



**WE'VE GOT
SOMETHING
TO BE
PROUD OF.**

**BUT WE CAN'T
TAKE THAT
CONNECTION
FOR GRANTED.**

1

**IRELAND HAS
SOMETHING WORTH
CELEBRATING**



9 in 10

believe Ireland's reputation for producing world-class food depends on having a strong farming sector.

are proud of the quality of Ireland's food and drink.

value the contribution Irish farming makes to Irish society and the economy.

2

**BUT THAT
CONNECTION
CANNOT BE TAKEN
FOR GRANTED**



8 in 10

believe future generations are at risk of losing their connection to where food comes from.

3

**FARMERS ARE
TRUSTED TO
TELL THE STORY**



Irish farmers are the public's most trusted source of accurate information about Irish farming and food production.

Now we need to build on that trust and make farming relevant.

WE MAKE GREATNESS FROM GRASS.

[Explore the campaign](#)

A new Our Food Roots campaign reconnecting a new generation with Irish food and farming.

Source: Empathy Research for Our Food Roots, August 2026. n=1,000 adults aged 18+.