



Bord Bia Potato Promotions 2023 - 2024

BEST IN SEASON



BORD BIA
IRISH FOOD BOARD

Bord Bia Campaigns Supporting Potato Consumption

'Life is Better with Fruit and Vegetables'

- March 2022 – February 2025

'Potatoes, Prepare to be Surprised'

- January 2023 – December 2025

Best In Season

- Annual Campaign ~ 100% Bord Bia funded

**LIFE IS
BETTER**

with Fruit & Vegetables

potatoes
**PREPARE
TO BE
SURPRISED**
Europe's favourite
SINCE 1536

BEST IN SEASON

'Best in Season' Campaign

BEST IN SEASON

Campaign Aim: Promote new season availability of fresh, local, in season fruit, vegetables and potatoes throughout the year to the general public.

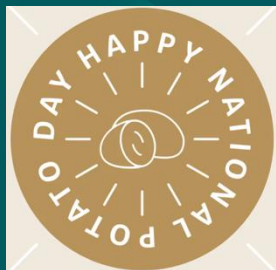
Target Audience: 35–55-year-olds

Campaign Scope with Potato Focus (5/9)

- **BIS Traditional Recipes Activation:** promotion of traditional Irish recipes and crops around St Patricks day
- **BIS New Season Rhubarb:** promotion of rhubarb in April
- **BIS International Potato Day:** promotion of IPD (celebrated first day of Bloom 2024)
- **BIS Celebrate Strawberry Season campaign:** Launch of new strawberry season
- **BIS Salads:** launch of new season salad crops
- **BIS New Season Potatoes and Field Veg:** launch of Queens and new field vegetable season.
- **BIS National Potato Day campaign:** predominately a call out for the arrival of the new season main crop (i.e. Roosters)
- **BIS Apples:** Irish grown apples (an also cover broad theme of Halloween, including kale and pumpkins)
- **BIS Christmas and Easter meals:** (big festivals/meals) promote F&V and potato recipes across a range of occasions

'Best in Season'

Fresh Produce and Potato Promotion campaign 2024



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The campaign includes promotional activity such as..



Influencer
Activities



Recipe
Development



Press Releases
& Coverage



Social Media



1. Influencer Activities 2023 and 2024

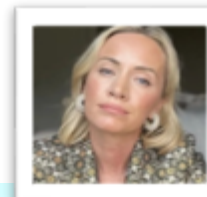
Lou Robbie @littleloucooks



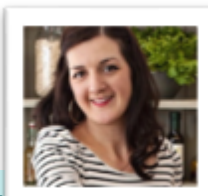
- Audience size: 811,000
- Lou Robbie creates healthy family cooking using modern methods
- From Galway, she is a trained chef turned content creator that has exploded in popularity in the last 12 months.
- As part of her ambassadorship, we created a content series with a third of this focusing on **New Season Queens** potatoes.
- Lou also appeared in an advertorial with the **Irish Times**, aimed at reaching this national publication's wide audience.



Ciara Turley
@thetummyfairytale
Audience size: 188,000
Creator based in Dublin



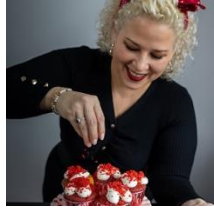
Sarah Battle
@sarahbattle_uk
Audience size: 130,000
Creator based in Mayo



Lily Higgins
@lilly_higgins_uk
Audience size: 134,000
Food writer based in Cork



2. Recipe Development – New Season Queens Jeeny Maltese Recipes for 2025 Promotion



Green Goddess Potato Salad

Crispy Parmesan Potato Wedges



Spanish Potato and Vegetable Omelette

Crunchy Parmentier Potatoes with Garlic and Herbs



Creamy Potatoes, Mushroom, and Chicken Casserole



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[Tillage](#)

79% of consumers say locally grown vegetables are higher quality

- Aisling O'Brien*
July 19, 2023 7:37 am
- 

- [illegible]

Majority Of Irish Consumers Think Vegetables Are Good Value For Money, Notes Bord Bia

[illegible]

Brooke Stewart (4) visited a parsnip farm in north Co Dublin with **Bord Bia** to welcome the arrival of new-season 'Queens' potatoes and vegetables, which are now in plentiful supply in spite of difficult planting conditions in March and April. Research by **Bord Bia** has revealed that 89pc of consumers think vegetables are good value for money and the category least likely to have been cut back on in shopping as a result of cost-of-living pressures. Photo: Marc O'Sullivan



