



National  
Organic  
Training  
Skillnet



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

# ORGANIC FARMING SCHEME INFORMATION DAY FOR HORTICULTURAL GROWERS

1-Day Free Information Session &  
Workshops  
with DAFM, OGI, Teagasc, ACA &  
Leading Small Growers

Thursday February 29th  
10.00am - 4.00pm  
County Arms Hotel,  
Birr, Co Offaly

[www.nots.ie](http://www.nots.ie)



**Organic Farming Scheme  
Information Day  
Horticultural Growers  
29.02.24**

**BORD BIA**  
IRISH FOOD BOARD

Emmet Doyle  
Organic Sector Manager



# Presentation Overview

1. Irish Market Organic Consumer Research
2. Irish Market Organic Consumer Campaign
3. Key Takeaways for Organic Growers

**BORD BIA**  
IRISH FOOD BOARD





# Irish Market Consumer Research

# Irish Organic Consumer Research

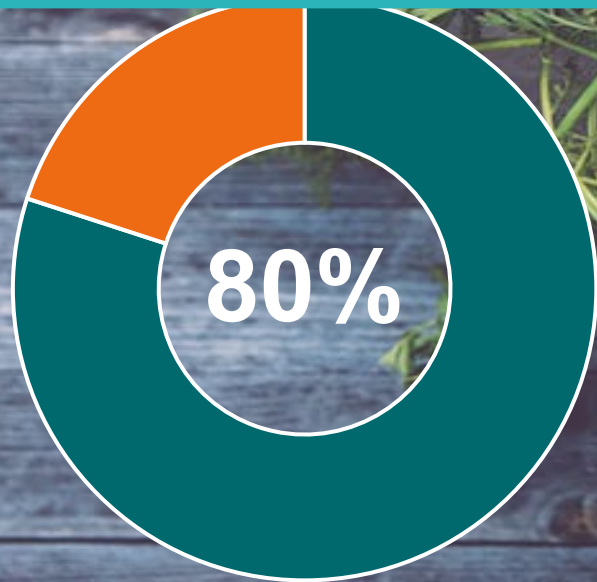


## Full 360 view:

- 2,600 total consumer participated in the research
- 14 week-long shopper diaries including 140 bespoke tasks
- 12 focus groups with > 70 consumers
- 7 in-depth interviews with customers and industry stakeholder consultation

# Significant engagement and momentum in the organic category

8 in 10 consumers have ever bought organic food



With nearly 1 in 2 (43%) consuming weekly or more often (67% monthly)

95% of all shoppers looking to increase or maintain their organic consumption in next 12 months

