

24th

Annual Dinner

Thursday 15th October 2020
Virtual Event



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NIFDA is a voluntary organisation committed to helping Northern Ireland food and beverage companies compete successfully, representing and promoting their interests. It was established to provide services to enhance, promote, inform, educate and develop member businesses.

PAST CHAIRPERSONS

1996 – 1998	Dr Trefor Campbell CBE, F.R.Ag.S Managing Director of Moy Park Ltd
1998 – 2000	Arthur Anderson General Manager, Tayto NI Ltd
2000 – 2002	Alan Gibson Purchasing Director, Moy Park Ltd
2002 – 2003	Michael Moreland Managing Director, Andrews Holdings
2004 – 2006	John Barrett Executive Director, Coca-Cola Bottlers (Ulster) Ltd
2006 – 2008	David H Malseed Managing Director, United Molasses (Ireland) Ltd
2008 – 2010	Richard Moore Joint Managing Director, Linden Foods
2010 – 2014	Tony O'Neill OBE Marketing & Business Development Director, Moy Park Ltd
2014 – 2016	Dr David Dobbin CBE Chief Executive, United Dairy Farmers
2016 – 2018	Declan Billington MBE Managing Director, John Thompson & Sons
2018 – 2020	Brian Irwin Chairman, Irwin's Bakery
2020 – present	Nick Whelan Group Chief Executive, Dale Farm

NIFDA ANNUAL DINNER SPEAKERS

1997 Terry Leahy	2005 Ewan Venters	2013 Justin King
1998 Dino Adriano	2006 Guy Farrant	2014 Malcolm Walker
1999 Malcolm Walker	2007 Sir Terry Leahy	2015 Jason Tarry
2000 Allan Leighton	2008 Justin King	2016 George Eustice MP
2001 Feargal Quinn	2009 Peter Robinson	2017 Andy Adcock
2002 Eoin McGettigan	2010 Andy Clarke	2018 John Paul Scally
2003 Sir Peter Davis	2011 Mark Price	2019 Jo Whitfield
2004 Dr Jon Bell	2012 Martin Agnew	2020 Roger Burnley



The 2020 NIFDA Annual Dinner
is sponsored by HSBC UK

NIFDA wishes to thank HSBC UK for their ongoing commitment, as well as the NIFDA member companies featured in this brochure for helping to make this event happen.

2020 VIRTUAL ANNUAL DINNER

2020 has been an extraordinary year and due to COVID-19 restrictions it has unfortunately not been possible to host our normal Annual Dinner and networking event.

These are challenging times for the industry. Indeed, with the COVID-19 pandemic ongoing and the end of the Brexit transition period approaching, the industry has never faced challenges of this magnitude.

The Chairman and Board of NIFDA therefore recognise the vital need to bring together captains of industry, members, guests, and esteemed colleagues in these unprecedented times.

This alternative format to the business elements of the dinner gives us the opportunity to discuss the difficulties facing the industry, look to the future and communicate the work of NIFDA over the past 12 months.

4.00 pm	Welcome - Michael Bell, Executive Director, NIFDA
4.10 pm	Our Food Heroes
4.15 pm	Sponsor Address – Gillian Morris, Head of Corporate Banking Northern Ireland, HSBC UK
4.20 pm	Chair's Address – Nick Whelan, Chairman, NIFDA
4.35 pm	Guest Speaker – Roger Burnley, CEO, ASDA
4.45 pm	Industry in Focus – Panel Discussion Allan Wilkinson, Head of Agrifoods, HSBC UK; Roger Burnley, CEO ASDA; & Nick Whelan, Chair, NIFDA
5.15 pm	NIFDA Live – Questions & Answers
5.30 pm	Close

GUEST SPEAKER



ASDA Roger Burnley CEO ASDA

Roger Burnley is President and CEO of Asda, a position to which he was promoted in January 2018, having played a crucial role in Asda's turnaround when he re-joined the company in October 2016 as Chief Operating Officer and Deputy Chief Executive.

Born and bred in Yorkshire, Roger grew up in Dewsbury before attending Bournemouth University and obtaining a 1st in Geography. He began his retail career as a graduate at B&Q in 1987, where he progressed quickly and held a number of roles across retail management, buying and logistics.

