

# The Future of Irish Food and Drink in Japan

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**Market Manager, Japan & Korea**  
**Bord Bia, The Irish Food Board**

**BORD BIA**  
IRISH FOOD BOARD



**Ireland Japan**  
Chamber of Commerce

## Bord Bia's Purpose 私たち、アイルランド政府食糧庁の使命

“To bring Ireland's outstanding food, drink and horticulture produce to the world, thus enabling the growth and sustainability of producers.”

アイルランドの優れた食品、飲料、園芸作物  
を世界に届けることにより、生産者の発展と  
サステナビリティを可能にすること

**BORD BIA**  
IRISH FOOD BOARD



# アイルランド政府、Bord Biaへのご紹介



**25**

Years Old



**137**

Staff



**15**

Overseas  
offices



**€13bn**

Export value



**1500+**

Client  
companies



**180+**

Markets

# Bord Bia's Overseas Offices





**Ireland's farmers and primary producers are the powerhouse of Ireland's food and drink exports.**



# Dairy Farming in Ireland



**1.5m**  
COWS



**17,000**  
Dairy Herds

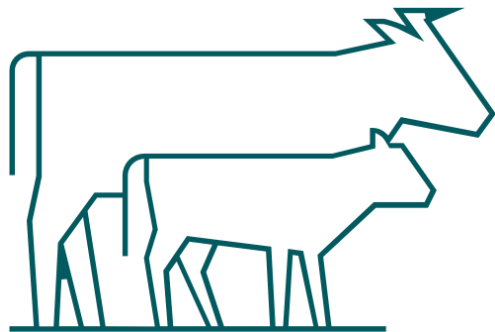


**55ha**  
Average Farm Size



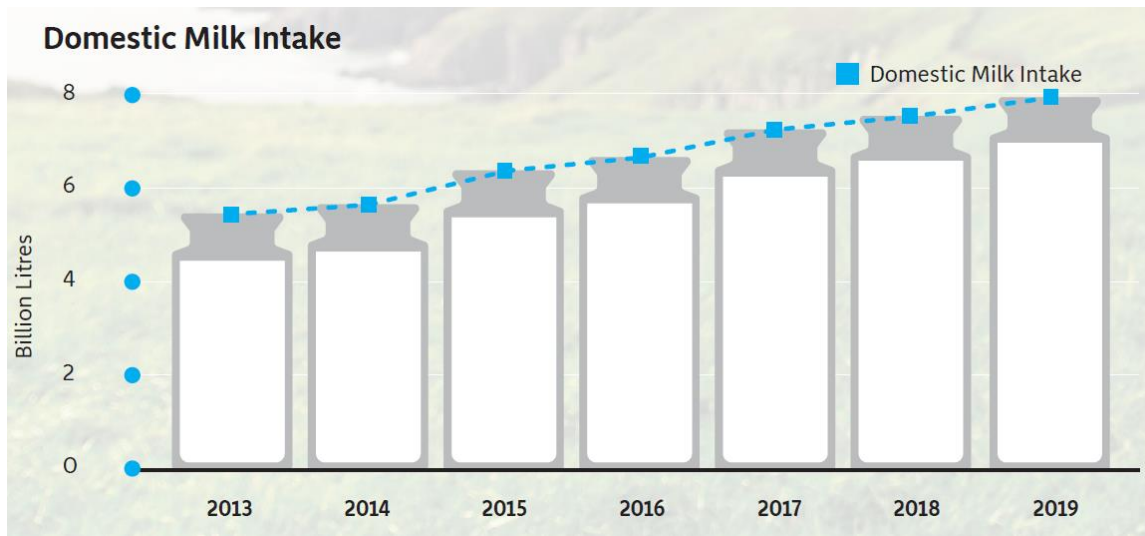
**5,500 litres**  
Per cow per year

# Ireland's Milk Pool



Cattle ~1.5mn

Milk ~8bn ltr, +6% YOY





# Beef Farming in Ireland

→ Ireland is the largest net exporter of beef in the Northern hemisphere.



