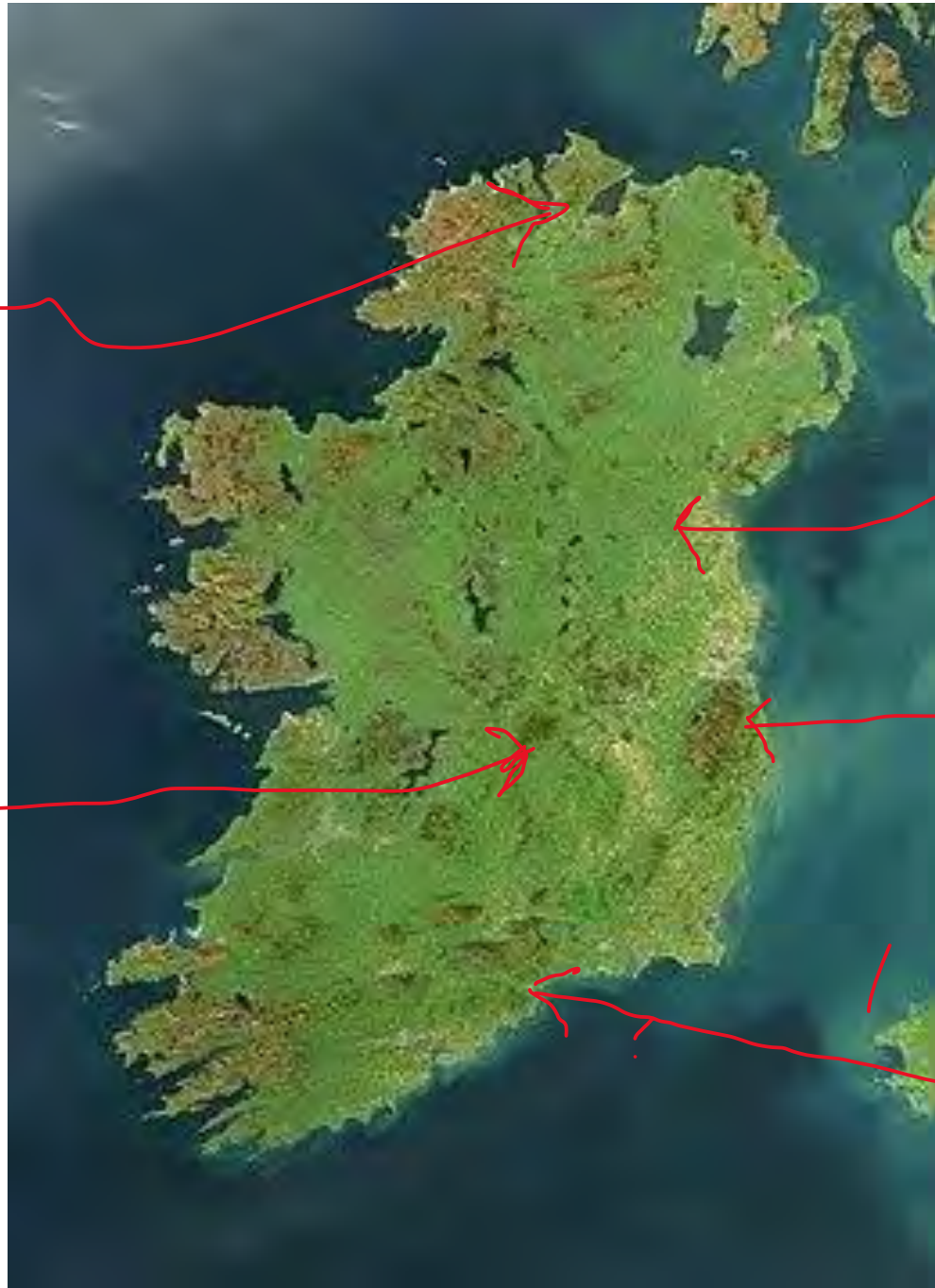


Ireland





Country overview

- ▶ Pop: 5 million
- ▶ Joined EEC (now EU) in 1973
- ▶ High multinational presence e.g. Google, Ebay, Paypal, Intel
- ▶ Turbulent 20th century history gaining our independence in 1922
- ▶ Excellent relationship with both of our main trading partners, the EU and the UK

• Irish Agri stats

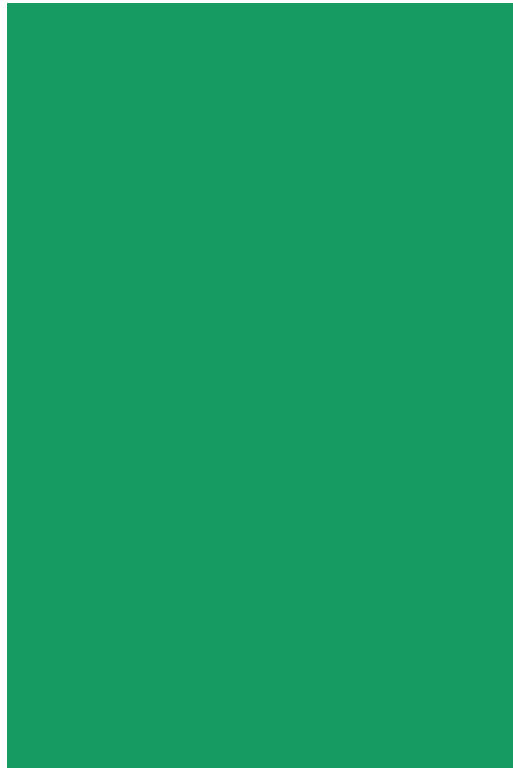
- ▶ **Agri food exports €13 billion**
- ▶ Average farm size is 43 Ha
- ▶ 51% of farms have an off farm income
- ▶ 80% of Agricultural land is in grass
- ▶ 39% of our exports go to the UK-Brexit???????

Dairy Industry

- ▶ New era in 2015 when supply restriction was lifted resulting in 60% growth.
- ▶ We export to 140 countries which equates to a value of 5 billion
- ▶ Almost 15% of the worlds infant formula is produced in Ireland
- ▶ Our flagship brand Kerrygold is No 1 in Germany and No 2 in the Us
- ▶ Average herd size has increased from 63 cows to over 80 today.

Other sectors

- ▶ Beef =5th largest world supplier
- ▶ 3.7 million sheep nationally
- ▶ Intensive pig & poultry industry
- ▶ Tillage industry is mainly focused on animal feed and alcohol production
- ▶ Beverage exports of 1.4 billion
- ▶ Horticulture & Potatoes
- ▶ Over 14k employed and huge growth potential in aquaculture



Happy St. Patricks Day to you all!!!