3. Press Releases and Coverage 2023 and 2024



2024 Advertorial with the Irish Times

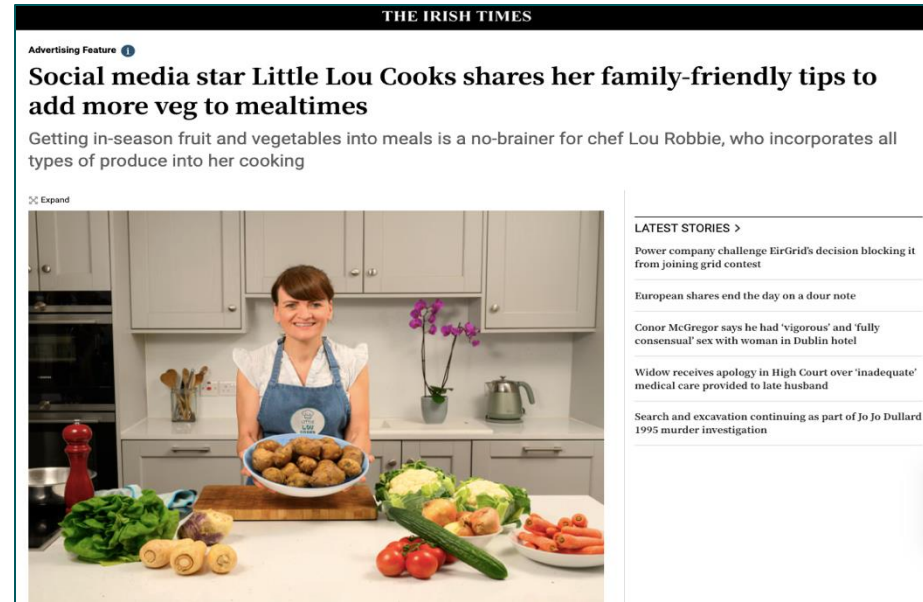
Profile feature on Lou Robbie, the campaign ambassador which listed tips and tricks for eating seasonally and hacks for getting children to eat more seasonal fresh produce.

New season queens are mentioned within the article and the lead image includes Lou holding a bowl of the potato variety

2023 Advertorial with the Irish Times

Recipes included: Summer vegetable korma, Massaman stir fry, and a potato, chicken and summer vegetable traybake.

All recipes featured new season queen potatoes along with other seasonal summer veg



Social Media snapshot from 2023

4. Social Media Snapshot from 2023/2024

Recipes posted on Bord Bia social media channels in July/August 2023



**Summer Vegetable
Korma**



**Massaman
Stir-Fry**



**Potato, Chicken, &
Summer Vegetable
Traybake**

Note: All of these recipes highlight new season Queen potatoes

Social media graphics from 2024



National Potato Day Campaign 2023 - 2024

Potato consumer campaign

BORD BIA
IRISH FOOD BOARD





New audiences

Potato versatility

Food trends

Positive nutrition

Cost saving

The air fryer: an opportunity for the potato?

National Potato Day Ambassadors 2023 & 2024

Gina and Karol Daly - Combined audience size: 323.8k

Region: Meath



**Gina's "Mexican-Style"
Potato Nachos**
Reach: 32,917

@thedalydish

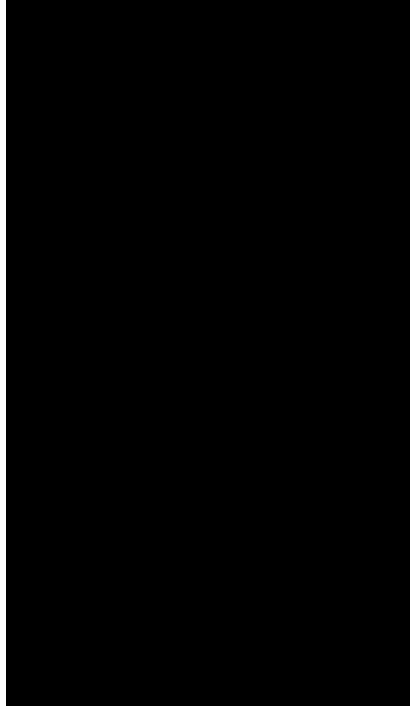


**Karol's "Hawaiian-Style"
Potato Bites**
Reach: 24,939

@mister.dish



2024 National Potato Day Air Fryer Recipe Content - 'beyond chips and wedges'



Video 1:

