

Seafood Sustainability In Ireland

Jim O'Toole

BIM (Bord Iascaigh Mhara)



Jim O'Toole

**BIM, Ireland's Seafood
Development Agency**

- Mr. Jim O'Toole is CEO of BIM, Ireland's Seafood Development Agency (Bord Iascaigh Mhara). He has a wealth of experience in global food marketing, sustainability development and change leadership.
- O'Toole previously held the position of director of meat & livestock and sustainability development at Bord Bia where he led a team of senior executives in the development of its Origin Green initiative.
- Previously, he was responsible for the development and implementation of Bord Bia's quality assurance schemes and gained extensive experience in the marketplace working with Bord Bia in London, Milan and Paris.
- Jim is a board member of the Irish National Accreditation Board and holds a masters degree in agricultural science from University College Dublin.



*Mainstreaming sustainability
into Irish Seafood*

Jim O'Toole

CEO BIM



EXPERT SERVICES TO SEAFOOD PROFESSIONALS



The Business of Seafood 2016

In 2016, the
GDP of the
Irish Seafood
industry is
estimated at

€1.1bn



7.4%

representing a 7.4%
growth for Ireland's
Seafood Sector

Ireland imported

€276M

worth of seafood
in 2016

UK was main import
country worth
€186M (67%)



€167M

of fish and shellfish
are farmed



13% increase on 2015

The value of fish
landed and farmed
before any value is
added is

€543M



Irish seafood
exports are worth

€559M



IRELAND'S MAIN
EXPORT MARKETS:



EU (incl. UK)

€429M

Asia

€46M

Nigeria/N. Africa

€46M



€376M

of seafood was landed by Irish
and foreign vessels into our
ports in 2016 (includes vessels
under and over 10 metres)

OUR BIGGEST FISHING PORTS

(VALUE OF LANDINGS)

Castletownbere **€111M**

Killybegs **€85M**

Killybegs is the biggest
port for domestic
landings with 65%
of fish landed into
Castletownbere
from foreign vessels



11,000

people are employed
around our coast
(directly and indirectly)



DOMESTIC SALES:

€380M

Retail: €239M

Food Service: €141M

TOP SELLING SPECIES:

Salmon

€94.5M

(up 11.5%)

Cod

€47.5M



156

number of seafood
processors

2,039

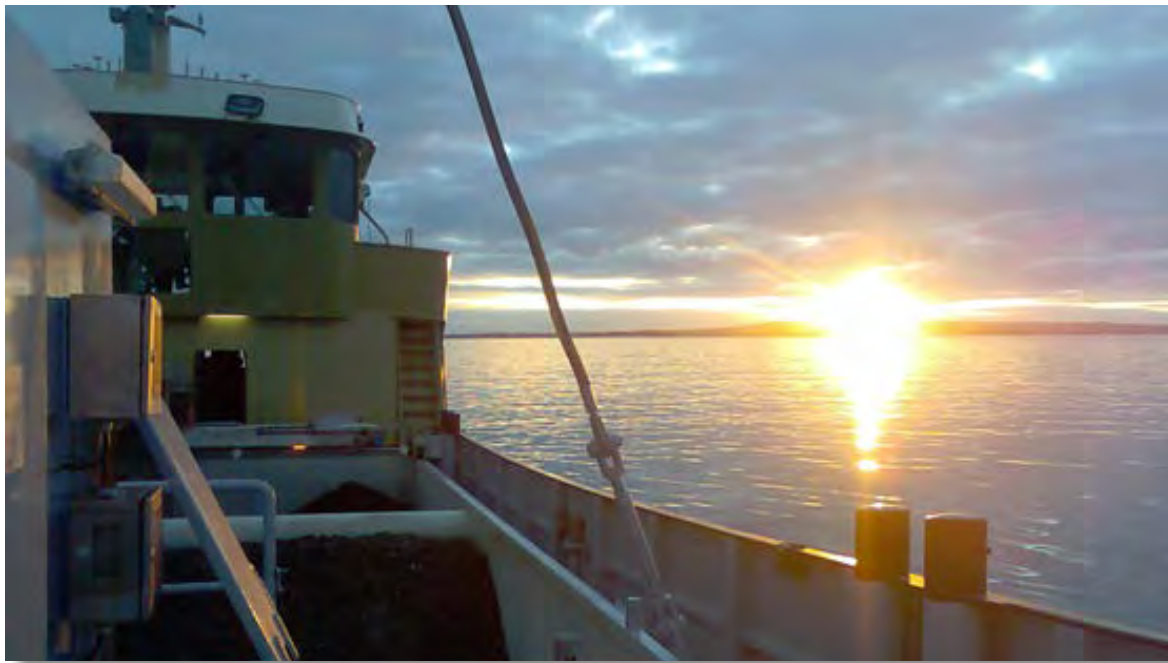
number of
registered
fishing vessels
in 2016





