

Growing the success of Irish food & horticulture



Bord Bia
Irish Language Scheme
Under Section 11 of the
Official Languages Act 2003
2014-2017

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1. Introduction and Background

Introduction

The aim of the Official Languages Act 2003 is to increase and improve in an organised manner over a period of time the quantity and quality of services provided for the public through Irish by public bodies. This Scheme was prepared by Bord Bia pursuant to Section 11 of the Official Languages Act 2003 (the Act).

Section 11 of the Act provides for the preparation by public bodies of a draft Scheme detailing the services they will provide:

- *exclusively through the medium of the Irish language*
- *exclusively through the medium of the English language, and*
- *through the medium of both the Irish and English languages*

and the measures to be adopted to ensure that any service not provided by Bord Bia through the medium of the Irish language will be so provided within an agreed timeframe. The detail of this scheme and future schemes will have regard to:

- The underlying level of demand for specific services in the Irish language in the context of positive provision.
- The resources, including human and financial resources, and the capacity of Bord Bia to develop or access the necessary language capability.

The order in which particular services will be prioritised for provision in the Irish language and the timescale involved will be determined by Bord Bia with the agreement of the Minister for Arts, Heritage and the Gaeltacht in the light of these considerations.

Guidelines for preparation of a scheme

This Scheme has been drawn up in accordance with guidelines prepared by the Department of Arts, Heritage and the Gaeltacht. This draft Scheme was prepared following consultations with staff and representative stakeholders.

Bord Bia surveyed Irish food and drink companies and businesses in December 2012 and from a sample of 250 companies surveyed, some 8% considered it important that Bord Bia would be able to provide some of its services through the medium of Irish in the future. In addition, Bord Bia received a small number of submissions following an advertisement published in the national papers on 21 January 2012 inviting submissions in relation to the preparation of the draft Scheme from interested parties.

Formulation of the Scheme has been informed by these submissions and survey and also by views put forward by members of staff in Bord Bia.

The content of the Language Scheme

The services currently provided by Bord Bia are largely through English and where requested, enquiries in Irish are responded to in Irish. In addition, our network of overseas offices also provide services through the medium of Dutch, German, French, Italian, Spanish, Russian and currently, Mandarin Chinese.

Bord Bia has a limited number of staff with verbal competencies in Irish and fewer with written competencies.

A Bord Bia Working Group comprising representatives from each Department operating within Bord Bia has assisted in drafting the Scheme. Consequently, the

priorities of this scheme are to:

- Create awareness among staff of the content and purpose of the scheme
- Expand competencies in Irish so that more staff can assist in responding to queries through Irish within the current limitations on resources.
- Assess on an ongoing basis the level of demand for services through Irish and to ensure this is met in a realistic, planned, coherent and accessible manner.

The Senior Management Team of Bord Bia will keep the effective operation of the Scheme under review.

Commencement of Scheme

This Scheme has been confirmed by the Minister for Arts, Heritage and the Gaeltacht. The Scheme will commence with effect from **27 January 2014** and shall remain in force for a period of 3 years from this date, or until a new Scheme has been confirmed by the Minister pursuant to Section 15 of the Act, whichever is the later.

2. Bord Bia Structure

2.1 Overview of Bord Bia

Bord Bia is a state agency established under the Bord Bia Act 1994 and operates in accordance with the provisions of the Bord Bia Acts and Amendment Acts 1994, 1995, 1996 & 2004 and under the aegis of the Minister for Agriculture, Food and the Marine. The functions of the Board shall be to promote, assist and develop in any manner which the Board considers necessary or desirable the marketing of Irish food and livestock and the production, marketing and consumption of horticultural product.

Bord Bia's Mission Statement is:

“To drive through market insight and, in partnership with industry, the commercial success of a world class Irish food, drink and horticulture industry.”

