

A man in a light blue shirt and dark trousers is walking on a green grassy cliff. To his right, three black and white cows are standing. In the background, the ocean is a deep blue with white waves crashing against the base of the cliff. A small stone structure is visible on the cliff edge in the distance.

# Teagasc Gateways Seminar

## December 2014

# Post-Quota Dairy Markets

1. Context
2. Opportunities
3. Challenges





# BRAND & VALUE-ADDED INGREDIENTS BUSINESS



# EXPORTING TO OVER 100 COUNTRIES WORLDWIDE



over  
**€2bn**  
TURNOVER



IRELAND'S LARGEST  
**DAIRY EXPORTER**



**150**  
STAFF IN DUBLIN



EST 1961  
**over 50**  
YEARS OF EXPERIENCE

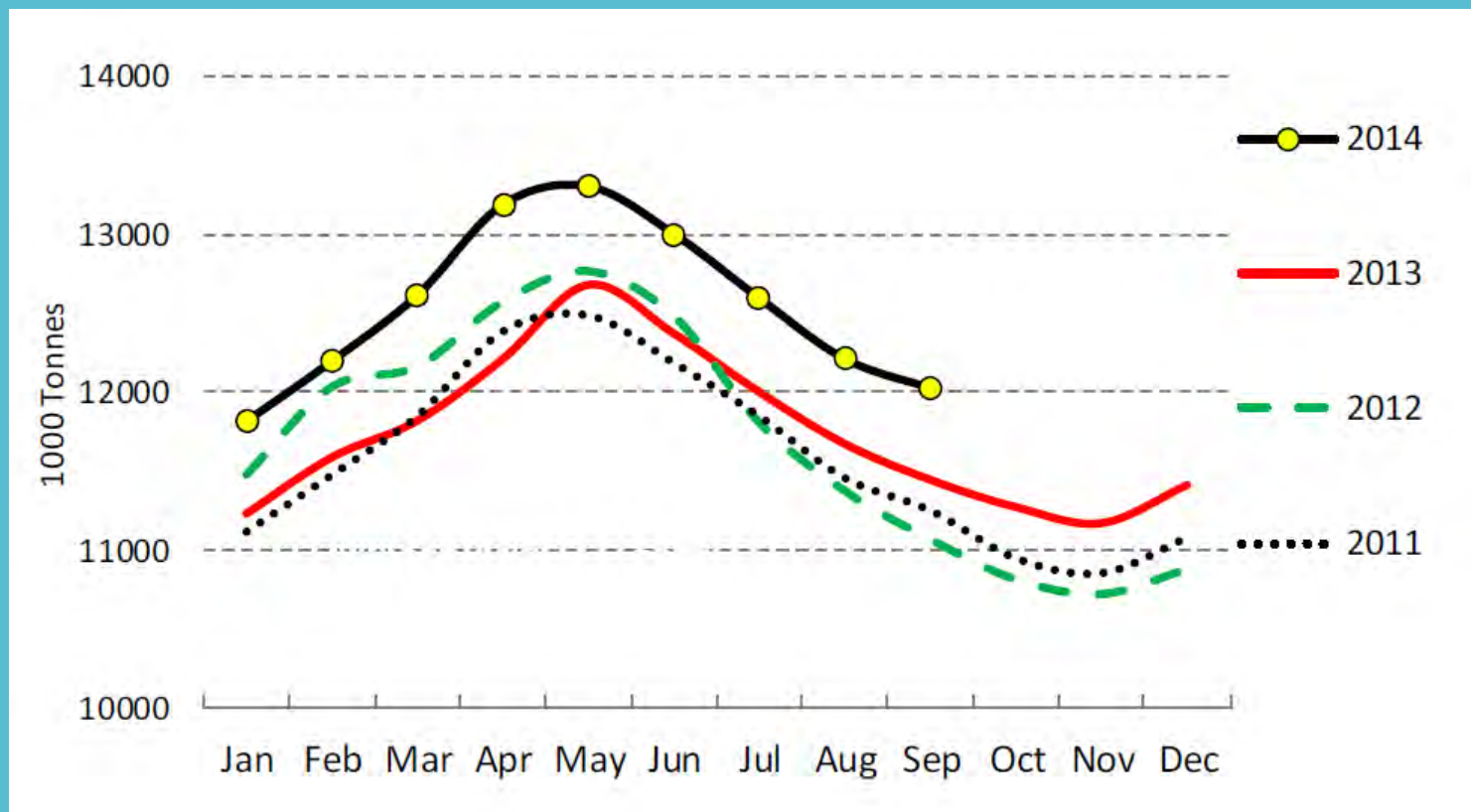


EXPORTS  
TO OVER  
**100**  
COUNTRIES WORLDWIDE

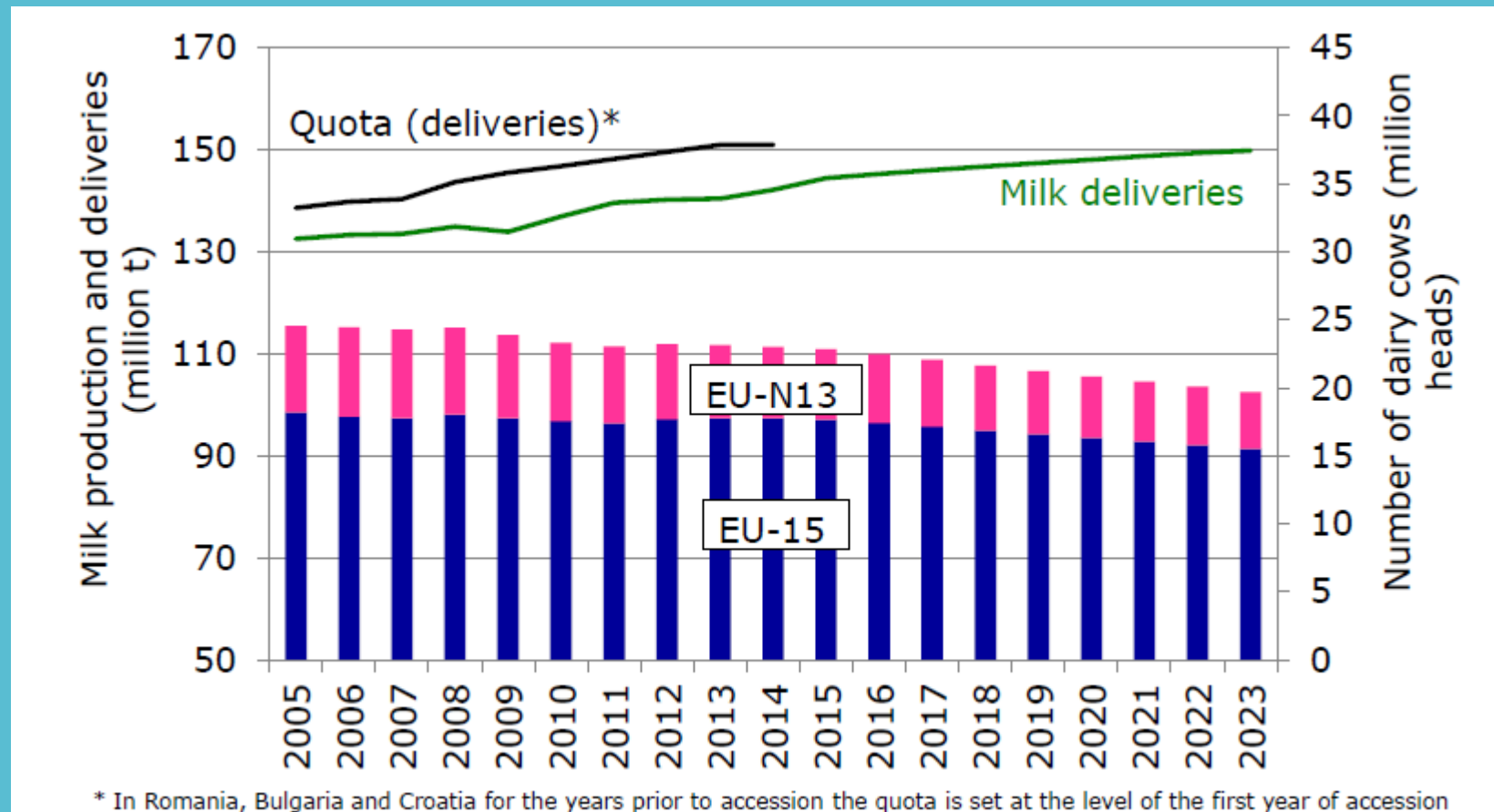


# Post-Quota Context

# EU Milk Supply 2011-2014

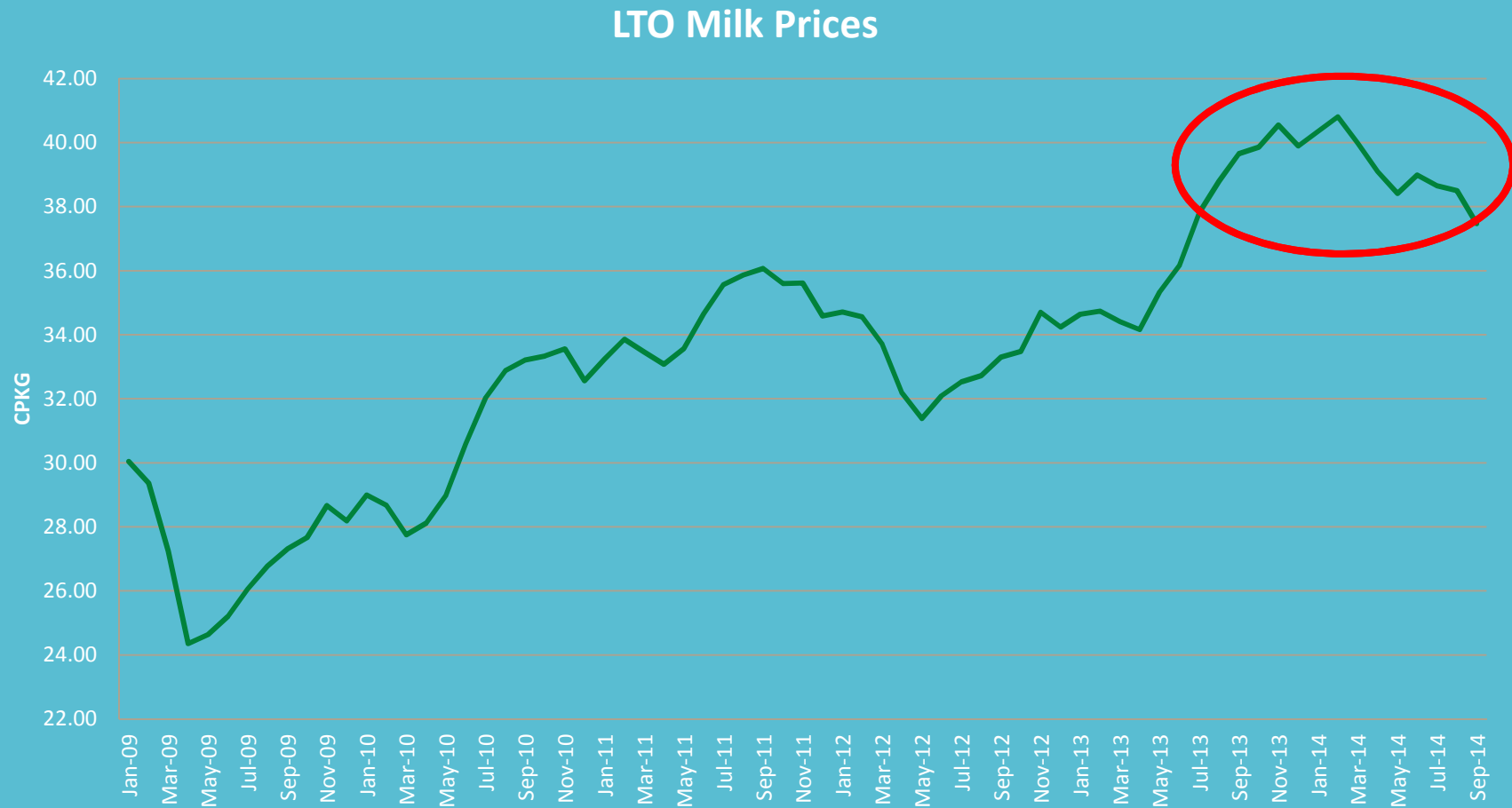


# EU Milk Deliveries and Forecast

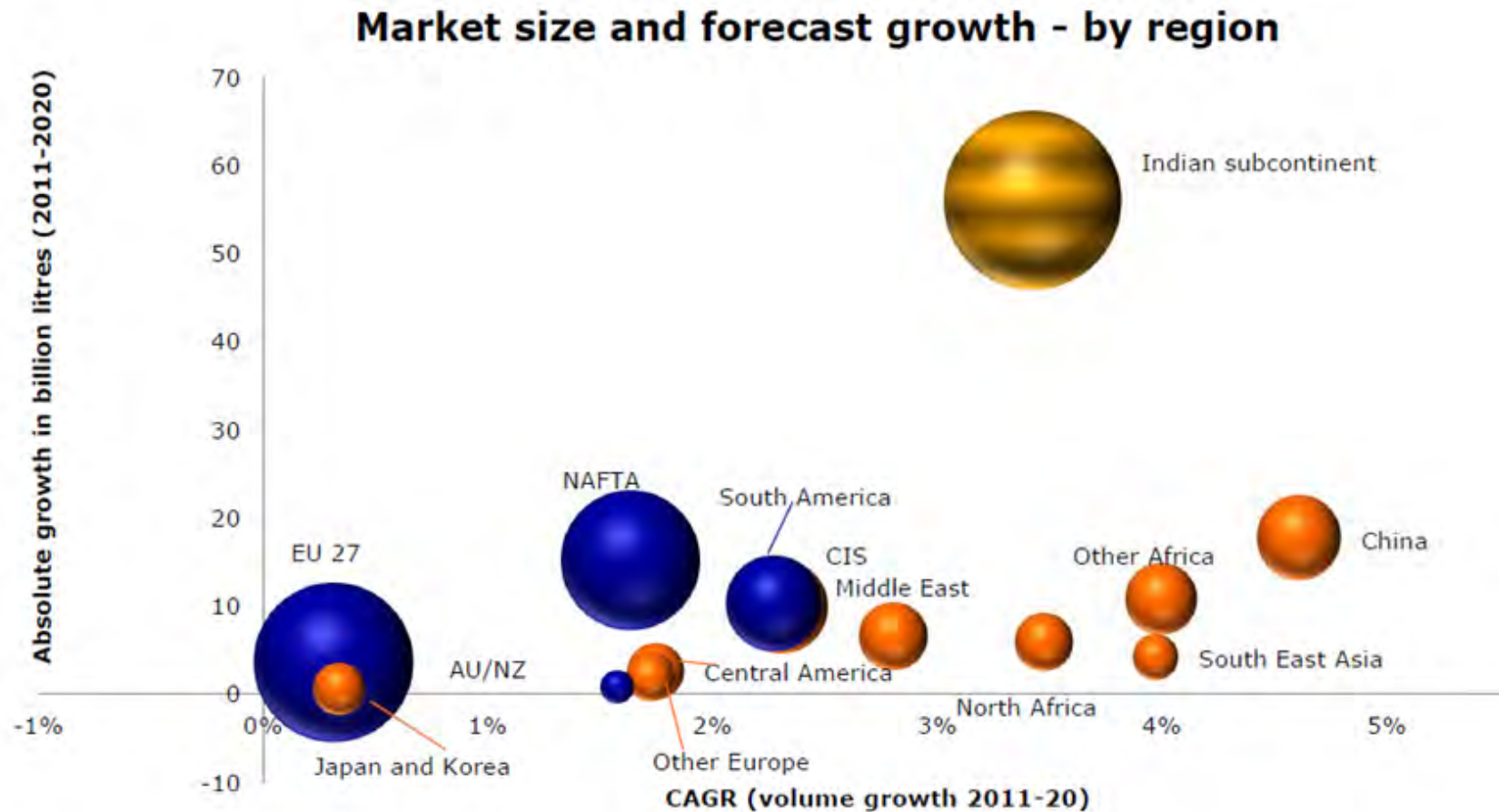