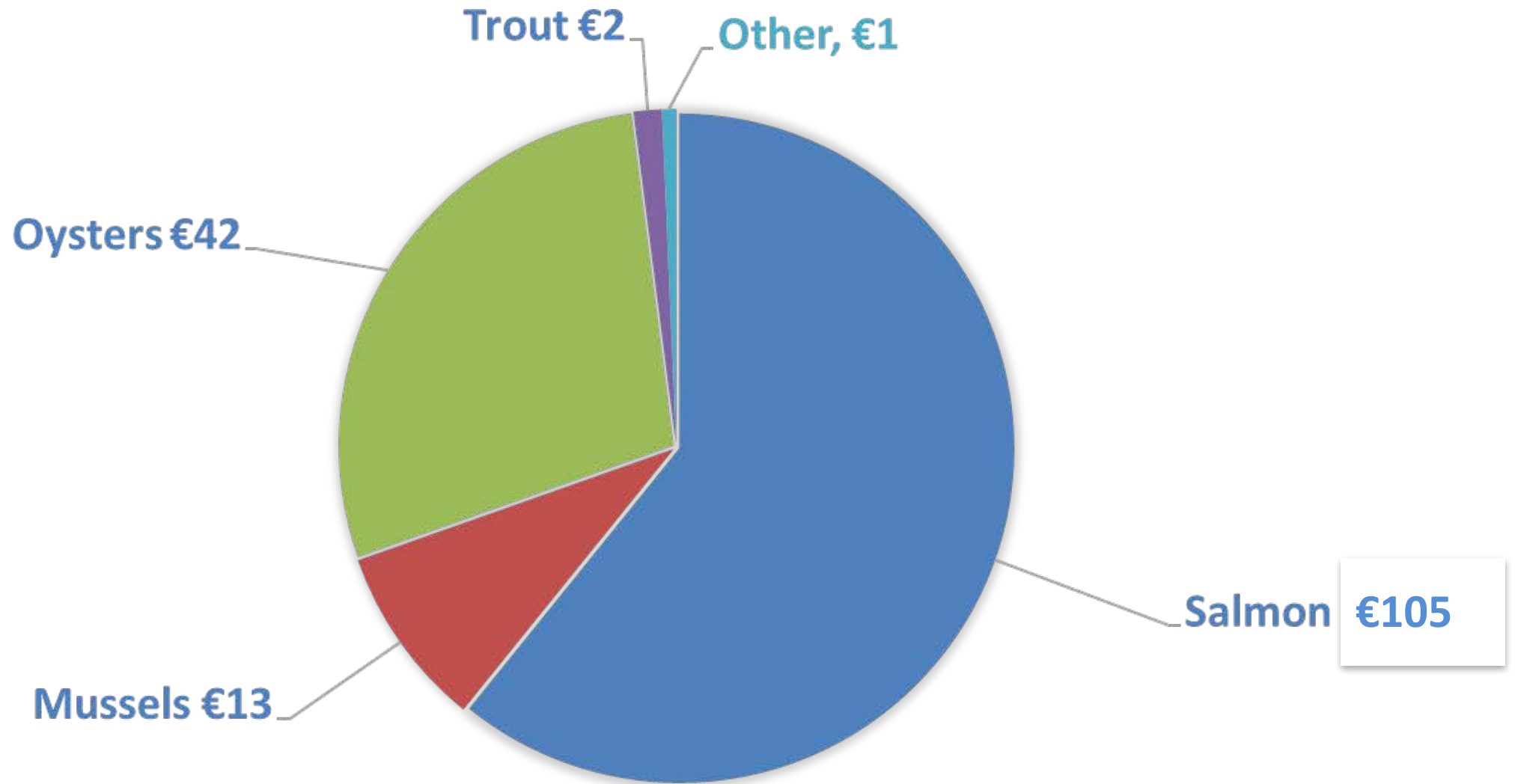




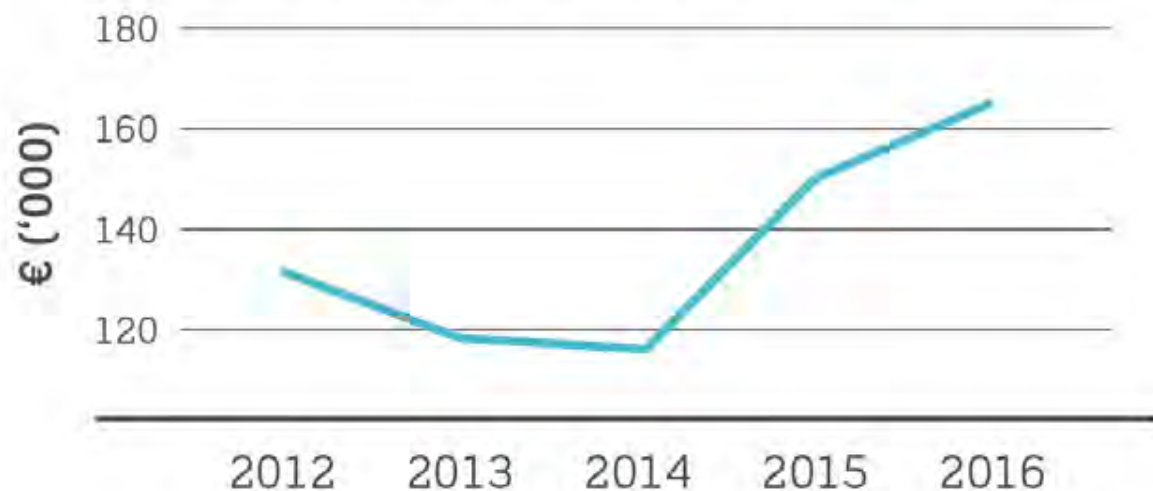