Bord Bia's mission is further articulated through the following **Six Strategic Objectives**:

1. To actively contribute to the success and development of the Irish food, drink and horticulture industry.
2. To positively influence attitudes towards, and knowledge of, Irish food, drink and horticulture among consumer and trade buyers in the marketplace.
3. To establish Bord Bia as the top-of-mind source for authoritative market research and analysis, providing a link between market opportunities and the Irish food, drink and horticulture industry.
4. To lead a collaborative approach to market development with the key agencies involved in serving Irish food, drink and horticulture.
5. To actively respond to significant market issues that affect the industry.
6. To deliver value-for-money with expenditures.

The **Strategic Priorities** for Bord Bia outlined in the Statement of Strategy 2012 – 2014 are:

- **Building Ireland's Reputation** - Develop, implement, and promote a shared vision of Ireland as a world leader in safe and sustainable agriculture and food production consistent with a premium positioning in the marketplace.
- **Enhancing Competitiveness** - Promote industry's market competitiveness by championing an integrated approach, leveraging existing strengths and exploiting synergies across sectors and firms; supporting innovation; and building capabilities where necessary.
- **Building Exports** - Strengthen and extend the ability of Irish food and drink companies, driven through market insight, to build profitable share in selected high-potential export markets.
- **A Vibrant Home Market** - Support and progress the strong position that the agri-food sector currently occupies within the broader Irish economy.

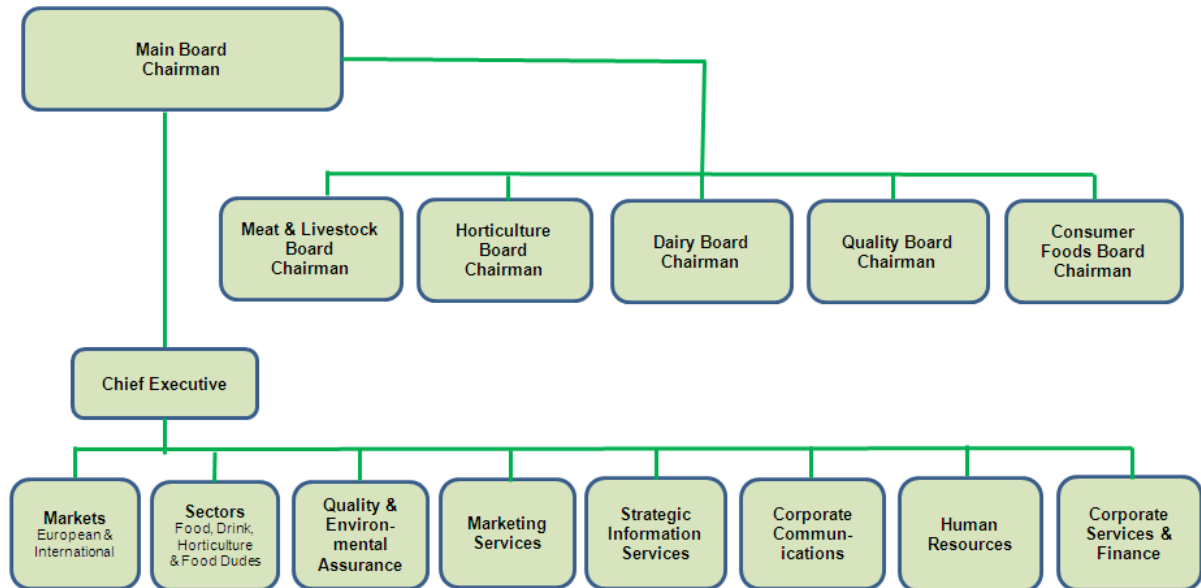
2.2 Bord Bia Services

Bord Bia works in partnership with industry to promote Irish food, drink and horticulture to develop markets for commercial advantage. Our aim is to increase the sales of Irish food, drink and horticulture by developing long-term relationships between Irish companies and trade buyers. This is achieved through core services delivered to the customer, the trade buyer, and to Irish food & drink companies themselves.