Vox Pops – asking the public about their love of potatoes



Video 2:

In Conversation about modernising traditional Irish recipes



Video 3:

"How to make traditional Irish Boxty with Padraic Óg"

**Combined
reach:**
84,201k

**NPD 2024
total reach:**
2.2M

National Potato Day Media Partnerships/ Press Releases

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Media Partnerships 2023 – Irish Times Digital Display Advertising

In 2023, a new tactic with the Irish Times new digital advertising feature was introduced, where individual social posts were placed within articles across the duration of the campaign culminating with majority of impressions being dedicated to National Potato Day itself for maximum reach.

This tactic proved to be very successful, resulting in excellent engagement on both The Irish Times and Breaking News

Overall impressions generated by this tactic: 100,004


THE IRISH TIMES

ith traditional means, so AI is the only I Mapit. “It’s giving operators of those because prior to this, it would be rs of road; we could add that in a by site engineers visiting.”

welcome; will advertisers : and how to dodge bank

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companies such as TomTom and uses tely identify assets and tag them with

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Bord Bia - Irish Food Board
To celebrate the upcoming National Potato Day, we want to help you elevate your snack game with our irresistible Spiral Potato Tornadoes! Simply preheat your oven, create mesmerising spirals in each potato, generously coat with aromatic spices, and bake to crispy perfection. Pair them with our... See More

Tornado Twister Potatoes with Zingy Lime Mayonnaise
LEARN MORE

Ireland 'can get better' than performance against South Africa, says Easterby

RUGBY-WORLD-CUP



Ireland face Gregor Townsend's Scotland on October 7th. Photo: PA Images

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25/09/2023 | 14:27 PM
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Ireland believe they are capable of significant improvement moving towards a pivotal Paris showdown with Scotland

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Bord Bia - Irish Food Board
To celebrate the upcoming National Potato Day, we want to help you elevate your snack game with our irresistible Spiral Potato Tornadoes! Simply preheat your oven, create mesmerising spirals in each potato, generously coat with aromatic spices, and bake to crispy perfection. Pair them with our... See More

Tornado Twister Potatoes with Zingy Lime Mayonnaise
LEARN MORE

Food & Drink

Ireland still loves the spuds!

Finnian Cox

While one of Carr's favourite chipper sadly closed last weekend, last Friday was National Potato Day!

As a result, Bord Bia asked the people of Ireland to fire up their air fryers to celebrate it. National Potato Day encourages the population to revisit the humble spud, and appreciate its versatility, nutritional quality, and importance in the Irish identity.

This year, An Bord Bia is encouraging people to revisit traditional recipes with the use of more modern cooking methods such as air fryers, as well as encouraging the use of more exotic ingredients.

Bord Bia's Potato and Fresh Produce Sector Manager Lorraine Bourke described the vegetable's universality as a goal of the campaign.

He explained that this year, An Bord Bia aims to encourage home cooks

to "revisit the traditional potato recipes but with a modern twist".

"The air fryer, and other methods of convenient cooking, have made preparing these much-loved dishes even simpler," said Mr Bourke.

"Potatoes remain one of the best value for money ingredients and the starting point for many tasty, balanced meals," he added.

Spuds are a superfood in their own right - albeit less glamorous than an avocado, they are a naturally occurring carbohydrate and are completely fat and gluten free.

They are instead filled with vitamins C and fibre, the latter of which is increased when the skin is left on.

Their neutral taste means that they are great as a base for any meal, one that can be combined with a host of flavours.

The selection of recipes chosen for the day include

Irish garlic potato fairs, feta and sprouts salad with roast tomatoes as well as potato pancakes with smashed avocado and smoked salmon.

The recipes can be found online on An Bord Bia's website.

Additionally, they are encouraging consumers to share their own recipes online, using the hashtag #NationalPotatoDay.

The day also sees the return of potato ambassadors Karol and Gina Daly, aka Ireland's King and Queen of air frying, with the duo once again exploring the nation's fixation with the vegetable.