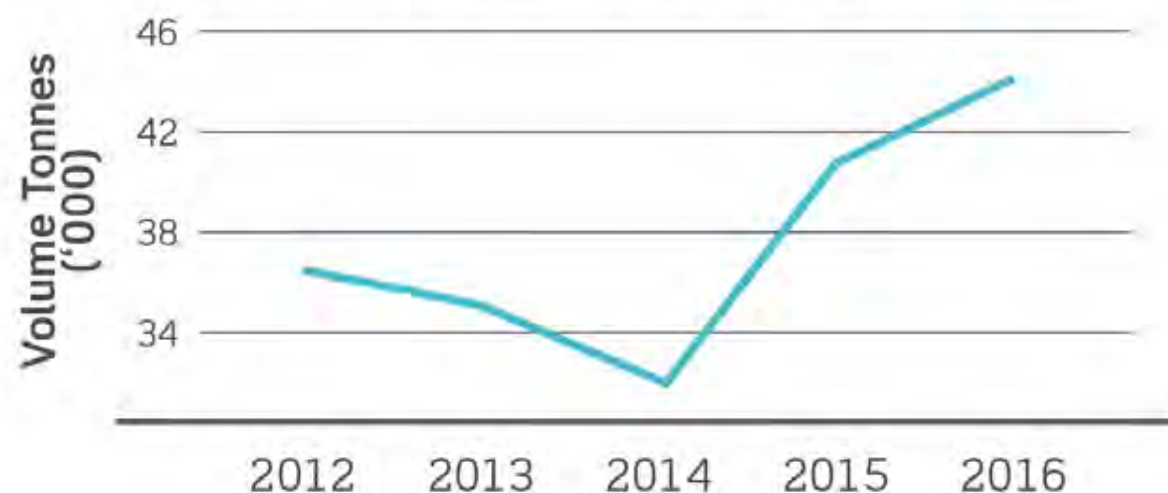
IRISH AQUACULTURE VALUE IN MILLIONS 2016



