

Bord Bia's annual Meat Marketing Seminar examines the performance of the Irish meat sector

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Over 200 attendees are expected at the event in the Killashee Hotel, Naas, which will be opened by Martin Heydon TD, Minister of State at the Department of Agriculture, Food, and the Marine.

The seminar will address a few important themes affecting the Irish and global meat industry including inflation, meat consumption levels, and the sustainability requirements of customers.

Speaking before the event, Bord Bia Chief Executive Jim O'Toole explained the need to remain focused on the long-term sustainability expectations of consumers and global meat buyers:

"Ireland must continue to build on its key attributes as a meat supplier, focusing on sustainability, quality, and safety. This reputation has been built up over many years and gives us a distinct competitive advantage in our export markets. However, it is critical that farm sustainability keeps pace with the sourcing needs of our global retail and foodservice customers. Through the partnership approach of the Origin Green programme, Bord Bia is committed to supporting our farmers and producers to meet these evolving needs."

The seminar will hear how the Origin Green programme is working in collaboration with Teagasc and the ICBF to support farmers in meeting agriculture's obligations under the Climate Action Plan.

The seminar also features guest speaker Gavin Hodgson, Director of Agriculture, Horticulture and Aquaculture with Sainsbury's, who will speak about Sainsbury's commitment to sustainable sourcing:

"Sustainability is incredibly important to our customers and us, and farm level investment is a key first step towards ensuring we are able to deliver high quality, sustainable products to our customers and in the future"•