Karol and Gina Daly are bestselling cookbook authors, with their collaboration 'The Daily Dish Cookbook' named Ireland's bestselling recipe book of 2020.

Porting videos to An Bord Bia's social media, the pair spent last week in Temple Bar's The Bosty House restaurant with owner and



Potato ambassadors Karol and Gina Daly explore the nation's fixation with the vegetable as part of the new campaign.

head chef Michael Óg Gallagher. The video saw them learn how to cook some classic potato-based recipes in an air fryer, as well as how to experiment with different flavours.

Sample media coverage 2023

Revisit traditional Irish potato recipes in a modern way

50 HIGHLIGHTS JAN. 19, 2023

TASTY RECIPES ARE THE PEEL D

SPUDDERLY

NEVEN MAGUIRE - PERFECT MASHED POTATOES



INGREDIENTS: 1 kg floury potatoes peeled and cut into chunks, 100ml cream, 100ml milk, 75g butter, sea salt, and ground black pepper.

METHOD: Put the cut up potatoes

in a large pan of salted water, bring them to the boil, cover and then reduce the heat. Simmer for 15-20 minutes, until potatoes are tender. Drain and return to the pan, set over a low

heat to dry out. Mash.

Heat the milk, cream and butter in a small pan until the butter has fully melted.

Pour over the mashed potato and beat until creamy.



Celeb chefs' top dishes

BY EMMA HENRANY

IT'S National Potato Day, when we celebrate Ireland's favourite food.

Whether mashed, boiled, baked or clipped, the versatile and nutritious vegetable has a special place in our culture and cuisine. We eat more than double the worldwide average, with Irish potato growers producing 17million spuds each year.

This year, Bord Bia National Potato Day invites us to cook traditional potato recipes in a modern way.

The food board has a number of tasty recipes on its website, such as Potato and Mushroom One Pot Winkler, Bready Potatoes and Mushroom Pork Potatoes.

To celebrate the day, here are some top recipes from top celebrity chefs.

DONAL SKEHAN - JACKET POTATO WITH CREAMY MUSHROOM SAUCE



INGREDIENTS: Eight baking potatoes, olive oil, sea salt and ground black pepper, 1 tbsp butter, 1 clove garlic, finely sliced 250g mushrooms, 100ml cream, 100ml milk, small handful of parsley.

METHOD: Heat oven to 200°C. Prick potatoes all over with olive oil and salt and place on a baking sheet and bake for 1 hour and 20 minutes.

When done slice potatoes open with a cross.

For mushroom sauce, melt the butter in a frying pan over medium-high heat. Add the garlic and mushrooms and cook until mushrooms are tender.

Add the cream, thyme and stir through until the mushrooms are completely coated.

Season with salt and pepper and stir through with the chopped parsley.

Add a knob of butter to each potato and top with the mushroom and sauce parsley.



CATHERINE FULVIO - BALLYKNocken POTATO FARE

INGREDIENTS: 200g plain flour, 200g mashed potatoes, half tsp salt, 1 tsp bread soda, 100ml buttermilk, flour for dusting, 1 tbsp butter to fry, 1 tbsp oil to fry, smoked trout or smoked salmon, 100g cream cheese, 100g Ballyknocken, 100g Ballyknocken, 100g Ballyknocken, 100g Ballyknocken.

mashed potato into a medium mixing bowl, add the salt and sieve in the bread soda.

Make a well in the centre and pour in the buttermilk.

Mix well and dust a piece surface with flour. Place the dough on the floured surface and shape into a large circle. Slice into quarters with a sharp knife.

METHOD: To prepare the fish, place four and

Heat a griddle pan or large frying pan over a medium to high heat. Brush with a little butter.

Place each quarter into the pan and cook for about 5 minutes until golden on each side.

Serve with smoked trout or smoked salmon and cream cheese Ballyknocken and onion wedges.

Social Media snapshot from 2023and 2024

Alongside influencer content, a social content calendar was delivered which featured a range of tasty potato dishes that are shareable – focusing on recipes that can be air fried.