In 1996 he started his first stint at Asda as Director of Supply. When Walmart bought Asda in 1999 Roger played an instrumental role within the senior integration team, splitting his time between the UK and Arkansas.

He then moved to Matalan as its Supply Chain Director, before being appointed Supply Chain Director at Sainsbury's in 2006. Roger spent the next ten years holding a number of board positions within the supermarket, including Retail and Logistics Director, Managing Director of General Merchandise, Clothing and Logistics, and latterly, its Retail and Operations Director.

Despite a career spanning three decades in a variety of roles, the retail veteran has remained committed to his home town and still lives in Yorkshire with his wife, two children and a growing flock of 20 sheep.

A self-confessed gadget geek, Roger spends any spare time, running, cycling, sailing and snowboarding, and is a lifelong Huddersfield Town FC fan, until recently sitting as a non-executive director on its board.

He also served on the Board of Transport for London up until re-joining Asda and remains on the Cystic Fibrosis Trust Fundraising board.

NIFDA MEMBERS 2020

A.N. Irwin & Sons	Fane Valley Dairies	Johnson Brothers (Belfast) Ltd
AB Vista	Fane Valley Feeds	Karro Foods Ltd
ABP Lurgan	Fane Valley Stores	Kerry Food Commercial Group
ABP Newry	Farmgate Nutrition	Kerry Food Northern Ireland, Located in Enniskillen
Agri-research (Ireland) Ltd	Finnebrogue	Kerry Food Northern Ireland, Located in Omagh
Allied Bakeries Ireland	Foyle Food Group	Kerry Food Northern Ireland, Located in Portadown
Alltech Northern Ireland	Frylite	Linden Foods Ltd
Andrews Flour	F S Herron Ltd	Linery
Ballinaskeagh Grains Ltd	Genesis Bakery	Linwoods
Burke Shipping Services	Gilfresh Produce	Mackie Petfoods
Cavanagh Free Range Eggs	Glastry Farm Ice-Cream	Mash Direct Ltd
Cefetra Ltd	Glens of Antrim Potatoes	Masons Animal Feeds
Chestnutt Animal Feeds	Golden Cow Dairies Ltd	McGuckian Milling
Coca-Cola HBC	Gortavoy Feeds & Farm Supplies Ltd	Moore's Animal Feeds
Cranswick Country Foods (Ballymena)	Goulding NI	Morelli Ice Cream
D S M Nutritional Products (UK) Ltd	Harnett's Oils	Morrow Foods
Dale Farm Dairies Limited	Hovis (Ireland) Ltd	Moy Park Ballymena Ltd
Devenish Nutrition Ltd	Hughes Mushrooms	Moy Park Craigavon Ltd
Dunbia Ltd	James Doherty (Meats) Ltd	Moy Park Dungannon Ltd
Echlinville Distillery	James Neill Ltd	Moy Park Feeds Ltd
Elliott's Tradition	James Tolland & Co Ltd	
Fane Valley Co-Op Society Ltd	John Thompson & Sons Ltd	

Northern Ireland Grain Trade
Association (NIGTA)

Northern Ireland Meat
Exporters Association
(NIMEA)

Precision Liquids

Premier Nutrition
(Ireland) Ltd

Pritchitts (Lakeland Dairies)

Provimi Ireland

Punjana Tea Co Ltd

R & H. Hall Ltd

Rademon Estate Distillery Ltd

Rich Sauces

SHS Group Ltd

Skea Egg Farms Ltd

Strabane Mills

Tayto (NI) Ltd

Thomas Hutchinson &
Sons Ltd

T J Booth and Sons Ltd

Trouw Nutrition

Tullyherron Farm Feeds Ltd

United Feeds Ltd

United Molasses (Ireland) Ltd

W & R Barnett Ltd

W. D. Irwin & Sons Ltd

Western Brand Poultry
Products NI Ltd

White's Speedicook Ltd

Wilson's Country Ltd

NIFDA ASSOCIATE MEMBERS 2020

Andrew Ingredients Ltd

Bank of Ireland

Carson McDowell

Danske Bank

Deloitte LLP

DWF Law

Foods Connected

HSBC Bank Plc

Interfrigo Ltd

KPMG

L P Associates NI

McCulla Ireland Ltd

Morrow Communications

Northern Ireland Water

Stena Line Freight

Sysco Software

Tughans

Ulster Bank Ltd

Vickerstock

NORTHERN IRELAND FOOD AND DRINK ASSOCIATION LTD BOARD OF DIRECTORS 2020

CHAIRMAN

Nick Whelan

Group Chief Executive
Dale Farm

OFFICE BEARERS

Vice Chairman (Incoming)

