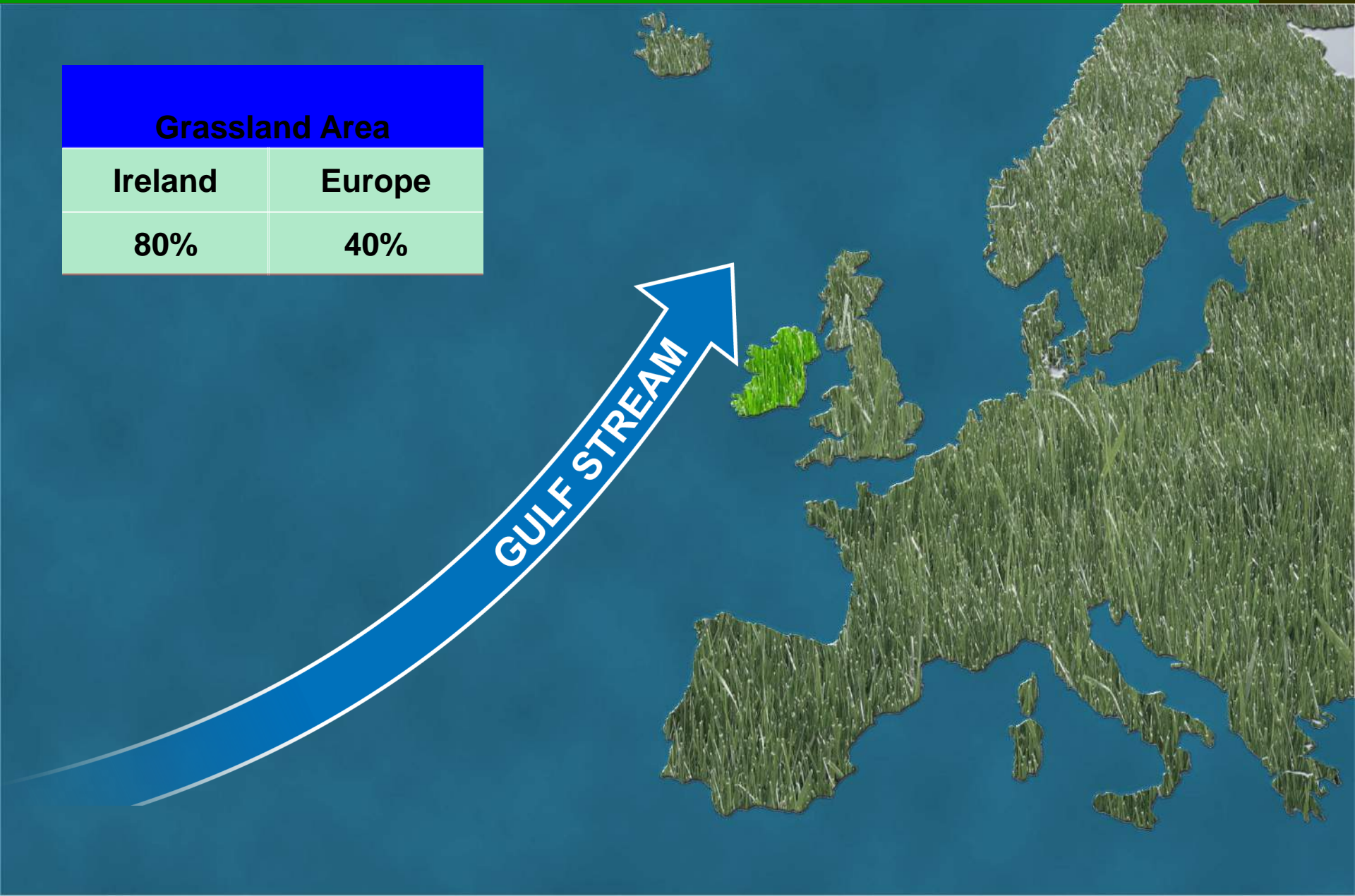
- To achieve the ambition of Food Wise 2025: 183 sectoral actions have to be implemented





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# Food Wise 2025

- Further information available on website  
<http://www.agriculture.gov.ie/foodwise2025/>
- Thank you.