2023



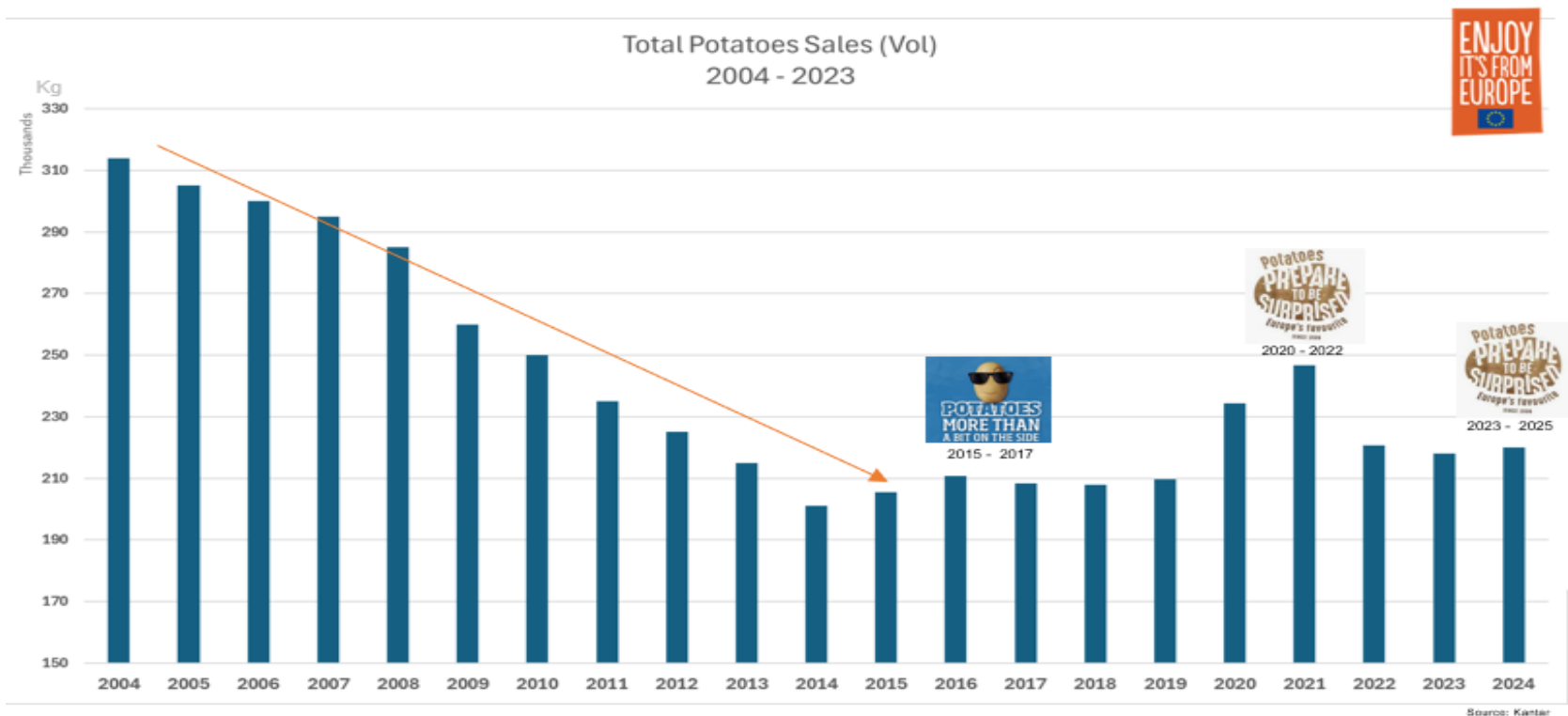
2024

EU Fresh Potatoes Millennial Campaign 'Potatoes, Prepare to be Surprised'

BORD BIA
IRISH FOOD BOARD



CASE STUDY: A Consumer Promotion aimed at arresting the decline in potato consumption