# Supply has been led by demand...



# Markets Driven by Strong Demand



Source: Rabobank



# Quota Removal facilitated by price convergence



Source: EU Commission

# Post-Quota Era

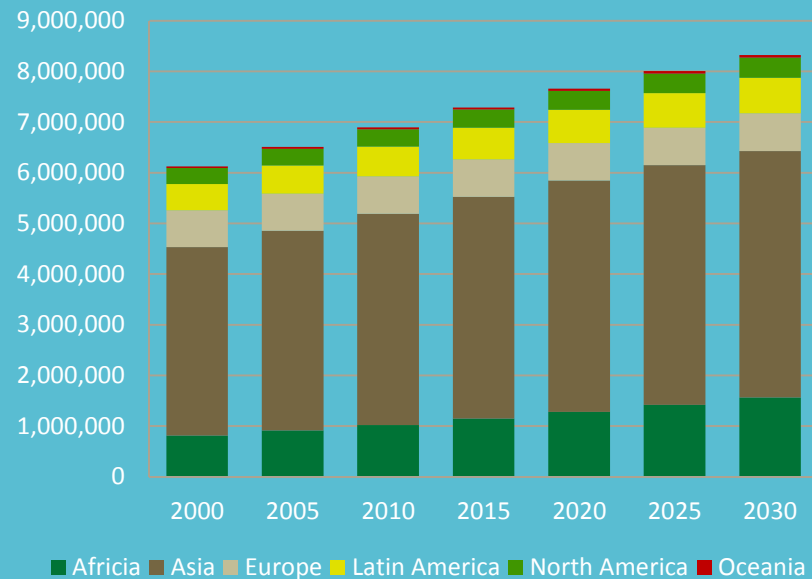


