



OUR FOOD ROOTS

Sharing the story of Irish food and farming.



WE CARE ABOUT FOOD. BUT WE'RE BECOMING MORE DISCONNECTED FROM WHERE IT COMES FROM.

Food is part of everyday life.

We talk about it, share it, celebrate it and build routines around it.



FOOD IS A TOPIC THAT CONNECTS EVERYONE TO FARMING.



THE GROWING DISCONNECT

BETWEEN PEOPLE AND THEIR FOOD

Food feels close to us. Farming often doesn't.

PEOPLE WANT TO UNDERSTAND MORE, NOT LESS.

6 IN 10 WANT TO KNOW MORE



The challenge is making food and farming feel more relevant, accessible and connected to everyday life.



8 IN 10

VALUE IRISH FOOD



People say Ireland has great food and farmers, and that supporting the agri-food sector matters.



PEOPLE WANT CONVERSATIONS THAT FEEL RELEVANT TO EVERYDAY LIFE.

Research shows people are most interested in **everyday issues** that directly affect them and their communities, including:



The cost of food



Water quality and responsible water use



Food security



Food waste



Supporting Irish farmers and growers

THE GAP IS LARGEST AMONG YOUNGER GENERATIONS

18-24

Only half say they understand where food comes from.

ONLY 1 IN 10

HAVE A DIRECT CONNECTION TO A FARM



WE'RE BECOMING MORE DISCONNECTED FROM WHERE FOOD COMES FROM.

In **1926**, around half of Ireland's workforce worked in agriculture.

Today, that's closer to **4%**.

BRIDGING THE GAP

Means connecting food and farming to the topics people already care about and having open conversations that acknowledge both the challenges and the progress being made.

When people feel more connected to where food comes from, they're better equipped to engage in the conversations shaping its future.

BRIDGING THE GAP STARTS WITH UNDERSTANDING.