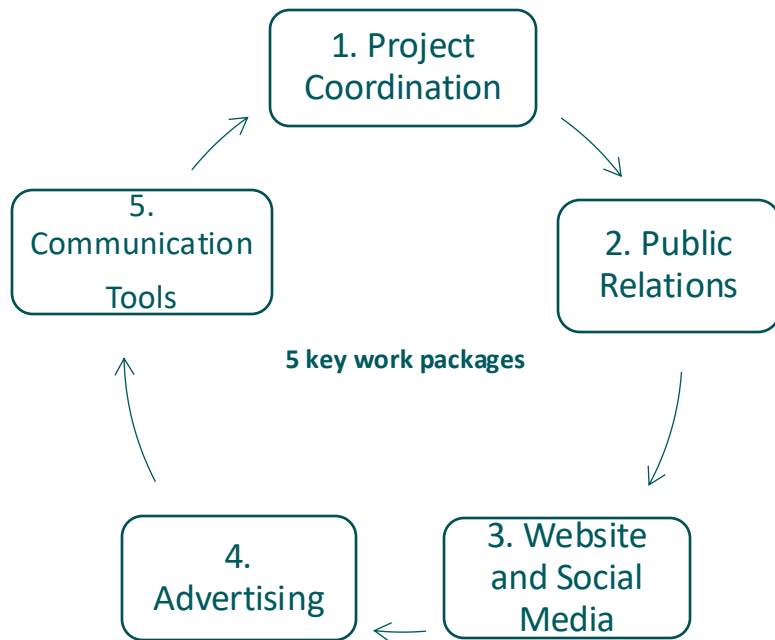


The EU Funded Potato Campaign

- This campaign ties in with messages from other campaigns ~ EU F&V / Best In Season
- This campaign seeks to future proof potato consumption for future generations
- Future proofing consumption, future proofs demand for potatoes
- We are educating millennials to confidently buy, use and consume potatoes
- All aspects of the campaign are guided by the industry stakeholders Potato Promotion Group (chaired by Bord Bia)



'Potatoes, Prepare to be Surprised'




Target Audience 18–34-year-old Irish millennials


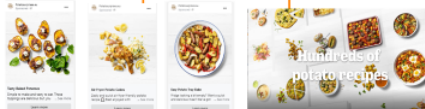


















Partners Flanders, France, Europatat

Funding 80% EU : 20% Irish Potato Federation

2023 SCHEDULE OF CAMPAIGN ACTIVITIES

	J	F	M	A	M	J	J	A	S	Oct	Nov	Dec
Always On Media												
Media Activation												
PR												
Local Partnerships												

2024 SCHEDULE OF CAMPAIGN ACTIVITIES

	J	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Always On Media						 						
												
Media Activation					Activation 1: International Recipe Activation: Used Potato.ie Recipes. International Potato Day was celebrated on 30/05/24	 				Activation 2 uses our influencers to create content around our 'Potato Varieties Activation'.		
PR (native and print Irish Independent and Irish Times)										 		
Local Partnerships							Local Partnerships are being employed to support our activations. (e.g. local media such as Joe Media, MTGM podcast, Char, LadBible)		  			