George Mullan

Managing Director
ABP Food Group

Vice-Chairman (Outgoing)

Brian Irwin

Chairman
Irwin's Bakery

Hon Treasurer

Peter Henry

Managing Director
Allied Bakeries Ltd

Executive Director

Michael Bell

Northern Ireland Food and Drink
Association Ltd (NIFDA)

BOARD MEMBERS 2020

Declan Billington MBE

Managing Director
John Thompson & Sons Ltd

Tracy Hamilton MBE

Brand Director
Mash Direct

Bronagh Owens

Director of Poultry Division
Devenish Nutrition

Seamus Carr

Chief Operating Officer
Karro Food Group

Ursula Lavery

Technical Director, Europe
Moy Park Ltd

Tim Acheson

General Manager of Food Service
Operations, Lakeland Dairies

Arthur Richmond

Group Finance Director
SHS Group

CHAIRMAN'S FOREWORD

2020 has been a year like no other. In the seven months that have passed since the outbreak of the COVID-19 pandemic and subsequent restrictions took hold, many aspects of life have changed. Indeed, it is on this date we had planned to host our 24th Annual Dinner.

One thing that remained constant throughout this most unusual year however has been the resilience demonstrated by our local food and drink industry and the hard work of employees within it. As the world went into lockdown, our workers across the food supply chain kept going – working harder than ever to ensure the nation still had access to safe, nutritious food amidst very challenging and uncertain times. They truly are our 'food heroes'.

Within a very short period of time, food manufacturers had to respond rapidly to an ever-changing situation, adapting to fluctuations in demand and transforming factories by reworking processes on the factory floor, implementing social distancing measures and supplying additional PPE to our people. Put simply, our industry has demonstrated its critical importance, and shown its ingenuity.



Nick Whelan, Group Chief Executive, Dale Farm

In March, NIFDA published guidance for food manufacturers, building on advice from government agencies and identifying practical ways in which the industry could implement social distancing and other measures as far as reasonably possible.

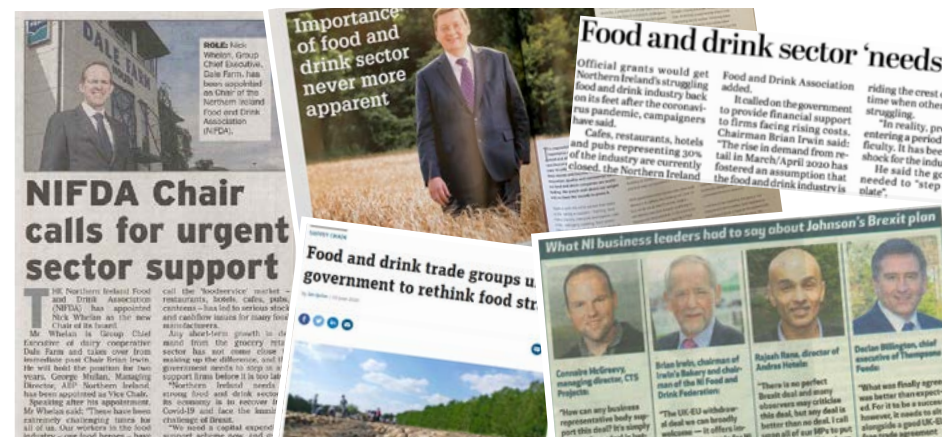
We have also co-ordinated 30 other trade associations from across the UK to call on the government to work with industry to implement a path to recovery for food and drink, as we plan to emerge from this pandemic. We have an opportunity to build a new strategy for food based around addressing our balance in trade, improving sustainability outcomes and encouraging a healthy diet.