- Bord Bia operates a comprehensive programme to develop and foster contact between international buyers and Irish companies. This includes participation at major international trade exhibitions. www.bordbia.ie/eventsnews/pages/tradefairs.aspx
- Bord Bia develops promotional programmes to support marketing activities, offering a range of creative solutions to provide both distinctiveness and competitive edge.
- Commercial success depends on reliable information and the right contacts. Bord Bia maintains a range of information services to provide comprehensive information on global market trends. www.bordbia.ie/industryservices/information/pages/default.aspx
- The reputation of Irish food & drink is vital. Bord Bia encourages the development of programmes to protect and defend the integrity of Irish food and drink.

In addition to the above Bord Bia provides the services as set out in Appendix 1.

2.3 Organisation Chart



Bord Bia is comprised of the Board, five Subsidiary Boards, the Chief Executive and the Executive, which provide a range of services required to implement Board policy and programmes. The Board is comprised of a Chairman and 14 ordinary members appointed by the Minister for Agriculture, Food and the Marine. There are five Subsidiary Boards (Meat and Livestock, Dairy, Consumer Foods, Quality Assurance and Horticulture) comprised of a Chairman and 12 ordinary members, who are appointed by the Board with the consent of the Minister. The Chairman of each Subsidiary Board is a member of the Board.

The current staff structure is available in the Bord Bia Annual Report at:
<http://www.bordbia.ie/aboutus/reports/pages/annualreports.aspx>

3. Enhancement of Services to be provided Bilingually – First Scheme

3.1 Background

Bord Bia will implement a Scheme of measures aimed at providing services through Irish in accordance with the terms of the Official Languages Act 2003. To date Bord Bia, as a predominantly business to business state agency, has not made general provision for the provision of services in Irish, and has experienced minimal demand for services through Irish. While a small number of staff with a personal competence in the Irish language could provide services through Irish, there are no formal arrangements in place. External translation services to support translation requirements are engaged as necessary.

However, there is a level of enthusiasm amongst staff towards the Irish language which translates to a willingness to improve expertise in the language. Human Resources conducted a survey, in order to assess the level of competence in Irish and, by extension, the training needs of Bord Bia.

During the course of this and future Schemes, Bord Bia is committed to enhancing its capabilities and access for food and drink companies and businesses in relation to the Official Languages Act 2003. This is a long-term project as Bord Bia's remit is broad and complex. Bord Bia provides services to farm enterprises and to a broad range of companies involved in the food, drink and horticulture industry. Bord Bia provides these services through its offices in Dublin and ten overseas locations. In this context, it is important that the professional service currently provided by the staff of Bord Bia across a wide range of areas of responsibility, is not compromised. The overall project to meet the legislative requirements will be progressed on a phased basis. However, Bord Bia is committed to creating a place for Irish within the organisation.

3.2 Features of the Scheme

Training and Development

There is an ongoing commitment to provide appropriate training and development for all staff to meet the evolving needs of our customers and to develop the full potential of staff during their careers in Bord Bia.

Staff Training & Development will:

- Ensure staff and new staff through induction are adequately informed and:
 - understand the context and background to the Scheme;
 - understand the necessity to implement a bilingual Scheme;
 - are fully informed about how the Scheme will affect their work and where they can receive assistance.
- Promote interest in Irish language training courses by offering support for a range of training options encouraging and supporting staff in attending such courses.
- Some staff with a reasonable proficiency in Irish have expressed interest in participating in initiatives relating to the provision of services through Irish if specific training needs (e.g. general business and specific terminology) are met. Bord Bia

will facilitate this need and organise training by allocating a proportion of the training budget to meet such needs.

- Depending on the outcome of the above and in the context of this Scheme, Human Resources will facilitate Irish language training programmes focused on specific customer service needs for various sections and work areas that interface with customers who seek one-to-one service in Irish.
- Training and guidelines in relation to commitments under this Scheme will be developed and circulated to all staff within Bord Bia.
- Bord Bia will ensure that all staff are given encouragement and opportunity to improve their Irish language skills through training and development courses with a view to improving access to service provision through the Irish language.
- Bord Bia may consider offering time in lieu to officers attending Irish language courses outside of normal working hours.