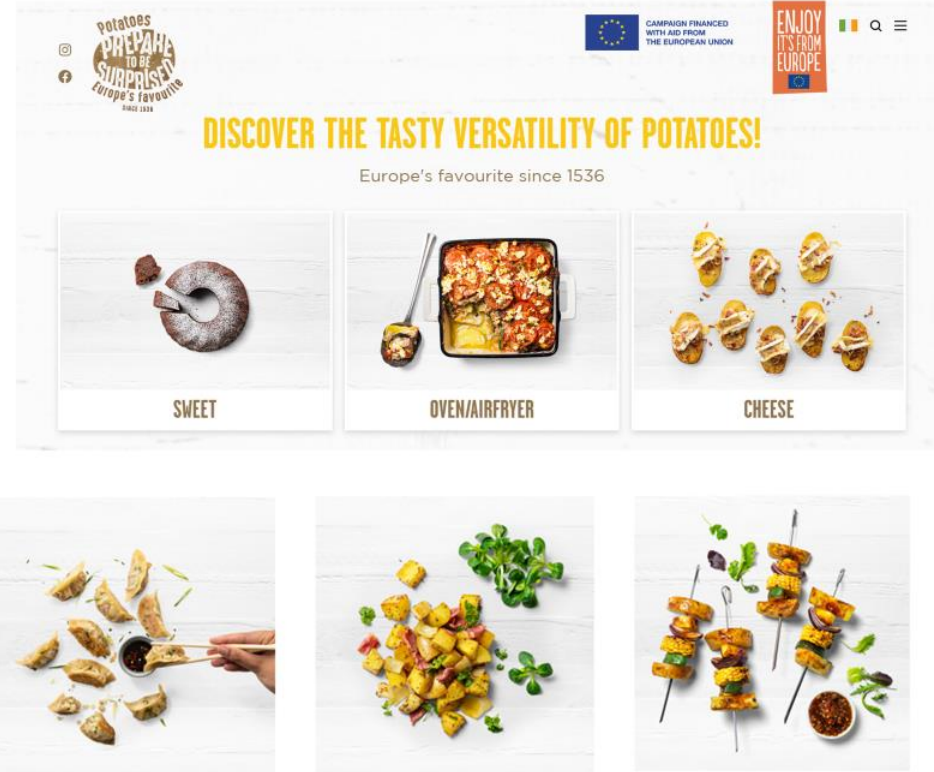
Website and Social Media

Website – potato.ie

- Over 340 potato inspired recipes. There will be 365 by January 2025!

Social media -
[@potatosurprises.eu](https://www.instagram.com/potatosurprises.eu)

- 6 grid posts per month on Instagram and Facebook




'Always On' Advertisements



Potatosurprises.eu
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Taste alert! Looking for a quick and simple potato recipe to add to your weekly meal repertoire? Cook up this easy-to-...See more




preparetobesurprised.eu
QUICK COTTAGE PIE

Learn more

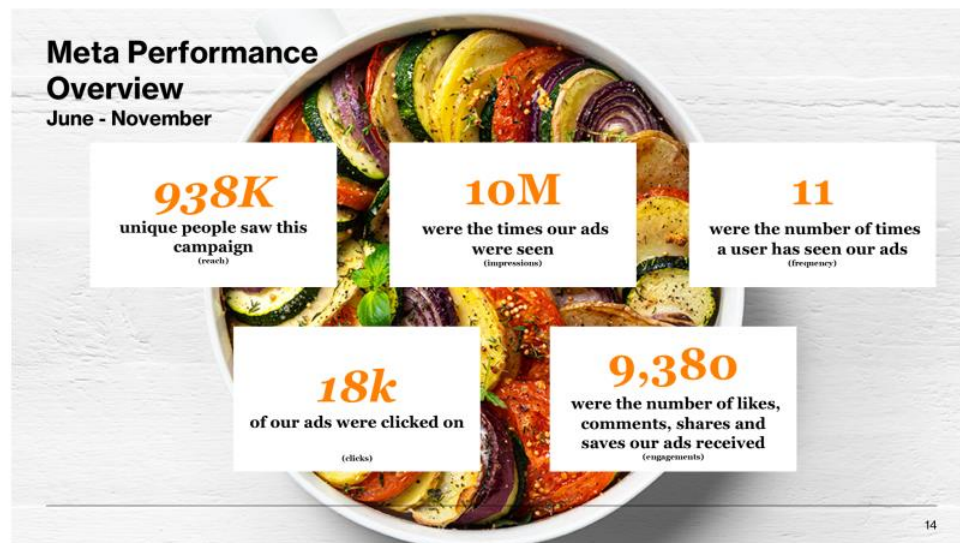
Potatosurprises.eu
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Taste alert! Looking for something fresh and flavoursome? Check out our Japanese-style Potato Salad 🥗!



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JAPANESE-STYLE POTATO SALAD

Learn more



Results of the Campaign after Year 1 (2023)

Year 2 evaluation
currently in
process

54% of
millennials have
seen Bord Bia &
EU logos before

70% of millennials
say they're more
likely to cook
potatoes because
of the campaign

38% of
millennials say
they have visited
the website

1 in 4
millennials
have seen the
campaign logo
before

Attitudes Towards Potatoes Amongst Millennials (2023)

88% of millennials agree that fresh potatoes are a **versatile** ingredient that can be enjoyed in a **range of ethnic & international meals**

88% of millennials agree that fresh potatoes are a **compatible to their lifestyles**

91% of millennials agree that fresh potatoes can be used in a **variety of convenient meals**

84% of millennials agree that fresh potatoes belong in **modern eating habits**

Thank you

BORD BIA
IRISH FOOD BOARD

potatoes

PREPARE

TO BE

SURPRISED

Europe's favourite

SINCE 1536

www.potato.ie

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IRISH FOOD BOARD

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EUROPE**



For guidance on balanced, healthy diets, please consult the Department of Health,
www.hse.ie/eng/tk/sectors/health/wellbeing/our-growing-programmes/food/healthy-eating-guidelines