Beyond COVID-19, we are also facing the very real challenge of Brexit. With the transition period coming to an end on 31 December, we only have weeks left of the status quo. NIFDA has been working to get clarity on new arrangements, and provide input. We have led the way on building a Northern Ireland consensus on the definition of Northern Ireland goods, and we submitted a paper on this to the UK Government in late September. We remain fully engaged with Government to ensure the principles and ethos of this approach are delivered.

As our members have demonstrated throughout this year, the industry has a strong track record in overcoming any challenges it is faced with. Northern Ireland food and drink remains the region's largest manufacturing industry, supporting some 100,000 jobs and growing at a time when other industries are contracting. NIFDA will continue to showcase and fight the corner for our industry, as it continues to produce high quality food, ensuring continuity of supply for our customers and adapting to ever-evolving consumer demands.

Nick Whelan.

2020 REVIEW



NIFDA'S ROLE

NIFDA's role is to work in partnership with existing providers, associations, government and companies to promote the competitiveness of the industry. We adopt a '**One Voice**' approach to industry matters including:



Exporting



Research & Development



Regulation



Technology & Innovation



Marketing & Promotion



Sector Attractiveness & Skills Development



Food & Drink Sector Strategy

Join the discussion with peers and colleagues by becoming a NIFDA member. To find out more please contact jill@nifda.co.uk

MEMBERSHIP BENEFITS

- **Keep up to date** with the latest industry news and developments
- **Lobbying of government** on key issues affecting the industry
- **Network and build relationships** with industry colleagues, hear from expert speakers and share best practice
- **Develop your business** with insights and trends, member discounts on relevant events and training courses
- Access relevant **grants and support** programmes for your business
- Understand the retail environment with **specialised training and reports**
- **Help** with challenging media issues and crisis management



A commitment to our customers. A commitment to quality.

At ABP, we've been delivering quality and flavour for over 40 years with trusted farms to become one of Northern Ireland's leading producers of beef and lamb.

Whether it's through our patented Ultra-Tender® process, or our quadruple Carbon Trust accreditation and commitment to sustainable and responsible practices, the way we work matters. That's why we're proud to support the NIFDA Annual Dinner 2020.

Best practice makes the difference.

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COVID-19

NIFDA launches detailed industry guidance on COVID-19

In March, NIFDA first published guidance for food manufacturers on keeping employees safe while continuing to feed the nation. It is the first of its kind at industry level, taking official Government advice and building on it to practically identify reasonable ways in which these measures can be implemented, and is kept updated to reflect best practice advice as the situation evolves.

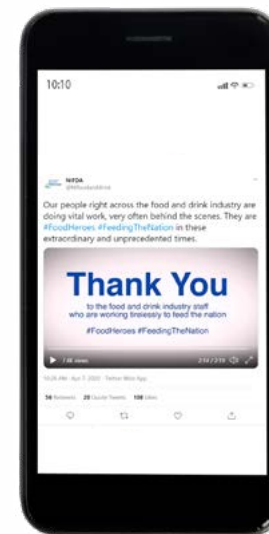
The Northern Ireland Food and Drink industry guidance on good manufacturing practice for COVID-19 can be viewed via the homepage of the NIFDA website. <http://nifda.co.uk/wp-content/uploads/2020/03/NIFDA-Good-Manufacturing-Practice-Covid-19.pdf>

Food processing facilities already operate to the highest hygiene and food safety standards. In response to COVID-19, NIFDA member companies have gone much further, by introducing measures such as reduced numbers of workers on site at any one time, re-designed processes, adjusted work flows and social distancing where reasonably possible.



Food heroes

The COVID-19 pandemic has demonstrated the importance of our key workers right across the food supply chain. The farmer, the food factory worker, the delivery driver, the retail assistant – they are all food heroes, who, throughout the pandemic, have continued to work hard to feed the nation during unprecedented times. We were delighted to showcase some of the hard work our food heroes were carrying out through a short film, which proved popular and can be viewed on the news page of our website. <https://nifda.co.uk/news/northern-irelands-food-heroes/>



Building a path to recovery

Both government and industry have taken brave decisions to combat the COVID-19 pandemic. Looking to the future, we now must look for a post-Covid path to recovery for the food industry and the wider 'eating ecosystem' of other sectors to which it is linked, including farming, packaging, delivery services, restaurants, retailers and more.