Recruitment and Placement

Notwithstanding the constraints of the moratorium on staff recruitment and the language requirements of our overseas offices, Human Resources will review our recruitment policy to include the use of the Irish language as a criterion for consideration during recruitment

Oral Communication

- Reception staff will give the name of the office in Irish and English and be familiar with the basic greetings in Irish. Suitable arrangements will be put in place to ensure they can put food and drink companies and businesses through to an officer with Irish language capabilities, where such is available, or ensure that a response is forthcoming promptly.
- Promote the use of the Irish language by facilitating initiatives to encourage staff to foster oral communications through Irish.
- High profile public events shall incorporate an element of bilingualism in the proceedings as part of Bord Bia's efforts to positively promote Irish in the community.
- Bord Bia's Corporate Communications will maintain a record of staff that will be in a position to carry out television and radio interviews through Irish.

Written Documentation

- In accordance with Section 9(2) of the Act, all letters, emails and faxes received by Bord Bia in Irish are replied to in Irish.
- Bord Bia will identify the forms and schemes likely to be most relevant to customers in Irish-speaking areas. Bord Bia will arrange for translation and publication of the appropriate documentation by the end of the Scheme.
- Annual Reports are currently published simultaneously through the Bord Bia website in Irish and English. All new publications on Bord Bia Services will be provided bilingually in Irish and English by year three of this Scheme.
- Bord Bia will ensure that all major policy documents will be published on the Bord Bia website in both English and Irish simultaneously by the end of year two of this Scheme.
- Having regard to the nature of our Press Releases, Bord Bia will ensure that circa 10% of our Press Releases pertaining to events on the Irish market will issue in both Irish and English by the end of the first year of this Scheme.
- Speeches or statements, given by the Minister, as well as speeches made by senior officials, will be made available in the language(s) which they are delivered.

Information & Communications Technology

- Details of services are not currently available in Irish on the Bord Bia website. As new services are introduced, Bord Bia will provide summary details on the website in both Irish and English by the end of the Scheme.
- Bord Bia, in conjunction with the redesign of the website will build in the capability to the web content management system, to provide further areas of the website bilingually in future schemes.
- Any standard disclaimer or message on e-mail correspondence will be bilingual by the end of the first year of this Scheme.
- Bord Bia will establish via its Strategic Information Services unit, a generic e-mail address for queries as Gaeilge by the end of the first year of this Scheme.
- Bord Bia does not currently provide an online bilingual service to food and drink companies and businesses but arrangements will be put in place in the course of the scheme to facilitate trial applications through the medium of Irish.

The Gaeltacht / Placenames

The official placenames of Gaeltacht areas as declared by the Minister in the Placenames Orders (Ceantair Ghaeltachta) will be used by Bord Bia for official purposes.

4. Monitoring and Review

Responsibility for monitoring and reviewing the Scheme will ultimately rest with the Senior Management Team who will receive *reports on implementation* of the Scheme.

The following initiatives are proposed in order to ensure that both the general level of competency in Irish among the staff of Bord Bia and its capability to provide services through Irish to the public are improved during the duration of the Scheme:

- Bord Bia has undertaken an initial survey of Irish language competence among the staff of Bord Bia. The results of this and subsequent surveys will be used to inform actions in developing language capability within Bord Bia
- Information will be given (including on the Intranet) to staff in relation to the range of Irish language classes available.
- Bord Bia will establish a monitoring system to track issues of supply and demand for Irish language services across all areas of Bord Bia, with a view to identifying areas of greatest demand/priority and seeking to match supply with demand for particular services through Irish.
- A range of standard letters in Irish will be made available to staff on the Intranet. Consideration will also be given to making a glossary of appropriate words and terms likely to be used in dealings with customers available in Irish on the Intranet. Irish software proofing tools (e.g. spell checker, electronic dictionary and Microsoft products as available) will be made available to staff working in Irish.

