

Irish Beef Supply

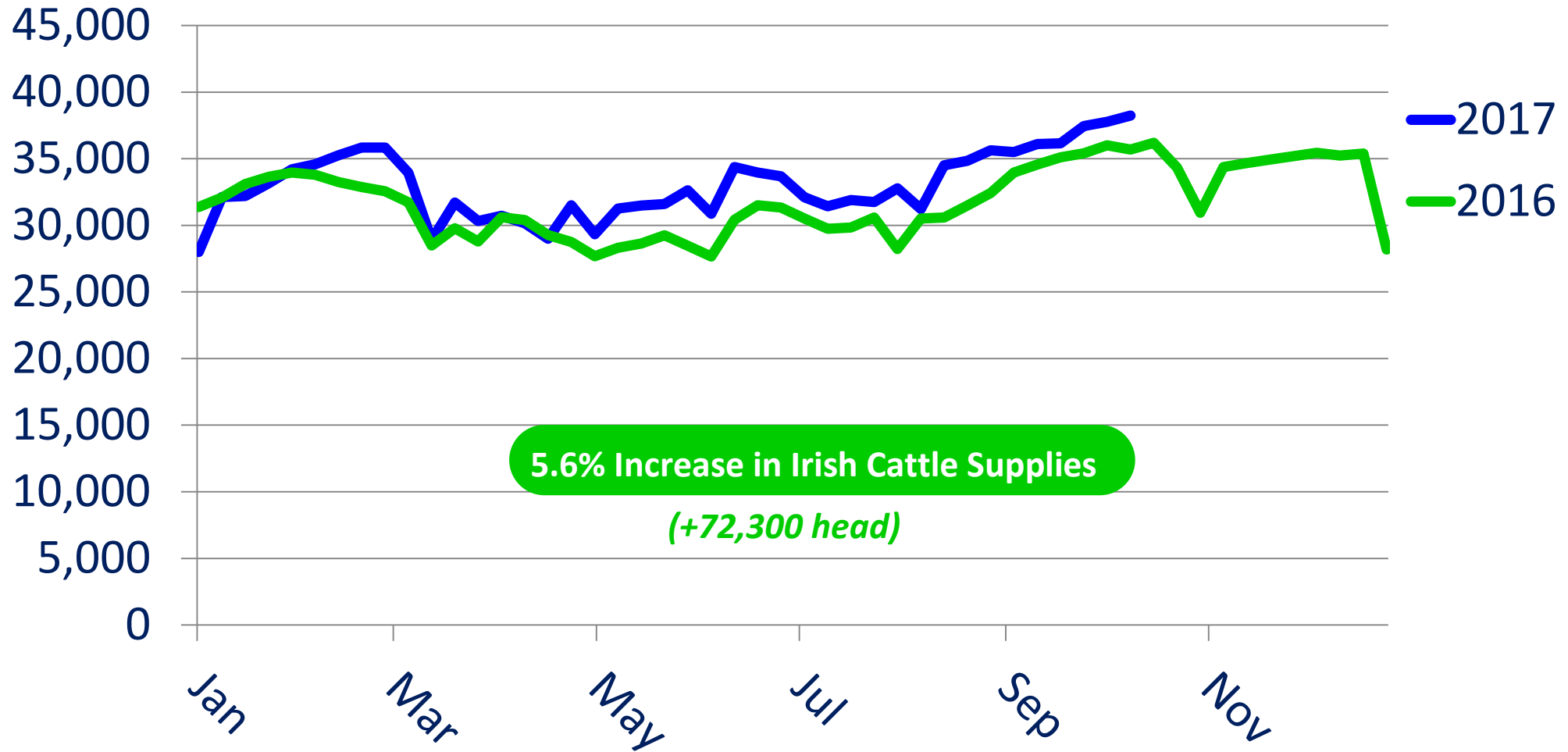
Karen Coyle

MICA Conference
San Diego
25th October 2017

Growing the success of