



*Ireland's largest indigenous industry provides warm welcome*

*VIP visits provide world reminder of top class Irish food and drink*

Bord Bia – The Irish Food Board, is the trade development and promotion organisation charged with the task of growing the success of a world-class Irish food, drink and horticulture industry. Through a network of international offices Bord Bia provide a full range of customer support services in Amsterdam, Dusseldorf, London, Madrid, Milan, Moscow, New York, Paris and Shanghai.

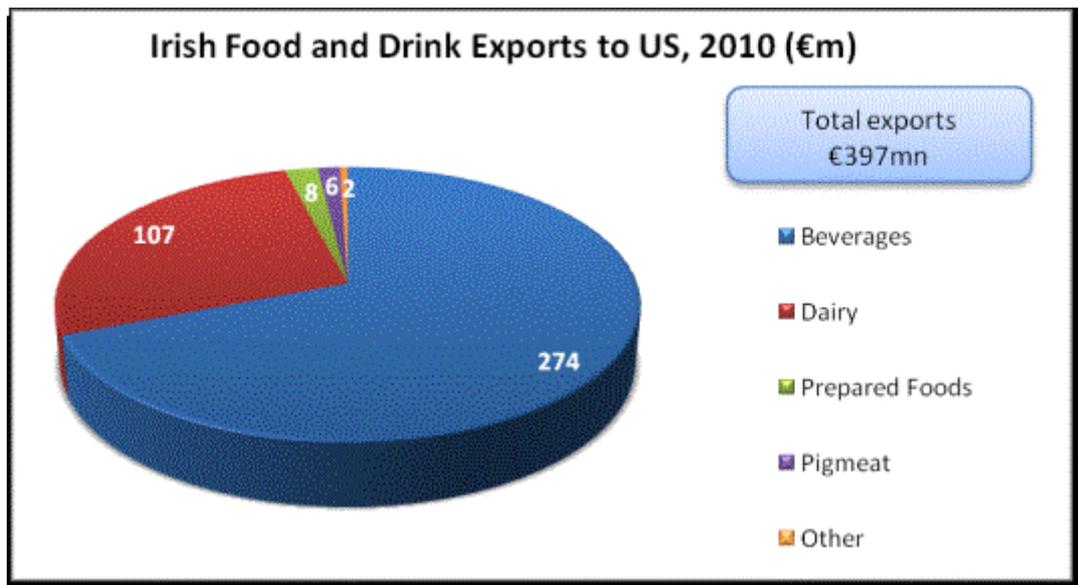
Bord Bia welcomes President Obama on his first official state visit to Ireland. The US is Ireland's fourth largest market for exports of food and drink and is therefore of central importance to the Irish economy. In 2010 Irish exports of food and drink to the US market grew by 11.4% to reach €397m (approximately \$535m). Alcoholic beverage is the significant leading export category, with Irish exports to US increasing by 14.3 per cent in 2010. Irish whiskey is a star performer for Ireland in the US market; in 2010 it grew 39 per cent in value terms and continues to be the fastest growing brown spirit in the US, as it has been for the past number of years.

As Ireland's largest indigenous industry employing approximately 150,000 people and with

an annual output of over €24 billion, the agri-food industry is one of immense economic importance. The agri-food industry is underpinned by the country's sustainable food credentials which are supported by our strong emphasis on food quality and traceability. The industry accounted for €7.9 billion of Irish export sales in 2010 (up 11 per cent) exporting to some 170 countries around the globe. Bord Bia works in partnership with industry with the aim of growing these exports around the globe.

Looking to the future the national goal is to grow industry exports to a value of €12 billion by 2020\*. Sustainable investment in the industry over the past decade has allowed companies to build wide-ranging expertise especially in the dairy and beef sectors, Ireland's traditional leading export sectors. With strategies of innovation and differentiation, Irish companies are in an excellent position to not only strengthen their position in export markets but also diversify into further markets overseas.

Ireland is the fourth largest beef exporter in the world and accounts for 15 per cent of the world's output of infant dairy formula. In 2010 Ireland exported over €274m worth of beverages to the US and €107m worth of Dairy with Kerrygold butter being the number one imported butter into the US. Ireland is home to some of the world's most iconic brands such as Bailey's Cream Liqueur, Kerrygold Butter and Guinness. The below chart displays Ireland's food and drink exports by category to the US last year.



Irish companies in the Irish food and drink arena are resourceful, dynamic and innovative and capable of adapting to changing consumer needs due to their forward-looking nature. Ireland's agri-food and drink industry is modern and forms the backbone of an industry that has rightly earned it the Food Island image, a reputation attained through dedication to quality, sustainability and traceability.

*\*Food Harvest 2020 - A vision for Irish agri-food and fisheries as prepared by Ireland's Department of Agriculture, Fisheries and Food - <http://www.agriculture.gov.ie/media/migration/agri-foodindustry/agri-foodindustrypublications/2020Foodharvest190710.pdf>*

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**Notes to the Editor:**

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For imagery of Irish food, drink and horticulture please visit [www.bordbiabrand.com](http://www.bordbiabrand.com)