

Gather Global Food Summit 2024, Key Output Themes



Gather 2024 brought together leaders in the global food industry to discuss some of the most pressing issues our food systems will face in the coming decades. The insights gained shaped three distinct Bord Bia workstreams.

Data Transparency

Bord Bia has been a leader in the creation of robust, transparent databases for over 11 years. And data has more value now than ever.

Decision-making informed by data is the basis for the AgNav platform, which assists farmers daily in delivering climate action and increasing resilience.

We have also strengthened our in-house team of data experts, all with deep digital transformation expertise to ensure the creation of clean, relevant data to help our industry continue to make smart choices.

We are mining our rich Origin Green database to generate data-powered bespoke customer communications - thus using data transparency to help build and maintain lasting partnerships for Irish food and drink producers.



Nutrition

The future of nutrition was high on the agenda in 2024, but has come into sharper focus as the food industry navigates evolving dynamics including the GLP-1 era.

Over the last two years, Bord Bia conducted a comprehensive multi-annual international research project titled Sustainable Nutrition, which has generated deep insights on key nutrition priorities, in discussion with both trade customers and consumers across the world.

Areas of focus include global food security, natural nutrition, plant and animal protein, regenerative agricultural practices, a new era of weight management and the personalisation of nutrition and AI. Each of these six themes will have an impact on consumers and the food industry now and into the future. Bord Bia is currently focused on better understanding these impacts.



Mis/ Disinformation

As communication with consumers increases in complexity and trust in traditional media reduces, the global food industry must combat mis and disinformation about food systems, nutrition and where our food comes from.

As part of the response, Bord Bia conceptualised and led the development of a public-private partnership in Ireland called 'Our Food Connects'. This initiative brings stakeholders from across the food sector together to build public trust, confidence and pride in our food industry. Through direct communication and engagement campaigns, this programme will showcase the quality and integrity of Irish food. We believe the learnings and skills developed will be transferable in other mis and disinformation industry issues.

In 2025, we leveraged our 500+ Talent Academy alumni to deliver Bord Bia Compass. This event convened a number of ambitious young leaders from across food and related industries to debate a number of issues, including how consumer connection can be sustained and strengthened when trust and credibility are challenged.

Compass provided an insightful counterpoint to the wisdom of Gather C-suite participants.