# Penetration of Organic Produce

Ever Buy Organic produce

94%

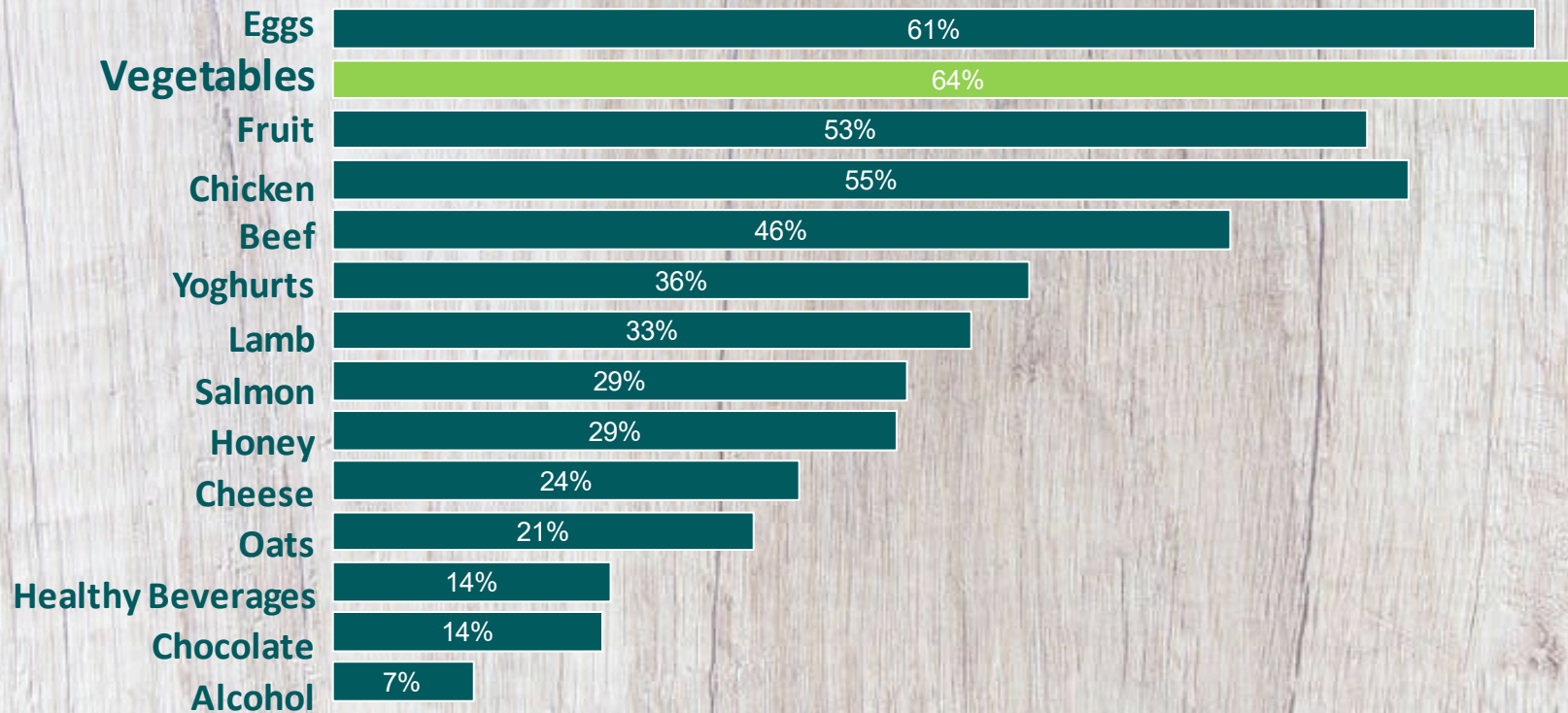
Buy Organic produce monthly

76%

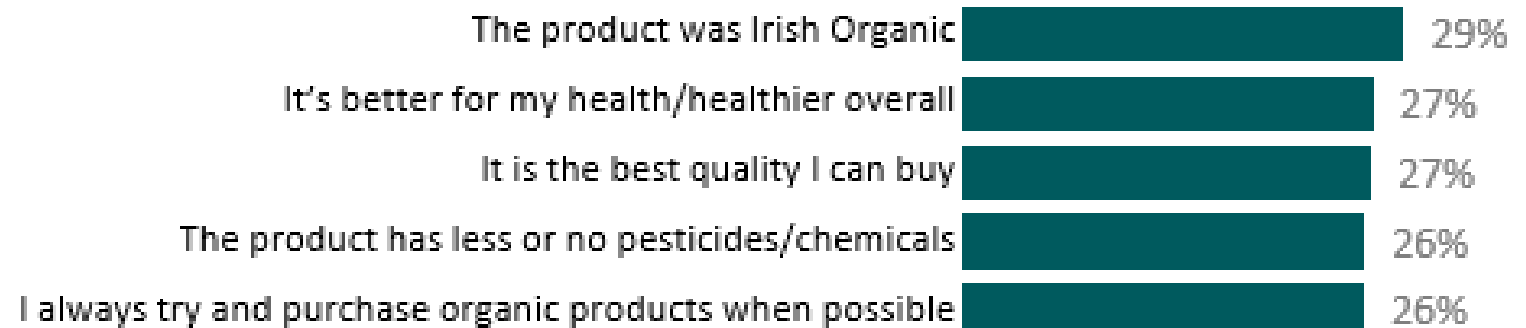
Buy Organic produce weekly

47%

## Importance of buying organic by category

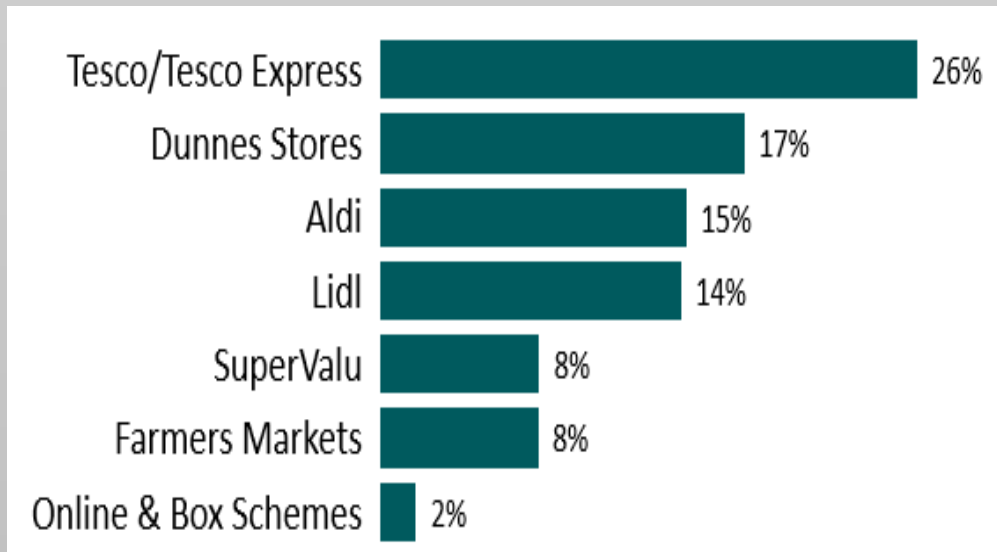


