

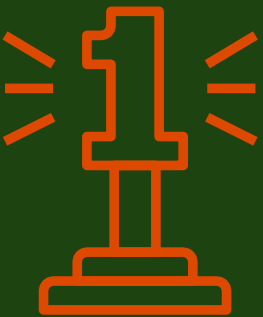
# BRIDGING THE URBAN-RURAL DIVIDE



**OUR  
FOOD  
ROOTS**

Sharing the story of  
Irish food and farming

## IRELAND'S MOST IMPORTANT SECTOR



### RANKED #1

For importance to  
the **Irish economy**

For importance to  
**Irish society**

## WHERE AGRIFOOD MAKES THE BIGGEST DIFFERENCE

THE AGRIFOOD SECTOR IS PERCEIVED TO HAVE  
ITS MOST POSITIVE IMPACT ON:



The quality of Irish food



Rural communities



The health and nutrition of  
people in Ireland

## THE URBAN / RURAL DIVIDE

The agrifood sector is **over 3 times** more likely to be seen as having a **positive impact** on rural communities than urban communities.



Strong connection in  
rural Ireland, but  
weaker relevance in  
urban communities.



## WHY THE DISCONNECT?

- Many people, particularly in urban areas, are **disconnected from farming**. It simply lacks relevance to their lives
- The sector can feel **complex** and difficult to understand
- There are **limited opportunities** for people to engage with where their food comes from

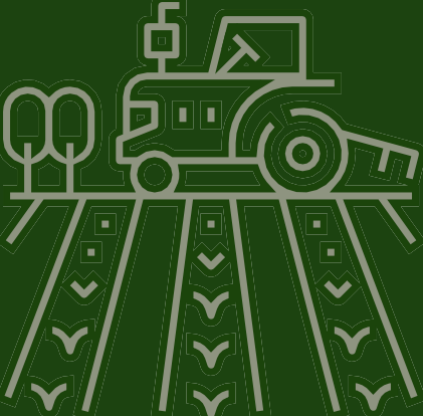
## A SHARED OPPORTUNITY

There is a clear opportunity to **bridge the gap** by making the agrifood sector **more relevant** to everyone.

This can be achieved by:

### MAKING FOOD PRODUCTION AND FARMING RELEVANT

Connecting the sector to  
everyday life and what  
people eat



### BUILDING UNDERSTANDING

Making  
the sector easier to  
understand and more transparent

### CREATING REAL CONNECTIONS

Giving urban audiences  
opportunities to experience  
where their food comes from