**1.8m**  
Throughput



**6.5m**  
Beef Herd



**80,000**  
Beef Farms



**624,000 tons**  
Beef produced in 2019



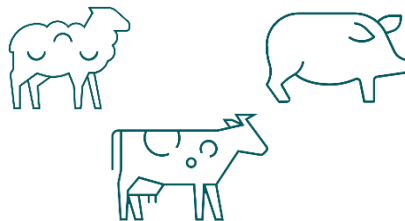
# Ireland produces world class food and drink...



# Ireland's 2019 Food Exports



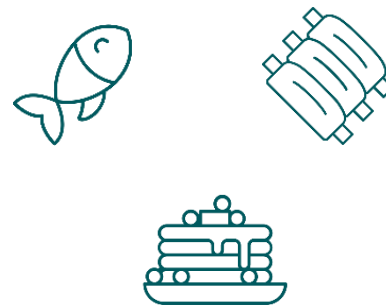
€13bn +11% y.o.y  
Total Exports



Meat  
€3.9bn

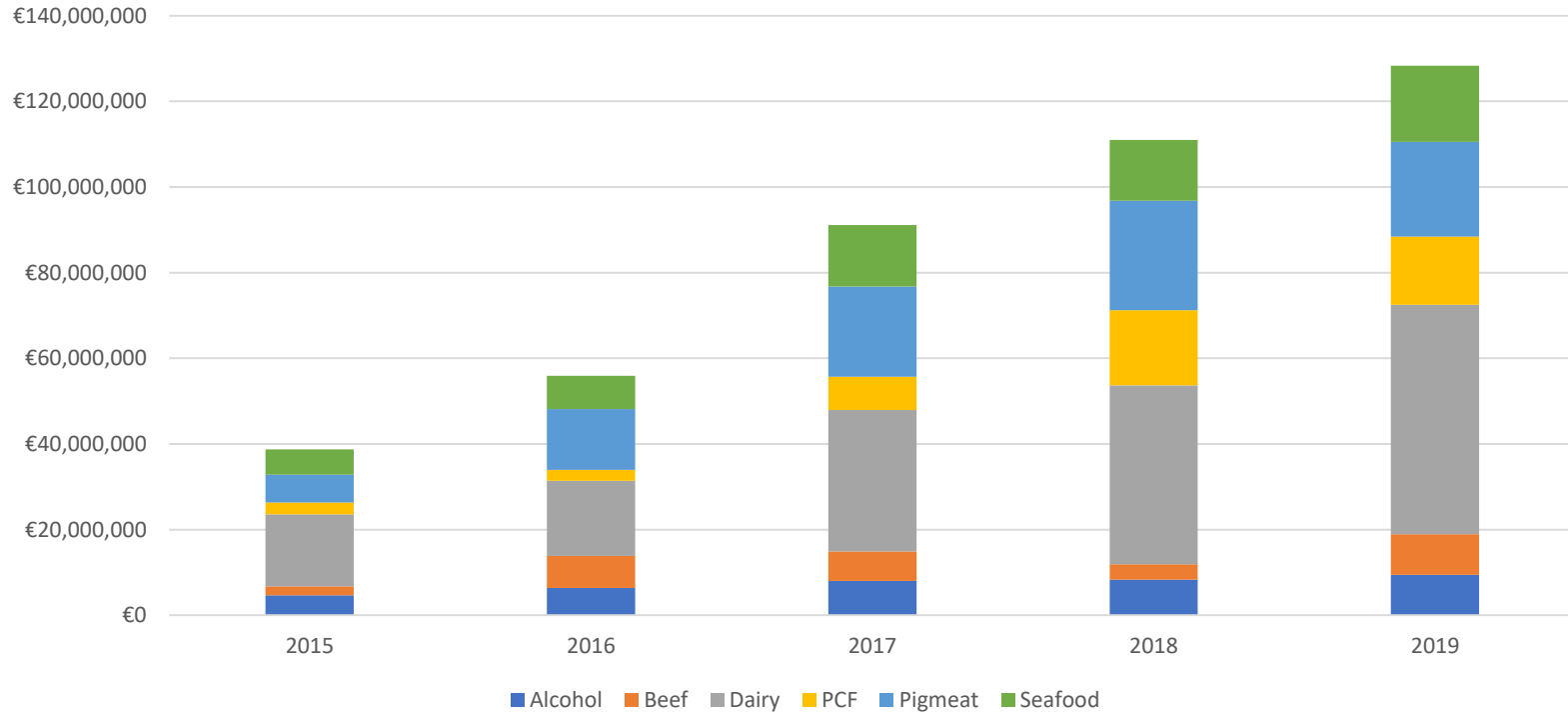


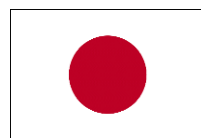
Dairy €4.4bn



Packaged Foods €1.9bn  
Beverages €1.45bn  
Seafood €605m

# Irish Food and Drink Exports to Japan





Category		Jan 18 - Dec 18	Jan 19 - Dec 19	Difference	% Change
Alcohol	↓	€8,309,485	€9,479,604	€1,170,119	14.1%
Beef	↓	€3,626,245	€9,462,650	€5,836,405	160.9%
Dairy	↓	€41,723,194	€53,538,998	€11,815,804	28.3%
Horticulture and cereals	↓	€0	€10	€0	
Live Export	↓	€0	€0	€0	
Other meat and meat produce	↓	€0	€0	€0	
PCF	↓	€17,545,363	€15,938,150	€-1,607,213	-9.2%
Pigmeat	↓	€25,602,672	€22,118,033	€-3,484,639	-13.6%
Poultry	↓	€0	€0	€0	
Seafood	↓	€14,196,867	€17,789,555	€3,592,688	25.3%
Sheep	↓	€0	€0	€0	
Total		€111,003,826	€128,327,000	€17,323,174	16%

## Bord Bia & Irish Food and Drink in Japan

- Bord Bia market prioritisation study, macro trends
- EU Japan EPA, lowering tariffs
- Ideal business partners
- Continually strengthened relations
- Beef access 2015, sheepmeat access 2019
- Brexit



# Bord Bia Activities in Japan



→ Trade Missions, Trade Shows, Technical Seminars & Events

# Bord Bia Activities in Japan



→ Inbound Lead Generation Visits