## Top reasons for choosing organic produce on last occasion

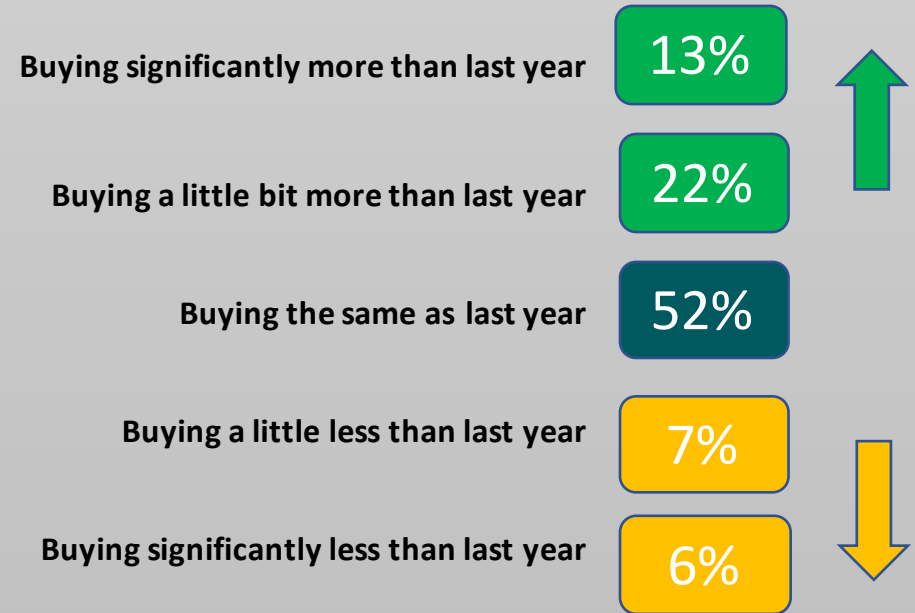




## Where organic produce purchased



## Organic produce purchase v last year



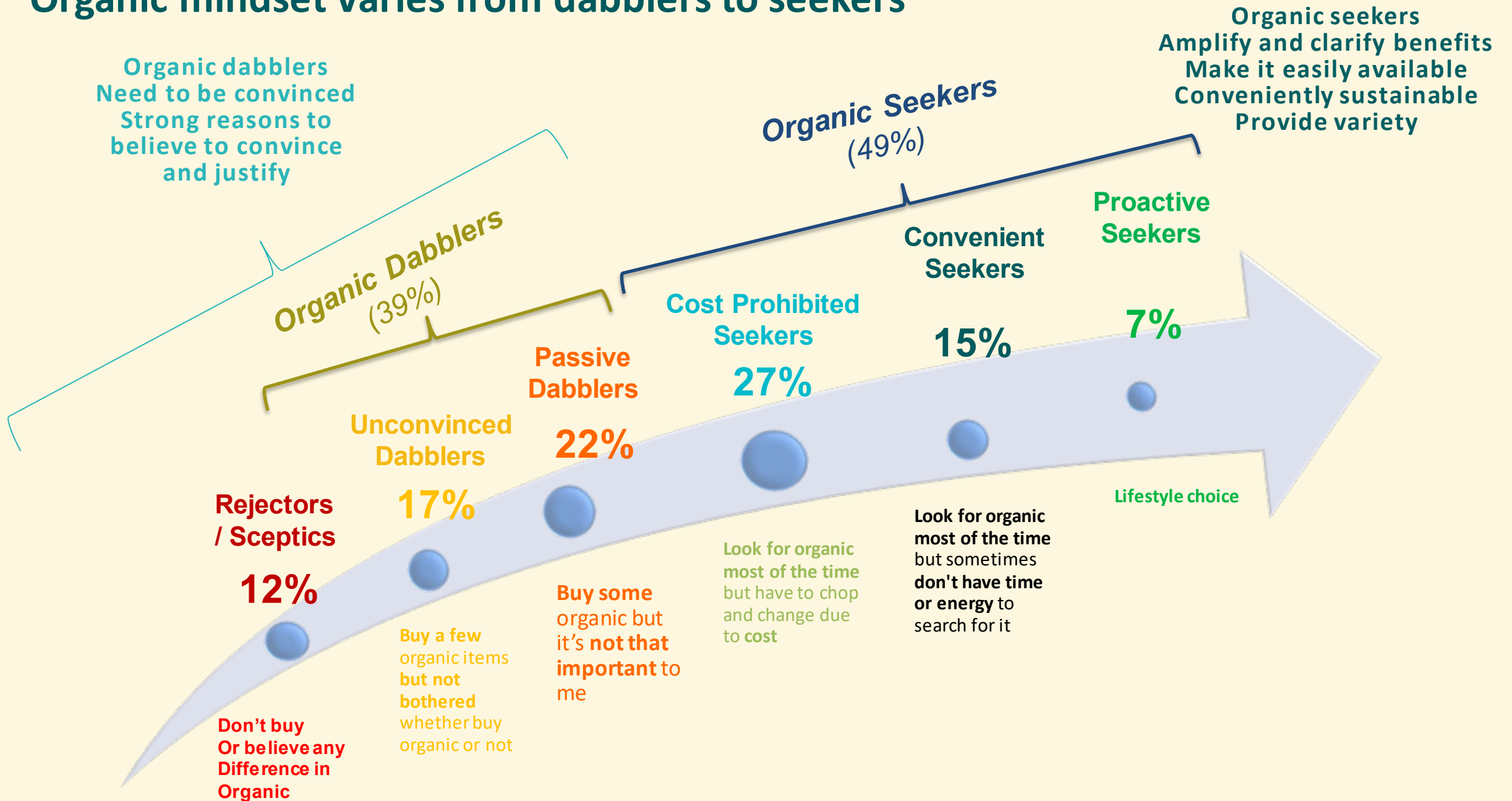
80% of organic produce sales in mainstream retail

10% of organic produce sales through D2C

35% of all shoppers looking to increase organic produce consumption

1 in 2 shoppers maintaining consumption

# Organic mindset varies from dabblers to seekers





# Irish Market Consumer Campaign

# Make your meals a little *more-ganic*

Certified Organic Food and Drink from Ireland. A Natural Choice.