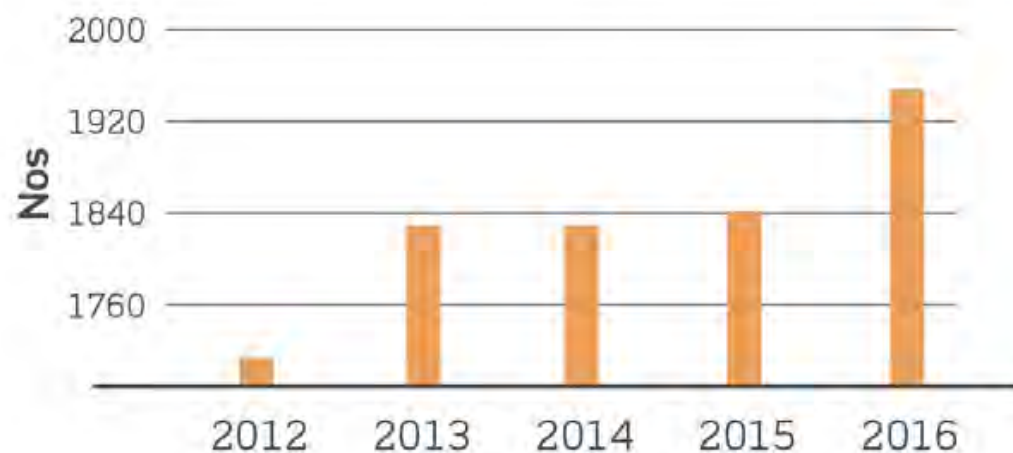
Value: Aquaculture 5 Year Production



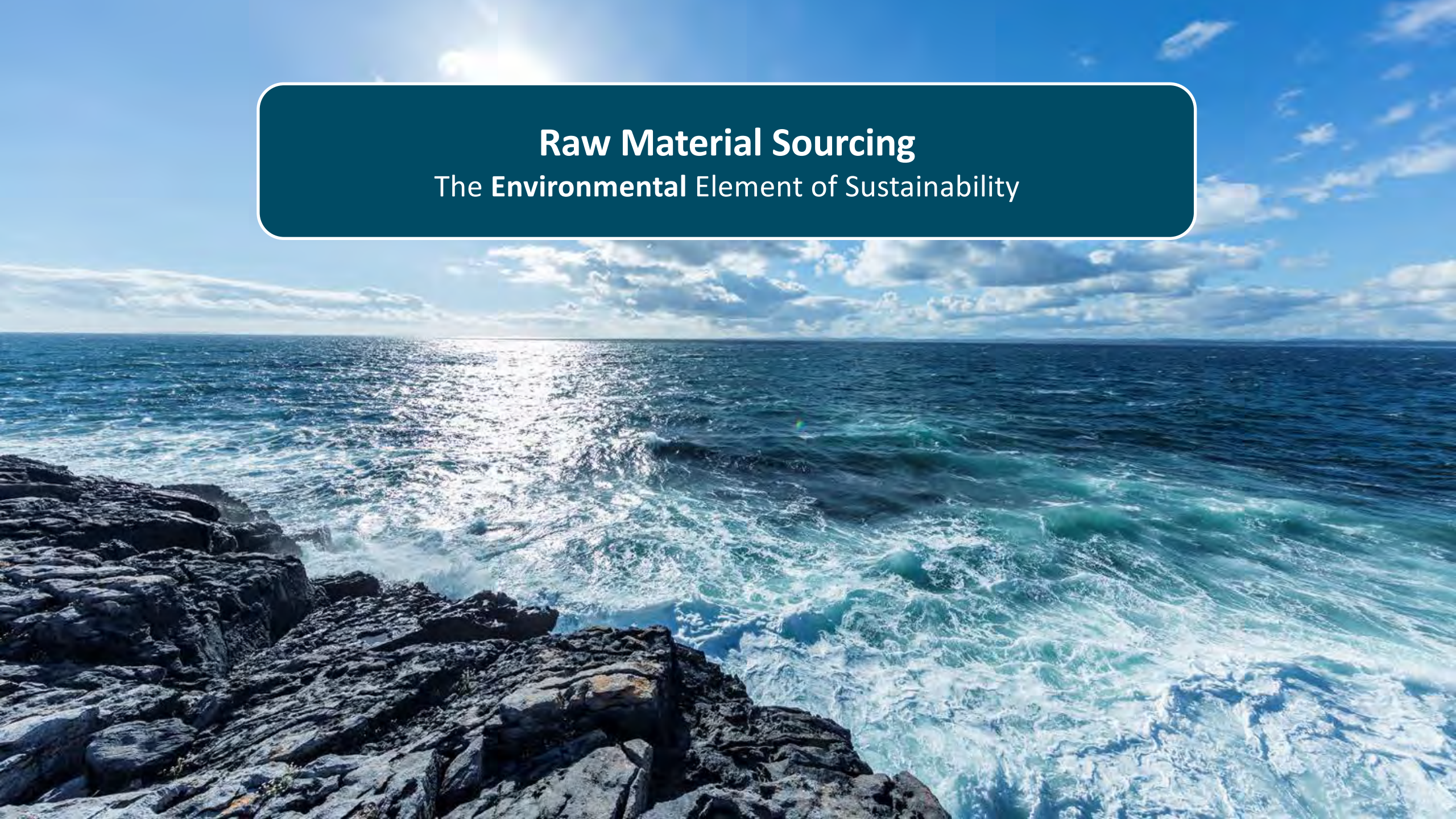
Volume : Aquaculture 5 Year Production



Total Employment: 5 Year Trend



*We are pursuing a strategy of
differentiation for Irish
Seafood pivoting around
certified sustainability*



