



Promotion as a Bottom-Up Tool to Tackle Market Barriers

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27 January 2026

CASE STUDY: European Beef & Lamb Asia & USA



B2B & B2G



- build aware of EU Beef & Lamb
- assist ongoing efforts to secure market access and
- gaining specified market share



China, Japan, S. Korea and USA



June '22 – May '25 (36 months)



€4.8m



1. Strategic Vision



Year 0

Years 1 – 2 – 3

Year 4

DESIGN
and
ALIGN

IMPLEMENT

OWN

Lifecycle of EU Information & Promotion Campaigns

2. Keep Your Story Authentic

- Family Farms
- Grass-Based Diet
- Robust Traceability Systems
- Top Class Genetics
- Rich Biodiversity
- Air & Water Quality

3. Digital Transformation