NIFDA has worked with over 30 food and drink organisations across the UK, encompassing every corner of the sector, to author proposals outlining actions government and industry can take to futureproof the industry.

The document calls on the government to protect capacity in the short term and urges a long term rethink of its approach to food, by developing a new strategy based around improving the UK's balance of trade, moving the public towards a healthier diet, minimising the environmental impact of food production and maximising animal welfare.

The full document can be viewed on the news page of our website. <https://nifda.co.uk/news/uk-food-and-drink-industry-publishes-post-covid-recovery-proposals/>

MESSAGE FROM NIFDA EXECUTIVE DIRECTOR

For 24 years NIFDA has championed Northern Ireland food and drink, working hard to help and support members, taking their concerns to the heart of government, and protecting the interests of the industry. With the very real prospect of 'no deal' during the first stages of the Brexit negotiations, and without a functioning Northern Ireland Executive at the time, it was NIFDA and the trade associations representing other sectors that stood up for Northern Ireland industry and made our voices heard in Westminster.



Michael Bell, Brian Irwin and Denis Lynn meeting Lord Duncan

The challenges of 2020 took this to the next level. The pandemic was, and to an extent remains, an ever-evolving situation for Northern Ireland agri-food. The NIFDA board met on a regular, often daily, basis to assess the situation, take stock of the feedback

we were receiving from members, and work with Government agencies to ensure we got the response right. We will maintain that same focus and determination as we all continue to deal with the challenges presented by COVID-19, alongside the myriad

of other issues facing our members. Such issues include the next stages of Brexit, changes to packaging legislation and the need to implement a Northern Ireland capital investment support scheme.

We are always looking for new ways to develop our engagement with, and for, our members. We have established a number of different engagement and policy forums focusing on certain issues, which you can read about in this brochure. Our Twitter account is always active, drawing attention to activity in the world of NI food and drink and we are always seeking new content and ideas. If your business is doing something you want to shout about, or if there is something you feel NIFDA should be highlighting, please get in touch.

Similarly, with our **NIFDAMatters** newsletter, we want to share news from our members, industry updates and details of upcoming events. If there is something you would like to share in future editions, please contact us. As always, we truly value input and feedback from our members.

GET IN TOUCH WITH NIFDA

Twitter @NIfoodanddrink **Email:** info@nifda.co.uk

Mob: 075 8652 0200 **Tel:** 028 90241010



MEMBERS' DISCUSSION FORUM

Food manufacturers are currently trying to navigate their way through a tsunami of legislative changes as well as the exceptional challenges posed by COVID-19. To provide members with more support in these challenging times, NIFDA has recently established a Members' Discussion Forum. With meetings

taking place virtually, the forum acts as a discussion platform for members to ask questions and share insights. Companies from across the Northern Ireland food manufacturing sector joined us for the inaugural meeting. If you would like to get involved, or need more information, please contact jill@nifda.co.uk

WHAT OUR MEMBERS SAY...

The inaugural NIFDA members' discussion forum was invaluable in providing us with an up-to-date insight into both the current Brexit position and COVID-19 response, specific to the NI food and drink sector. Whilst Michael didn't have all the answers, his insight and knowledge on the current Brexit proposals and their implications was very beneficial. The short, to the point format worked very well and the discussion with other businesses gave us further insight into how other NI food businesses are preparing and some additional ideas to review ourselves. I think the launch of the forum comes at the perfect time and will be invaluable as we continue to navigate COVID-19 and approach the 1st January Brexit deadline.

James Mathers, General Manager, White's Oats

A really useful opportunity to discuss current issues with other businesses and likely to be even more relevant in coming months as we approach the Brexit deadline and try to deal with the challenges this brings.

Ciaran Harkin, Chief Executive, Andrews Flour

I found the update from Michael and the discussion afterwards very helpful – it's good to get a sense of the latest mood music on the Brexit negotiations and hear how others are planning for the possible outcomes.

