

KNOWING WHERE THEIR FOOD COMES FROM MATTERS TO PEOPLE



**OUR
FOOD
ROOTS**

Sharing the story of
Irish food and farming

STRONG BELIEF IN IRISH FOOD

8 IN 10

Agree Ireland has great food and say it's important to support the Irish agri-food sector by buying Irish



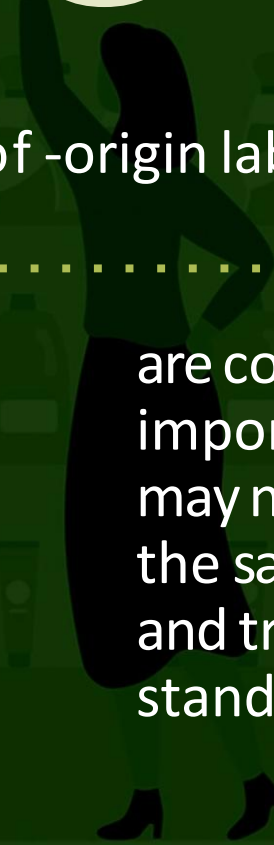
BUT A LACK OF CLARITY
can impact confidence

7 IN 10

want clearer country-of-origin labelling



are concerned imported food may not meet the same safety and traceability standards



PEOPLE ARE LOOKING FOR REASSURANCE WHEN SHOPPING FOR FOOD

CLEAR INFORMATION ON WHERE FOOD COMES FROM HELPS PEOPLE MAKE INFORMED CHOICES