Irish food & horticulture

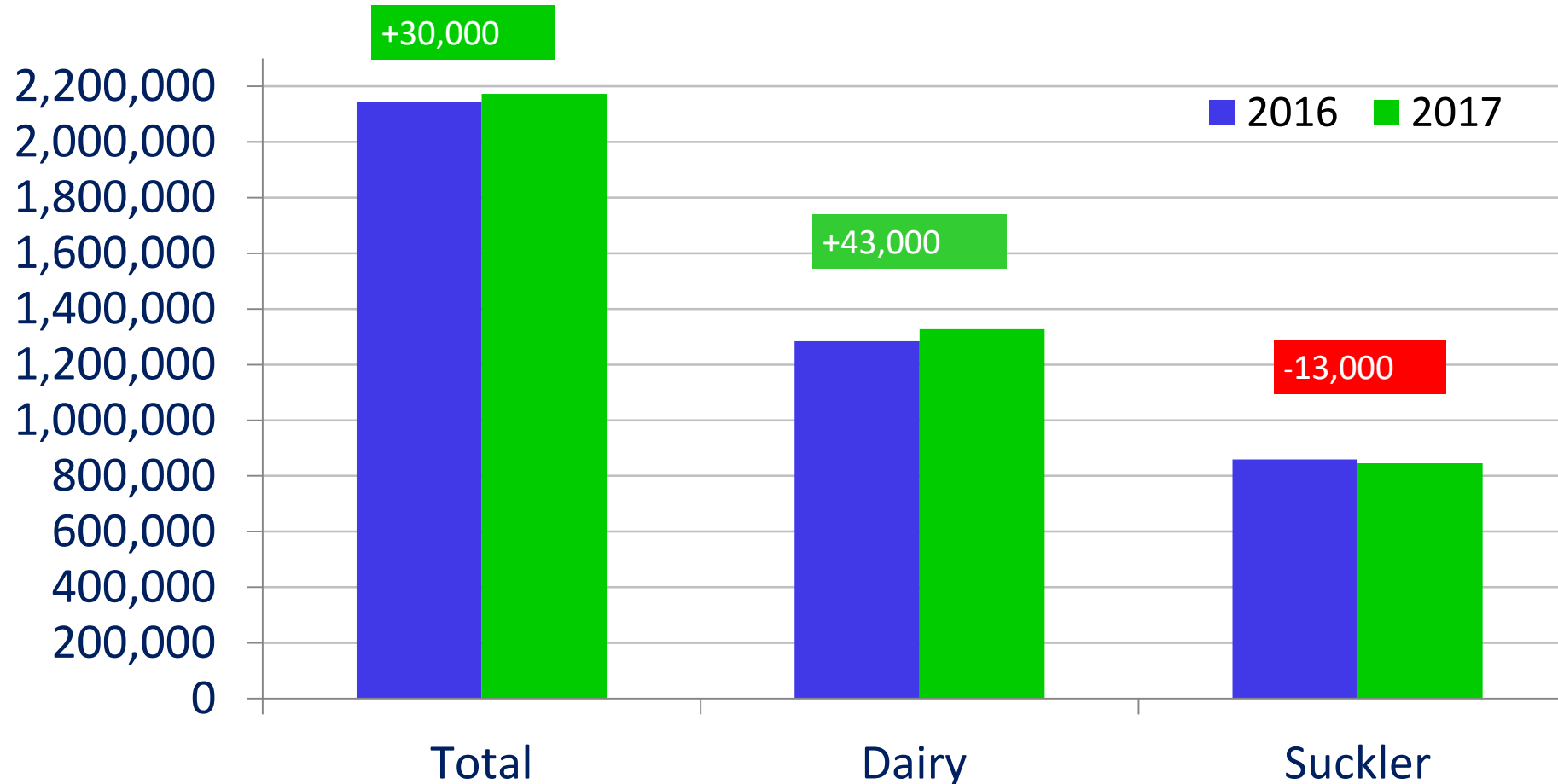
Bord Bia
Irish Food Board

Irish Weekly Finished Cattle Supplies (head)