Angus Wilson, Wilson's Country

NIFDA PACKAGING FORUM

Plastic waste has become a key public concern in recent years, with research finding that UK adults were more concerned about plastic waste than Brexit, air pollution or climate change. Government response to this concern has, to date, focused on recycling, however this is difficult, as not all plastics are captured for recycling and some are easier to recycle than others.

As government continues to legislate in this area, there is a clear need for a food industry voice on plastics and packing so, in June 2019, NIFDA established its Packaging Forum.

Bringing together companies from across the food sector locally, we are working to see what industry can do to be part of the solution. Meeting on a regular basis, the forum offers firms the opportunity to share best practice and engage with Government to lobby for solutions that are practical, workable and sustainable in the long term.

Companies involved with the forum include Coca-Cola HBC, Moy Park, ABP, Dale Farm, Lakeland, Allied Bakeries Ireland, Irwin's Bakery, Tayto, Dunbia and Foyle Food Group.



Forum members pictured at AFBI, Hillsborough and Coca-Cola HBC, Lisburn.

HR FORUM

Amongst the many difficulties presented by the pandemic were those relating to employment and HR. COVID-19 and the Government's response posed questions for businesses surrounding the details of the furlough scheme, shielding, return to work and changes in terms and conditions. To cast light on these issues, NIFDA arranged two HR discussion forums over the past six months, giving members the opportunity to hear from employment law experts at Carson McDowell LLP. We are pleased with the feedback from members following these forums and thank Carson McDowell for their expertise.



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NIFDA APPOINTS NEW CHAIRMAN



SPEAKING AFTER HIS APPOINTMENT, NICK WHELAN SAID:

"Northern Ireland needs a strong food and drink sector if its economy is to recover from COVID-19 and face the imminent challenge of Brexit. We need a capital expenditure support scheme now and grants should be given to support firms in investing further in automation, innovation and skills. Furthermore, the establishment of a food export marketing body is long overdue and should be an urgent priority for the Northern Ireland Executive.

At its AGM in May, which took place virtually due to COVID-19, NIFDA appointed Nick Whelan as the new Chairman of its board. Mr Whelan is Group Chief Executive of dairy cooperative Dale Farm and takes over from immediate past Chairman Brian Irwin. He will hold the position for two years.

"We have a world-class food and drink industry that feeds some 10 million people across these islands and beyond. I look forward to taking up the role and will continue to champion Northern Ireland food and drink as we face our present challenges and look to future opportunities."

NIFDA BOARD APPOINTMENTS



George Mullan, Managing Director, ABP Northern Ireland, has been appointed as Vice-Chairman of NIFDA.

George has worked for ABP Food Group for 30 years managing facilities in Longford, Ravensdale and Clones. Previous to that he worked in the ABP facilities in Cahir and Waterford. He played a key role in ABP's entry into the Polish beef processing sector and was involved in the initial acquisitions there. In early 2016 George was appointed Managing Director of ABP NI.

ABP NI comprises of 2 processing facilities – Lurgan and Newry – which process 2500 cattle and 3000 sheep per week and employ over 650 people over both sites. ABP NI serves all the leading retailers in NI and mainland Britain. ABP NI has recently collaborated with Fane Valley in a 50/50 joint venture of Linden Foods.



Group Finance Director for the SHS Group, Arthur Richmond, has been appointed to the NIFDA board.

Arthur Richmond is Group Finance Director for the SHS Group and a member of the Group Board. Founded in 1975, the SHS Group is a major player in the fast moving consumer goods sector throughout the UK and Ireland. The Group owns brands such as WKD, Shloer, bottlegreen, Meridian nut butters, Zip firelighters and distributes a number of major brands on behalf of National and International Brand Owners. In addition, the Group is the largest supplier of own label Herbs & Spices and Condiments in Great Britain.

Arthur has been with the SHS Group in various roles since 1996 and is currently responsible for Group Finance, M&A and the Corporate Services Division based in Belfast. His role also includes a significant involvement with the management and strategy of the other Group Divisions.



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NIFDA COLLABORATES WITH PARTNERS



Automated Food Manufacture Network

NIFDA's work with the Invest Northern Ireland-supported Harvesting Tomorrow's Skills (HTS) network identified the need to explore how using robotics and automation could tackle recruitment shortfalls and support the continued growth of the food industry. Multiple factors have changed the employee marketplace in Northern Ireland in recent years – including the sheer growth of the industry, the trend of young people migrating from Northern Ireland

and increased competition from ROI. Alongside the pressure caused by COVID-19, a near perfect storm is approaching the food industry, and a new network has come together to fully explore the option of automation.

