

Bord Bia launches Food & Drink Industry Awards 2011

Embargo Wednesday August 3rd 2011 Bord Bia today launched its Food and Drink Industry Awards 2011. Through six distinct categories, the awards, in association with Rabobank, will recognise excellence in export development; branding; innovation; sustainability; entrepreneurship and success on the domestic market.

"This year's awards programme coincides with a period of strong and sustained growth in our food and drink exports and against a backdrop of expanding global demand. As the industry seeks to grow output and expand exports, meeting the ambitious targets of Food Harvest 2020, it is important to mark the continued progress and achievements of the sector in a very demanding and competitive marketplace", according to Aidan Cotter, Chief Executive, Bord Bia.

Speaking at the launch Kevin Knightly, CEO, Rabobank Ireland plc said *"as a global leader in food and agri banking, supported by a dedicated research division, we recognise that innovation, sustainability and excellence in the Irish food and drinks sector, create value for society and strengthen our competitiveness in domestic and global markets. As such, Rabobank is delighted to be associated with Bord Bia's Food and Drink Industry Awards."*

Meet the Judges

All entries will be assessed by an independent judging panel chaired by John Fanning, Chairman of Bord Bia's Brand Forum. The panel includes Gilles Boumeester, Global Head Food & Agri Coverage, Rabobank International; Gordon Campbell, Managing Director, Spar International; Matt Dempsey, Editor, Irish Farmers Journal; Senator Feargal Quinn; Margot Slattery, Divisional Director, Sodexo Ireland; Tim Mobsby, former European Area President, Kellogg Company; Bartley O'Connor, Head of Sustainability, PWC and Fran Walton, Director, The Futures Company.

How to Enter

The Awards are open to all food and drink products manufactured in Ireland. Companies must be in business for a minimum of two fiscal years and where relevant, it is desirable that companies source materials that are approved under the Bord Bia Quality Assurance Schemes. Companies may apply online at www.bordbia.ie/awards. The

closing date is Friday, 16th September and the winners will be announced at Bord Bia's Annual Brand Forum end of year event taking place in Trinity College Dublin on Tuesday, 22nd November.

Ireland's Largest Indigenous Industry

The strong growth in Irish food and drink exports, which saw values increase by 11% in 2010, is continuing in 2011 with exports for the January to May period estimated to have increased by €400 million, or 13%, to total €3.44 billion. Ireland's agri-food sector plays an important role in the Irish economy, accounting for 9% of merchandise exports, 16% of industrial output, supporting 270,000 jobs and has an annual gross output valued at €24 billion. As much as 64% of manufacturing exports by Irish-owned firms are estimated to consist of food and drink.

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