

# COMMUNICATING FROM THE FOOD SECTOR IN A TIME OF PRESSURE, SCRUTINY AND CHANGE

A STRATEGIC COMMUNICATIONS  
PROGRAMME FOR THE IRISH AGRI-FOOD  
SECTOR



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ROOTS**

Sharing the story of  
Irish food and farming.

**Food and farming are increasingly at the centre of complex, emotional and fast-moving public conversations.**

From climate and water quality to nutrition, animal welfare and food affordability, organisations across the sector are operating in an environment where public trust, media dynamics and consumer expectations are rapidly evolving.

At the same time, fewer people now have a direct connection to farming, creating a growing gap between how the sector understands itself and how it is understood by the public.

Our Food Roots has developed a **COMMUNICATIONS CAPABILITY WORKSHOP** to help professionals from member bodies and representative associations learn about and deal with the public's concerns with the sector and communicate appropriately.



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## NAVIGATING TODAY'S COMMUNICATIONS CHALLENGES:

Through a mix of sector research, practical communications insight and collaborative discussion, the workshop helps organisations better navigate the uncertainty, scrutiny and complexity shaping food and farming today, including:

- The changing media and communications landscape
- Public attitudes towards food and farming
- The growing disconnect between consumers and production
- How complex issues are shaping trust and perception
- Communicating proactively rather than reactively
- Building clearer, more relatable messaging
- Practical approaches to engaging media and stakeholders
- Communicating difficult topics with credibility and confidence

## A DIFFERENT APPROACH:

The sector is increasingly being discussed through the lens of conflict, risk and controversy – often in environments shaped by low attention spans, misinformation and fragmented media narratives. In this environment, effective communication is no longer optional.

### It is essential for:

- building trust
- strengthening reputation
- improving public understanding
- supporting long-term sector credibility

**The workshop is designed to help teams move beyond simply explaining facts, towards communicating in ways that resonate with broader public audiences.**



## WORKSHOP FORMAT:

Each workshop is tailored to the participating organisation and combines:

- sector-specific insights and research
- expert speakers and communications specialists
- practical communications frameworks
- facilitated discussion and breakout exercises
- real-world case studies and examples

The sessions are designed to encourage open conversation, shared learning and practical thinking across leadership, communications and operational teams.

**Our Food Roots will continue delivering this workshop series with member organisations across the sector throughout the year.**

## TO LEARN MORE PLEASE CONTACT:

### Tom Cronin

Executive Director –  
Our Food Roots

[Tom.cronin@ourfoodroots.ie](mailto:Tom.cronin@ourfoodroots.ie)

### Rebecca Carter

Marketing & Operations Manager –  
Our Food Roots

[Rebecca.carter@ourfoodroots.ie](mailto:Rebecca.carter@ourfoodroots.ie)



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