The Automated Food Manufacture (AFM) network, supported by Invest Northern Ireland through its Collaborative Growth Programme, will explore how robotics, automation and other new technologies can be integrated into the production process. It is expected that with increased knowledge and comparable evidence on how new technology could be adopted, there would be a significant increase of local food manufacturers investing in automation. NIFDA is leading on the project and we are currently in the process of appointing a facilitator.

The Collaborative Growth Programme supports SME-led networks to scope out innovative, collaborative projects with the potential to increase business competitiveness.



Example of collaborative robotics in Sweden (Image Credit: www.universal-robots.com)

NIFDA's work with the Food and Drink Federation

The Food and Drink Federation (FDF) is proud to work in partnership with NIFDA to support food and drink businesses in Northern Ireland and across the UK. On the EU Exit and the COVID-19 crisis, we have joined forces to provide guidance to the sector and to collectively set out our policy priorities. As we move into another difficult chapter – the end of the transition period after which we cease to be a member of the European

Union, we will be continuing to work together closely. We will be following all EU related developments, including regulation, workforce and trade and customs including the Irish border very closely to provide the highest level of expertise and support for our members.



TRACY HAMILTON FEATURES IN NEW YEAR HONOURS LIST 2020

Mash Direct co-founder and NIFDA board member Tracy Hamilton was awarded an MBE in the New Year Honours list earlier this year for services to the Northern Ireland agri-food sector. The accolade is a testament to Tracy's unwavering commitment to our local food and drink industry and her championing of diversification and diversity within it.

In the early 2000s, Tracy worked tirelessly with her husband Martin to create the Mash Direct brand on the family farm in Comber, County Down. She has since worked to share this knowledge and best practice amongst start-ups for those aiming to launch small food and drink businesses across the region.

Speaking about her award, Tracy said, "This is an incredible honour. I feel very fortunate to be recognised and feel that this award belongs to the Northern Irish agri-food sector as a whole - and the incredible enthusiasm and hard work of all involved." Our congratulations to Tracy on achieving this well-deserved recognition!



Proudly supporting NIFDA

*We wish them
every success for
the coming year*

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Your voice, where it matters

**JOIN THE DISCUSSION WITH PEERS AND
COLLEAGUES BY BECOMING A NIFDA MEMBER.**

TO FIND OUT MORE ABOUT MEMBERSHIP
CATEGORIES AND BENEFITS CONTACT:

JILL DEVENNEY
EXECUTIVE ASSISTANT

jill@nifda.co.uk

Tel: 028 90 241 010

Mob: 075 8652 0200

www.nifda.co.uk

@Nifoodanddrink



Stepping up to the plate

It's a period that will test the industry. Northern Ireland's sector is uniquely exposed to Brexit. Whatever the final shape of the UK-EU relationship, businesses will likely feel a direct impact on their costs, labour supply, food standards and other key operational aspects. Ultimately, they also need to stand ready to seize potentially huge opportunities.

Meanwhile, the progress of Covid-19 will oblige our food businesses to work even more creatively to help feed the nation – and the world beyond. The sector has been relatively resilient through the pandemic so far, but further disruption is inevitable.

Every business will have its own commercial solution to these uncertainties. At HSBC UK, we'll work with you to find yours, and to fund your future ambitions.

Our continuing commitment to NIFDA and its membership is no accident. We recognise your powerful contribution to the food trade, and we believe we're well placed to help navigate the challenges to come. Our experience of the food chain dates back to the bank's launch, over 150 years ago. Today our local 17-strong team works to understand and support firms in every field of Northern Ireland's food sector.

At HSBC UK we're thrilled to be renewing our relationship with NIFDA for a further three years.



Talk to us about how we can support your growth.

Gillian Morris

Head of Corporate Banking,
Northern Ireland
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07387 246057

Allan Wilkinson

Head of Agrifoods
allanwilkinson@hsbc.com
07836 536150

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