The Irish Language Officer will play an ongoing role in monitoring, supporting and driving implementation of the Scheme as well as monitoring demand for services through Irish. The percentage of Bord Bia staff engaging in training will be an indicator of progress in building on our existing capacity to provide services through Irish. The number of press releases in Irish which are included in relevant publications will be another indication of progress in this area.

5. Publication of Agreed Scheme

The contents of this Scheme along with the commitments and provisions of the Scheme will be published to the general public by means of:

- Press Release
- Advertising of provisions through the Bord Bia website.

A copy of this scheme has also been forwarded to Oifig Choimisinéir na dTeangacha Oifigiúla.

The English language version of this Scheme is the official version.

Appendices

Appendix 1 – Bord Bia Services in addition to those outlined at 2.2 above

Services available on demand

Bord Bia provides information to Irish food and drink companies and businesses on a daily basis from our Dublin and overseas offices.

Store checks/Product Retrieval

Bord Bia can visit retailers in those cities where we are located and provide a report on the products stocked and prices in retail outlets agreed. Samples can be bought and shipped back to Ireland at cost if required. For details of current office locations see: <http://www.bordbia.ie/aboutus/contact/Pages/default.aspx>

Quality Assurance Schemes

Bord Bia provides quality assurance schemes for the following sectors: beef, lamb, pigmeat, poultry, eggs and horticulture. Bord Bia quality assurance schemes are accredited to international norms, specifically EN45011. Quality assurance plays a fundamental role in promoting food and horticulture and provides the platform for the consumer promotion of product quality.

Producers and companies can apply to join Quality Assurance Schemes in those areas where we operate them. www.bordbia.ie/aboutfood/quality

Marketing Information

Bord Bia is continually gathering information on food, drink and horticulture markets from around the world and can, subject to copyright restrictions, share this information with companies. You can either send an email to info@bordbia.ie or complete a form at www.bordbia.ie/aboutus/contact/pages/siteenquiry.aspx setting out your interests and what you would hope the information should enable you to do next.

Bord Bia also publishes reports which are available on its website and a weekly FoodAlert bringing you industry developments from around the world which can be accessed at www.bordbia.ie/industryservices/information/alerts

Services subject to budget

To qualify for assistance under this heading, companies must have a turnover in excess of €1m for the previous financial year and any assistance from Bord Bia will require the company to demonstrate that it has not reached its ceiling for *de minimis* aid in the last three years.

- **Brand Creation Service**

This service is a practical, step-by-step exercise for companies who have identified a market opportunity and want to embark on the process of building a sustainable and profitable branded presence.

- **Brand Audit Service**

The objective of a Brand Audit is to critically evaluate a brand's performance in the market. It allows companies to take a fresh look at how to strengthen the relationship consumers have with your Brand. During 2012, Bord Bia developed branding, insights and innovation workbooks to facilitate this process.

- **Strategic Brand Design Service (Packaging)**

This service provides a strategic approach to the brand communication task. Its aim is to provide food and drink brands with a strategic design solution which will communicate the brand identity, benefits and values, create an essential point of difference, while delivering excellent stand-out on shelf.

- **Communications Service**

The objective of the communications service offered to companies is to create a positive image for that company, its brand or its products for its customers through a targeted, planned and sustained programme of activity.

- **Digital Marketing Service**

The online world is becoming increasingly important to brand profile and consumer communications for Fast Moving Consumer Goods (FMCG) brands. The objective of the digital marketing service is to create a positive image for companies in the online environment. This is achieved by promoting its brand and/or products to its customers through a targeted, planned and sustained programme of activity. This service can also assist the development of company websites.