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Learn more at [bordbia.ie/organic](https://bordbia.ie/organic)

# Good for the soil. Good for the soul.

Make your meals a little *more-ganic*

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IRISH FOOD BOARD

**Certified Organic Food**  
Organic Irish Fruit and Veg. A Natural Choice.  
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# High impact formats to drive impact combined with smaller formats to drive action



Cover: 23.6%  
Frequency: 9.8

*\*please note cover does not apply to digital formats*

# New Dedicated Irish Organic Portal on Bord Bia Website

## Certified Organic Food And Drink



**Good for the soil, Good for the soul**  
Make your meals a little more-ganic.

## Organic Food & Drink from Ireland

Certified Irish organic food and drink is renowned for its delicious taste and quality. Whether it is Irish organic beef burgers or an organic lamb leg, organic milk, yogurt, oats or eggs you can trust in the quality of Irish organic food and drink with the EU Organic logo.

[Learn more about organic](#)



## Frequently Asked Questions

Welcome to our organic FAQ page. Here, we address common questions about organic products and practices. Gain insights into the world of organic, certification, and sustainable living. Explore our FAQs to make informed choices on your organic journey.

How do I know if the organic product is Irish?



What are Organic Certification Bodies?



Are chemicals and pesticides allowed in organic farming?



What are the 4 principles of organic production?



Is organic different to other Irish farming?





## Good for the Soil

Organic farming is based on taking care and nourishing the soil with only natural methods such as composts, manures and regular crop rotations. Healthy soils are the foundation of organic food production.

## Website Education Links Back to Marketing Creative

### Consciously Reared

Organic livestock farmers use only natural means such as clover and combination crops like peas, oats and barley to keep their cattle and land nourished. When animals need to be housed over the cold and wet winter months, animals are provided with comfortable bedding, generous space and good ventilation. Organic farming helps to protect biodiversity by maintaining suitable habitats for plants, animals and wildlife.





# 2023 Campaign Results

## Marketing Impact

6 Million Reach

1 million  
completed video  
views

670,000 Audio  
Advert Listens

200 Billboards

## Consumer Impact

14% increase of number of shoppers  
who would pay more for Irish organic  
food

4 out of 10 shoppers claimed they  
bought more Irish organic food  
following seeing the campaign

63% of shoppers actively looking for  
Irish organic food following seeing  
the campaign

# Increased Positive Perception of Irish Organic Food

|  | Total | Aware of campaign |
|--|-------|-------------------|
| Organic Irish food and drinks are better for our health than non-organic food and drinks     | 82%   | 88%               |
| Organic Irish food and drinks always taste better than normal food and drink                 | 74%   | 86%               |
| Organic Irish food and drinks are better for environment than non-organic food and drinks    | 83%   | 89%               |
| Organic Irish food and drinks have no pesticides or chemicals                                | 83%   | 89%               |
| Organic Irish food and drinks are better for animal welfare than non-organic food and drinks | 81%   | 89%               |
| Organic Irish food and drinks are better for the soil than non-organic food and drinks       | 83%   | 90%               |
| Organic Irish vegetables are good for the soil   | 75%   | 84%               |

# Today's Takeaways



**1 in 2 of all shoppers' buying organic produce weekly**

**35% of all shoppers' to increase organic produce consumption in 2024**

**Irish and health are key drivers for purchase of Irish organic produce**

**Produce are the 2<sup>nd</sup> & 3<sup>rd</sup> most important categories to buy organically**

**49% of all shoppers are Organic Seekers but need reassurance**

**Don't assume 'organic' is enough communicate & educate the benefits**



**Thank You**



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