## Era of Internationalisation



# Demand: Two Major Elements...

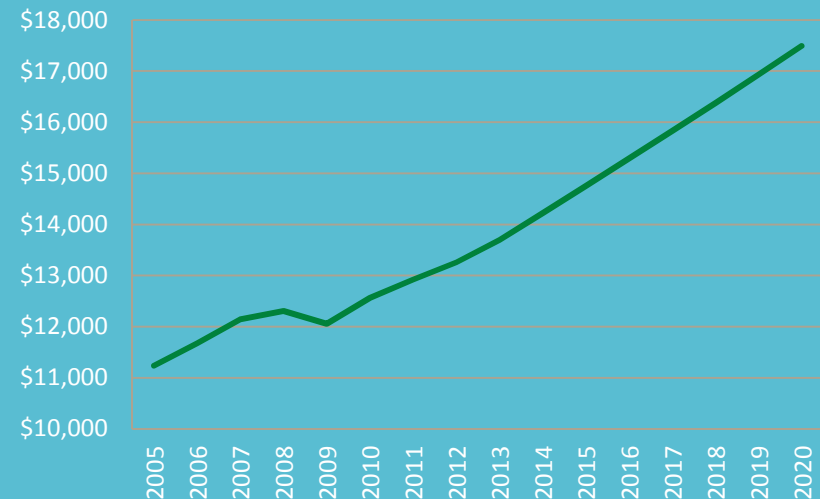
## UN Population Forecasts



- ...And getting progressively wealthier
  - Average world incomes moving from \$13k to \$17.5k+
- Driving per capita consumption growth

- World population to exceed 8bn by 2025
  - An additional UK *every year* (+70m)