- **Tasting Service**

The objective of the tasting service is to provide an opportunity to ensure a good launch for new product developments. Often getting a consumer to taste a product will be the first step in getting them to become loyal consumers. A percentage of the cost of the personnel to deliver the tasting service may be made available.

- **foresight4food service**

This is a programme designed to encourage companies to take a consumer centric approach to their business by seeking consumer insights for product and brand development. Bord Bia will work out a programme suitable for you and work on selecting suitable service providers.

- **Web design**

Bord Bia can work with you in eliciting proposals from suitable suppliers for web design that fits within the context of an overall marketing plan.

- **Customised services**

Bord Bia is willing to discuss your planned activity to determine if we might be able to direct you to suitable service providers.

Retail Programmes

This programme provides a series of events for companies interested in a more structured approach to British and Irish retail customers.

Brand Forum

The Brand Forum offers an exceptional networking and learning opportunity for the industry's marketing professionals for member companies and includes artisan, SMEs and the multinational sector. A series of events are run on a quarterly basis focussing on the issues of creating and managing brands. There is an annual fee, dependent on turnover levels, for corporate membership which entitles up to three named

executives to attend. Members, subject to certain criteria, may also avail of one-to-one mentoring and/or brand health checks.

Fellowship Programme

The Bord Bia ***Marketing Fellowship*** is a commercially focused graduate programme to assist companies to enter and gain a foothold in export markets. Under the programme graduates undertake commercial assignments in overseas markets for Irish food and drink companies.

The two year ***Strategic Growth Programme*** which is open to graduates of the Marketing Fellowship Programme and senior executives of Irish food and drink companies provides a framework for career development designed to enhance the leadership capabilities of the Irish food and drink industry.

The ***Food Export Graduate Programme*** is an 18-month placement programme developed by Bord Bia, in partnership with IBEC, and involving 15 graduates being placed with exporting companies to assist in the development of their overseas capabilities.

Inspiration Expeditions

These are visits designed to stimulate fresh thinking about your business. You will be exposed to different cultures and traditions that will provide inspiration about new practices or products in the food and drink sector that you can bring back to your business.

Financial Incentives (Marketing Assistance Programme)

This is a programme with a limited fund where financial assistance can be advanced in the context of a marketing plan for the calendar year. This is open to companies with a turnover below €3.5m in the previous financial year. All applications for expenditure proposed in the coming year must be submitted by February with approvals being issued by the end of April.

Marketplace International/Roadshow

Marketplace provides an opportunity to meet targeted buyers and present your business as a potential new partner. The key objectives of Marketplace International is to showcase the export capability of the Irish food and drink industry to new and existing buyers; to build new and meaningful trading relationships, while at the same time generating immediate leads with screened and pre-matched buyers.

Food market at Bloom

Stalls for food businesses that sell directly to the public are available at Ireland's premier garden festival, Bloom.

Food Dudes

The Food Dudes Healthy Eating Programme supports a positive attitude to eating fruit and vegetables among children at a time when childhood obesity levels are rising.

Appendix 2 - Service Charter

Mission Statement

“To drive through market insight and, in partnership with industry, the commercial success of a world class Irish food, drink and horticulture industry”.

Customer Charter

We are committed to providing our customers with a professional, efficient and courteous service. The purpose of this Customer Charter is to set out the nature and quality of services which our customers can expect to receive from Bord Bia. We will treat all customers with respect, dignity, professionalism and efficiency, and, our customers are requested to treat Bord Bia staff and each other in a similar manner. The term "customers" refers to: - Irish food, drink and horticulture client companies, businesses, farmers and stakeholders. These standards equally apply to other stakeholders that we engage with, including the general public, Government Departments, key partners and media. (Note: the publication of a Customer Charter is not intended to create any new legal rights for customers.)

The full text of the Bord Bia Service Charter can be accessed at:

<http://www.bordbia.ie/aboutus/pages/servicecharter.aspx>

The office locations of Bord Bia can be accessed at:

<http://www.bordbia.ie/aboutus/contact/Pages/default.aspx>