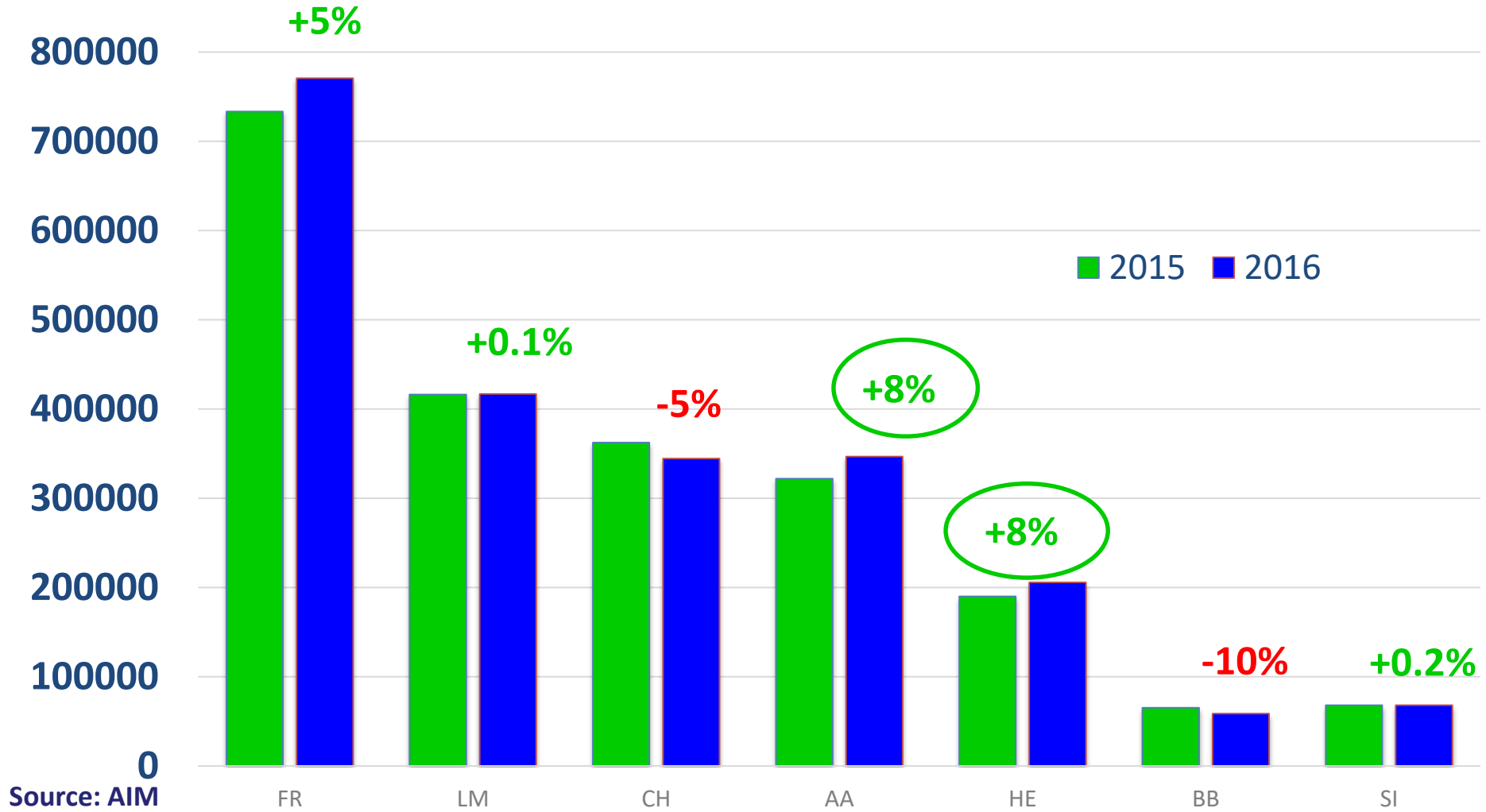
Calf Registrations Increased +1.4% in 2017

(w/e. 10/13)