## Bord Bia Activities in Japan



## → B2B & B2C Promotional Activities, Media Outreach



# Bord Bia Activities in Japan



→ Market Research, Reporting & Insight Generation

# Headlines



Irish beef in Life



Glenstal cheddar  
in Seijo Ishii



Flahavans in  
Seijo Ishii



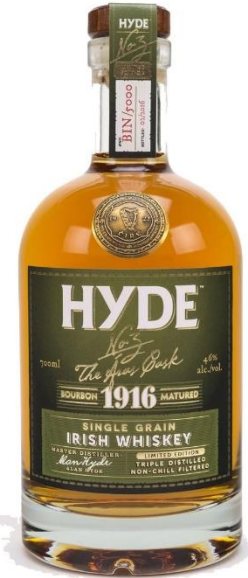
## Headlines



Gyu-Tan Negishi



John Stone Beef @  
ANA Steakhouse



Hyde Irish Whiskey  
entering Japan

# Bord Bia Marketing Fellowship

A promotional banner for the Bord Bia Marketing Fellowship. The background is dark blue with a woman's profile on the right, looking towards a globe composed of network nodes. Text is in white and yellow. Logos for UCD and Bord Bia are present.

**UCD DUBLIN**  
Smurfit Executive Development  
UCD Michael Smurfit Graduate Business School

**70 INTERNATIONAL SCHOLARSHIP OPPORTUNITIES**

**Develop the expertise you need to become a future leader in the food industry**

We are now seeking applications from recent and experienced graduates from all disciplines/roles to join one of our four Bord Bia scholarship programmes.

**APPLY NOW**


**Bord Bia**  
Irish Food Board

**NEW YORK**  
**LONDON**  
**DUBAI**  
**SHANGHAI**  
**PARIS**  
**SYDNEY**  
**STOCKHOLM**  
**SINGAPORE**  
**DUSSELDORF**  
**WARSAW**  
**TOKYO**  
**DUBLIN**

→ MSc International Marketing  
→ Bord Bia, UCD, Irish F&D companies

→ 18 month programme  
→ Time split UCD/in market  
→ Next intake Jan 2021  
→ €30K Bursary



A scenic landscape featuring a body of water, a stone wall, and rolling hills with cows grazing in the foreground. The text "Thank you" and "ありがとうございました" is overlaid on the image.

*Thank you*  
ありがとうございました