## OECD Actual & Forecast GDP Per Person, US\$ PPP





# Opportunities & Challenges







# 1. Understand







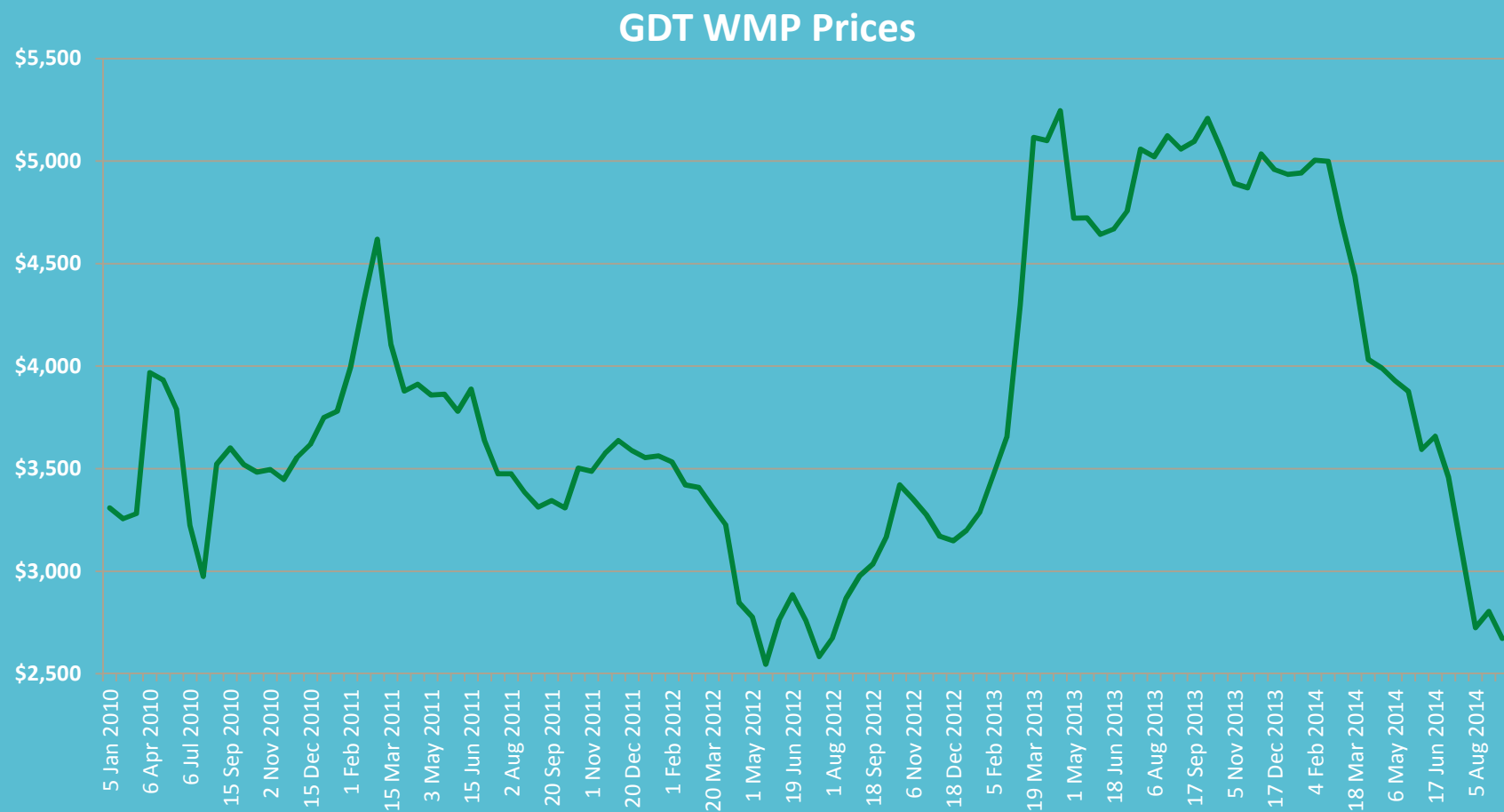


## 2. Innovate: Evolve with our Markets

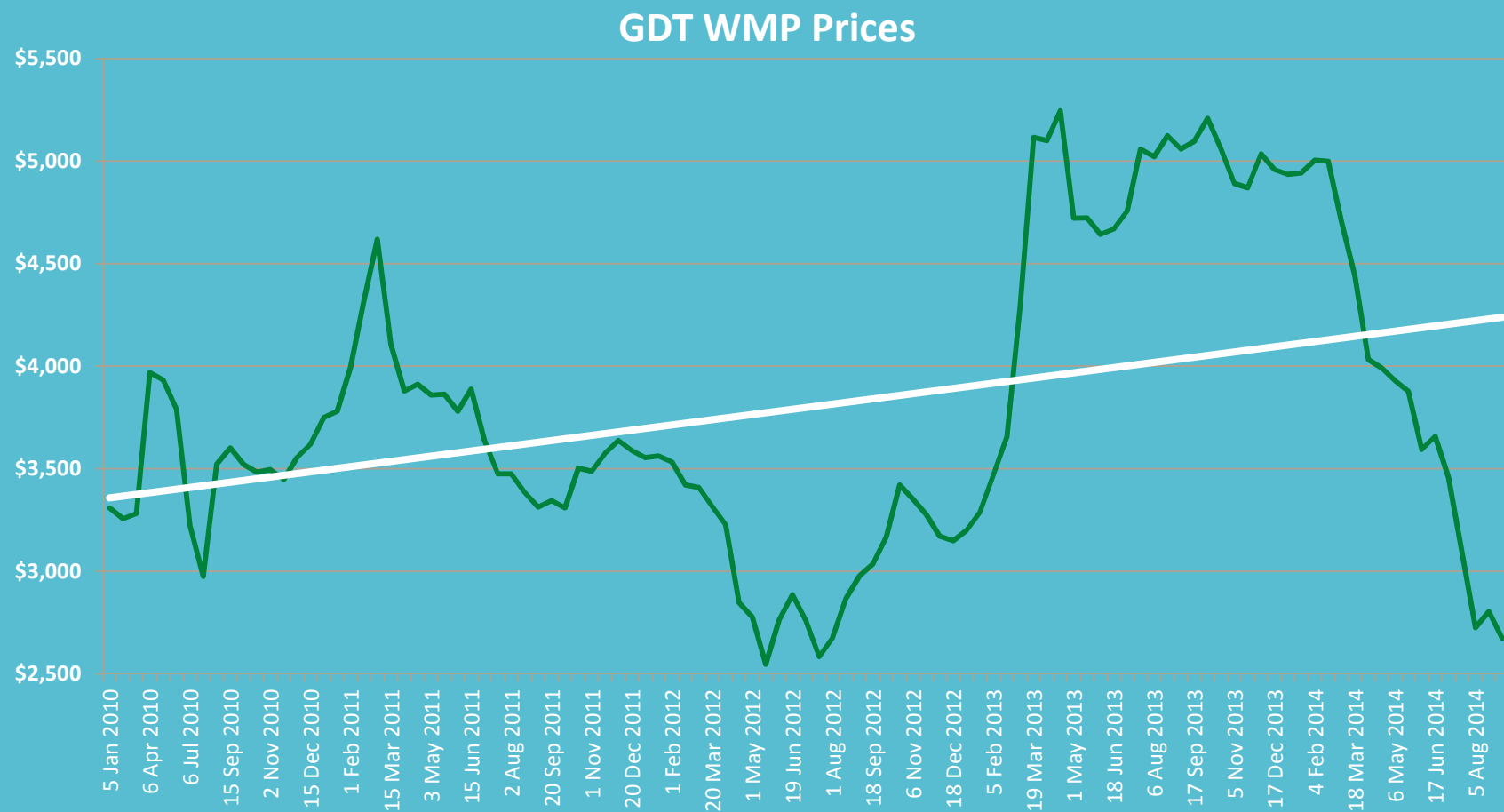


Not only product innovation!

### 3. Deal with volatility...



### 3. Deal with volatility...





## 4. Ensure Quality



## 5. Ensure Sustainability



....And we need to invest:  
In the right areas and at the right pace

Processing

M&A

People

Innovation


Technology

Analysis

Systems

Products

With right structures and right plans

A man wearing a flat cap, a light blue short-sleeved button-down shirt, blue jeans, and tall brown rubber boots stands on a grassy cliff. He is looking off to the side with a slight smile. A black and white cow is grazing on the grass nearby. In the background, the ocean is visible under a clear blue sky.

Coming era is hugely  
exciting, and promises  
opportunity for those  
involved in the sector





# THANK YOU