Raw Material Sourcing

The Environmental Element of Sustainability

*We have a great story to tell grounded in
rigorous certification*







Raw Material Sourcing
The **Environmental** Element of Sustainability



Manufacturing Processes
The **Economic** Element of Sustainability



OVERALL NATIONAL WINNER
Green Business of the Year
Castletownbere Fisherman's Co-op

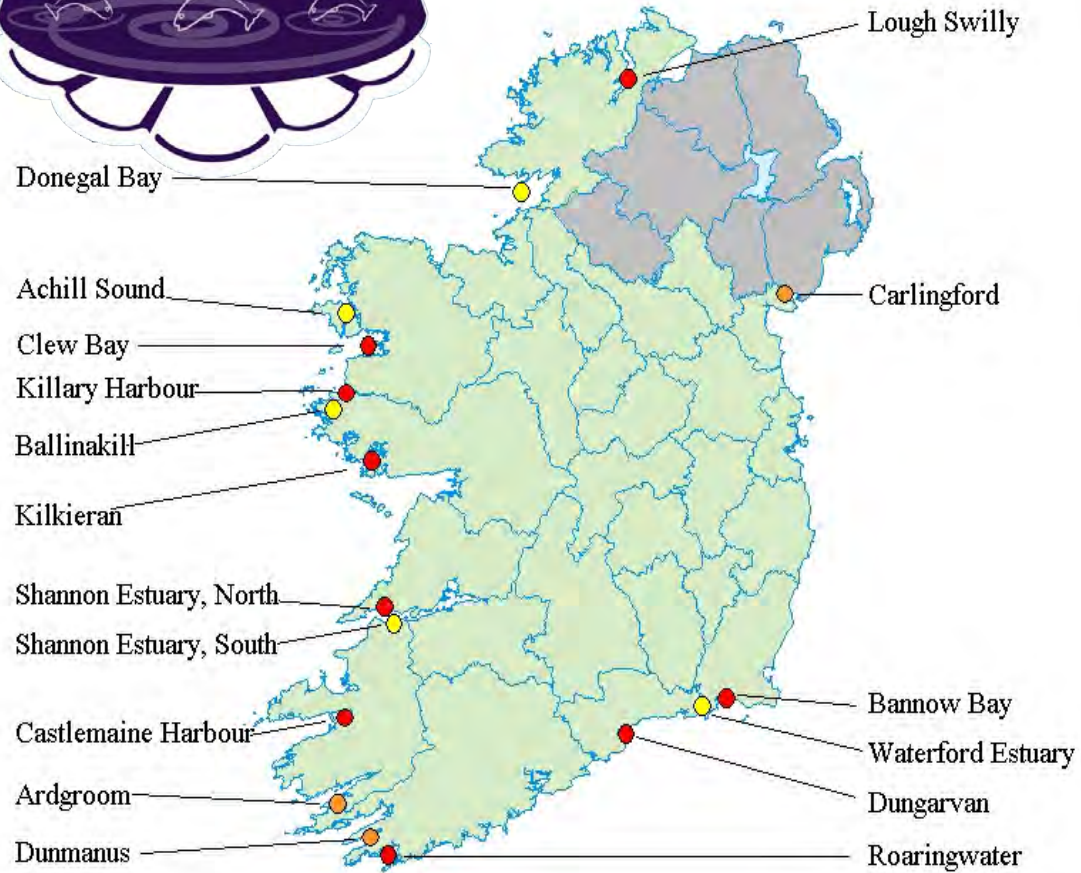


Raw Material Sourcing
The **Environmental** Element of Sustainability

Manufacturing Processes
The **Economic** Element of Sustainability

Social Responsibility
The **Socio-Economic** Element of Sustainability

Building Social licence at community level





The world's first national food sustainability programme

**Origin
Green**

IRELAND

Bord Bia
Irish Food Board

origingreen.ie

Thank You