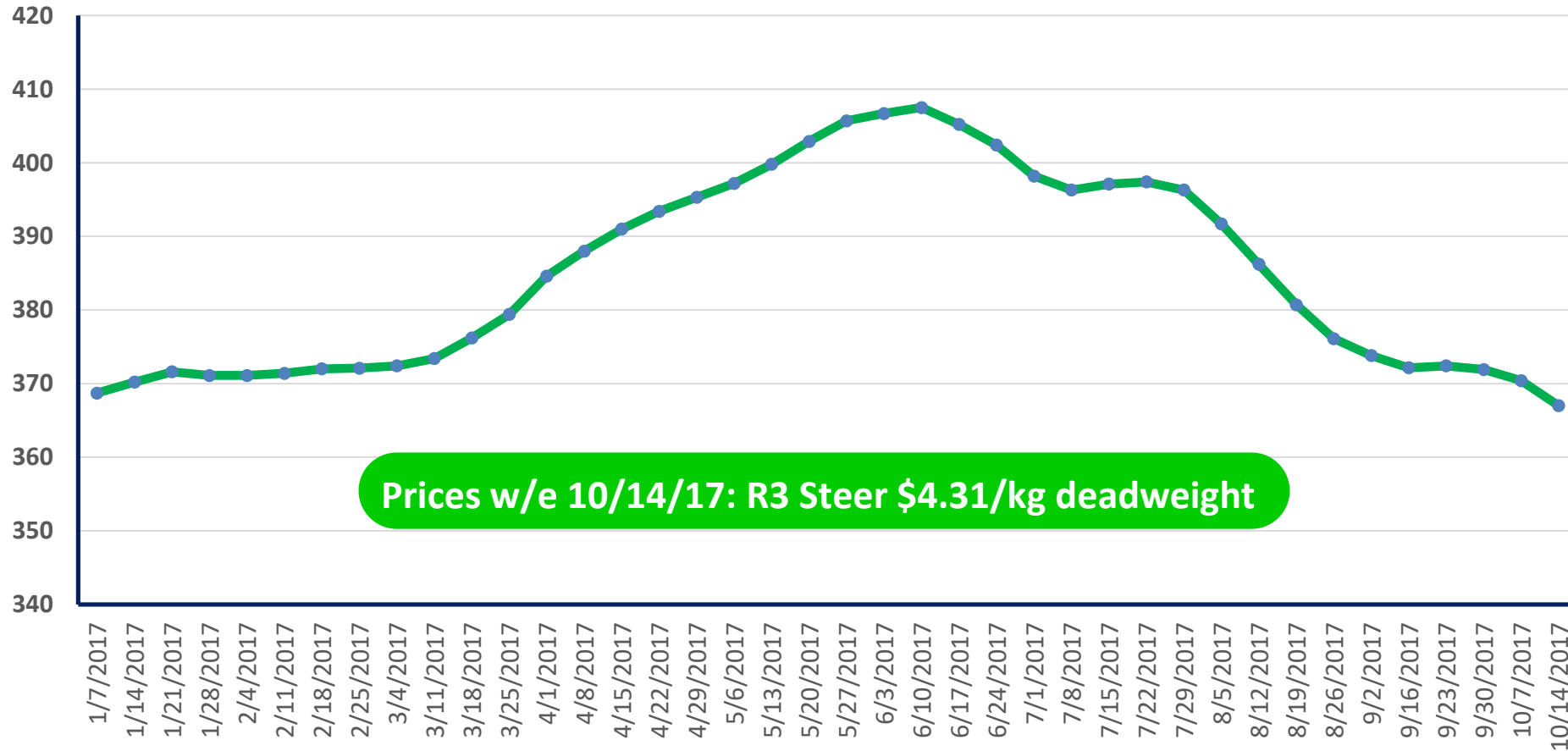
Source – ICBF / AIM

Calf Registrations by Breed Jan-December 2016 vs 2015



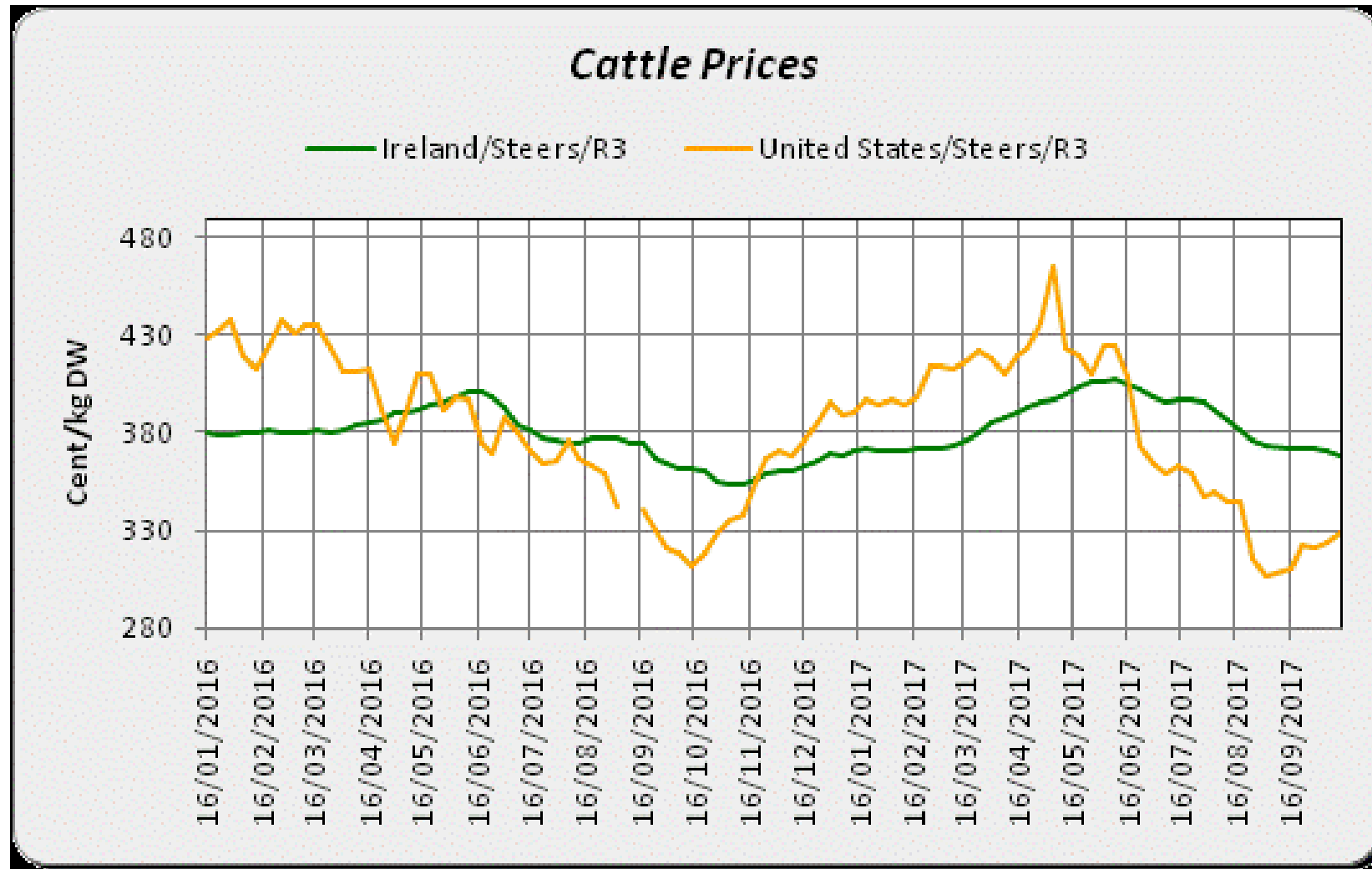
Irish Steer Prices (€cents/kg DW excl.VAT)

January – October 2017



Producer Prices: Ireland & USA

Jan 2016 – Oct 2017 (€/kg excl VAT)



Irish Beef US Supply

- 6 Irish processors with USDA accreditation
- Started shipping beef in 2015
- Only EU country shipping beef commercially
- Summer 2017:

Started shipping BIFG

Irish steak cuts & ground beef on US retail shelves

Achieved 8 USDA PVPs

8 Irish Beef Marketing Claims

USDA Process Verified Program



- Raised without use of **growth hormones**
- Responsible use of **antibiotics** / Antibiotic use is restricted & never used as a growth hormone
- More than 80% **grass fed** diet
- **At pasture** for more than 6/7/8 months per year
- Raised on **family farms**
- Full farm to fork **traceability**
- From **quality assured** farms and processing systems
- From Farms participating in Origin Green **Sustainability** scheme



Food Group



Check Out
www.irishbeefusa.com

Thank You

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