



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine

The Future of Irish Food and Drink in Japan

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Outline

- Background
- Current Projects
- Horizon scanning the future



Self Portrait – Public Side

- Qualified as a veterinary surgeon in 1996
- “James Herriot” style private practice until 2013 in Ireland and New Zealand





Self Portrait – Public Side

- Joined DAFM in 2013 –
National Disease Control
Centre / Legal Services Division
/ Limerick RVO
- Called to the Bar in 2019
- Qualified Legal Draftsman





Self Portrait – Public Side

- Appointed as the first Agriculture Attaché to Japan in May 2019
- 3 – 4 year posting
- Seconded to Department of Foreign Affairs





Self Portrait – Private Side

- From Tipperary to Tokyo
- Married with 2 girls and 2 boys – 9 to 14 years old
- Children attend British School Tokyo
- Living in Komazawa



Self Portrait – Private Side

- Eclectic interests - all sports, history, literature, gardening
- Coach under-age rugby with Shibuya RFC
- Train the only juvenile hurlers in Tokyo





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- “The First Department..”
- Employ approx. 3,200 staff
- Facilitate trade and exports of agricultural products





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- **Vision**
 - An innovative and sustainable agri - food sector operating to the highest standards
- **DAFM's Mission**
 - Serving the government and people of Ireland by leading, developing and regulating the agri-food sector, protecting public health and optimising social, economic and environmental benefits



Strategic Goals

- Promote and safeguard public, animal and plant health and animal welfare for the benefit of consumers, producers and wider society
- Provide income and market supports to underpin the rural economy and the environment
- Provide the optimum policy framework for the sustainable development of the agri-food sector



Strategic Goals

- Deliver a sustainable, growth driven sector focused on competitiveness and innovation driven by a skilled workforce delivering value added products in line with market demands
- Maintain and develop strategic, operational, regulatory and technical capacity to achieve operational excellence



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Agriculture Attachés/Agriculture Counsellors

- Located in London, Brussels, Paris, Rome, Berlin, Washington, Geneva, Mexico, Beijing.
- Role varies slightly by location.
- Trade facilitation or representing Ireland at international bodies





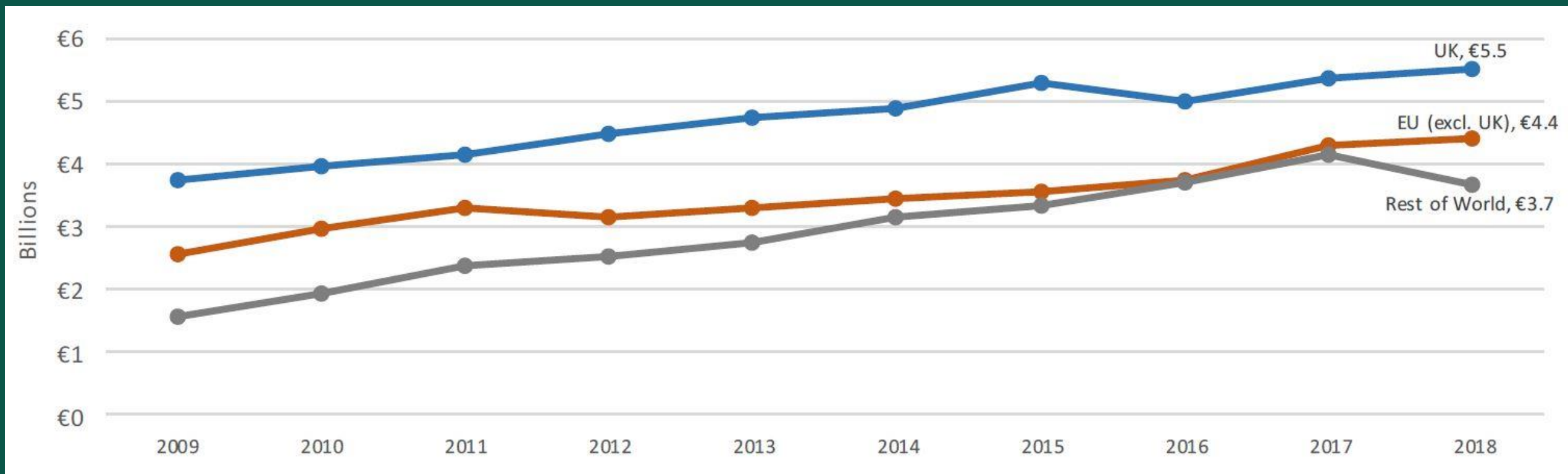
Why Japan and why now?

- Food Wise 2025
- EU Japan EPA
- Brexit
- The Asian Century...





Agri-food export growth, 2009 - 2018



Source: CSO Trade Statistics, 2018



Value of Irish agri-food exports 2018 and top 20 destinations





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Primary Functions of an Agriculture Counsellor

- Facilitate Market Access
- Trade Promotion
- Facilitate Ministerial/Trade Visits
- Resolve Market Access/Certification Issues



Current Priorities

- Attaining access for minced meat/burgers
- Attaining poultry access
- Effects of the Food Sanitation Act 2019



Current Priorities

- Horse Placenta
- Race Horses
- Dog Food Access?



Current Priorities

- Using the EU Japan EPA to increase trade
- Olympics
- Mitigate the consequential effects of Covid 19



Horizon Scanning – short term

- Fresh beef sales have stopped – no air freight
- Beef sales have increased dramatically – why?
- Pork sales have dropped dramatically – why?
- Dairy sales solid



Horizon Scanning – long term

- Increase/Maintain dairy sales
- Increase/Maintain pork sales
- Increase beef/fish/beverages



Horizon Scanning – long term

- Change our product profile
- Less commodity and more niche high value branded products – the new “Kerrygold”





Horizon Scanning – long term

Our USP – the health advantage of grass-fed product

“Higher in key nutrients, including antioxidants, vitamins, and a beneficial fat called conjugated linoleic acid (CLA) that's been tied to improved immunity and anti-inflammation benefits..”



Summary

- The future is positive despite the Covid blip
- Team Ireland includes you as missionaries for our products

