

19<sup>th</sup> January 2015

## NOTICE OF 60<sup>TH</sup> ANNUAL GENERAL MEETING

**To: Each Member of the Executive Council (outgoing and incoming)  
County Vice-Chairmen, County Secretaries and Invitees**

Dear Member

The 60th Annual General Meeting of the Executive Council will take place on **Tuesday/Wednesday 27<sup>th</sup>/28<sup>th</sup> January 2015 in the Irish Farm Centre** and the arrangements are detailed below. Enclosed, please find Agenda and Nomination Paper for Rules Committee positions.

The formal business of the AGM will commence at 12 noon on Tuesday 27<sup>th</sup> January. When the formal business of the AGM is discharged, an ordinary meeting of an expanded Executive Council will follow when each commodity chairman will report on their committee's work and progress in 2014 and set out their plans and objectives for 2015.

An Taoiseach Enda Kenny will be guest of honour that evening at dinner where the Association will **mark the retirement of Michael Treacy**. It will take place in the Red Cow Moran's Hotel commencing with pre-dinner drinks at 6.45pm and dinner being served at 7.30pm. Overnight accommodation will be provided in the Red Cow Moran's Hotel and Bewley's Hotel, Newlands Cross.

Please contact Susan Ryan on 01 4260329 to confirm your AGM attendance and hotel accommodation.

The Council will reconvene at 9.30am on Wednesday 28<sup>th</sup> January, where the Minister for Agriculture Simon Coveney will address the meeting. This will be followed by an introduction to our new Director of European Affairs, Liam MacHale and a discussion on TTIP and other European priority issues.

**After lunch, a meeting of Council Members only will take place to discuss resolutions submitted.**

I hope these arrangements are to your satisfaction and that you will be in a position to attend.

Best regards.

Yours sincerely



Pat Smith



**The Irish Farmers' Association**  
**60<sup>th</sup> Annual General Meeting**

**A G E N D A**

1. Adoption of Minutes of previous Annual General Meeting
2. Adoption of Auditor's Report, Income & Expenditure Account and Balance Sheet.
3. Appointment of Auditors
4. Annual Report of National Committees and Commodity Sections
5. Reports from IFA Representatives on Outside Bodies
6. Presidential Address
7. **Election of members of National Rules, Privileges and Procedures Committee \***  
*Anne Keohane, representing **Council**, is retiring and is **eligible** for re-election*  
*Peter Luttrell, representing **South Leinster**, is retiring and is **eligible** for re- election*
8. Ratification of IFA Representatives on Outside Bodies
9. Election of Honorary Life Members
10. AOB

- \* Nominations for these positions must be made on the attached form and must be received by the General Secretary by 11am on Tuesday 20<sup>th</sup> January 2015. Only County Representatives on the Council can vote in the above elections.



**Minutes of 59<sup>th</sup> Annual General Meeting of the IFA Executive Council  
held on Tuesday, January 14<sup>th</sup> 2014 in the Irish Farm Centre, Dublin at 12 noon.**

**Attendance**

**Chairman:** President E Downey

**Members:** T O'Leary, J Mc Carthy, J Murphy, B Stewart, T Turley, J Bergin, M Biggins, T Brady, S Brosnan, H Burns, M Canning, T Cashman, R Connell, B Cotter, E Davitt, D Deane, E Doyle, T Doyle, A Dundas, L Dunne, P Farrell, J Fitzpatrick, M Fleming, P Gilhooley, A Gleeson, P Hennessy, J Hosford, G Johnston, P Joyce, P Kinane, H Kingston, J Lynskey, J Mc Carthy, F Mc Carthy, M McGreehan, A McHugh, PJ McMonagle, M Murphy, P Murray, J O'Beirne, K O'Dowd, P O'Driscoll, P O'Flaherty, S O'Leary, J O'Rourke, J Parlon, G Reilly, N Renaghan, S Ryan, T Short, B Treanor, S Arthur, P Dunne & J Gallagher.

**Outgoing Members:** J Bryan, JJ Kavanagh, P Divilly, J Waters, C Hayes, T Carpenter, N Delany, T Fadian, M Healy, K Kiersey, G Mason, M Keane & M Twomey-Casey.

**County Vice Chairmen:** J Nolan, J Spears, T Dunne, R Kingston, C O'Leary, S Quirke, F Gorman, S Conefery, J Keena, JJ O'Neill, M Flynn, J Henson, T Cooke, M Chance, P Shields, N Delaney, B Horan, P O'Shea & T Fitzpatrick.

**County Secretaries:** W Burgess, D O'Donovan, M Smiddy, J O'Sullivan, F Grace, T Stanley, F Nugent, G Murnane, R Meehan, B Reilly, C O'Flynn, B Deane, K Bray, S McKenzie, R Mackey.

**Apologies:** L Ward, M Silke, C McCollum, A Baker, G Boland, D Glennon & A Baker.

**Staff:** General Secretary P Smith, B Barry, M Treacy, J Kelly, K Heade, F Conway, T Bourke, G Gunning, T Ryan, K Kinsella, K Kilcline, D O'Shea, C Lascurettes, N Madigan, R Malone and T Ryan.

These minutes record the formal business of the 59<sup>th</sup> Annual General Meeting of the NFA / IFA Executive Council (42<sup>nd</sup> IFA). The AGM was followed by an ordinary meeting, the minutes of which are recorded separately.

**Opening Remarks**

The outgoing President John Bryan welcomed the Council members, in particular newly elected officers, together with the County Vice Chairmen, County Secretaries and others, who had been invited to the two day event.

**Minutes**

The minutes of the 58<sup>th</sup> Annual General Meeting of the Council held on **15<sup>th</sup> January 2013** were **agreed** and signed by the Chairman. Proposed F McCarthy, seconded M Twomey Casey.

**Adoption of Auditor's Report and Financial Statements**

Mr Kevin Sheehan, representing the Association's auditor, Deloitte & Touche, was in attendance. A copy of the Draft Auditor's Report and Financial Statements for the year ended March 31<sup>st</sup>, 2013 had been circulated in advance of the meeting. National Treasurer JJ Kavanagh said the draft audited accounts had been discussed at the November Council

meeting and he thanked the Financial Controller K Heade and his staff for their support during his term.

The General Secretary reported that the President, National Treasurer and himself had taken an initiative to set up an internal Audit Committee as a sub-committee of the Executive Board comprising Con Lucey as Chairman, the current National Treasurer and the previous National Treasurer.

Mr Sheehan of Deloitte referred to the auditor's report and read a formal statement to the meeting expressing the auditor's opinion that the financial statements gave a true and fair view of the state of affairs of the Association.

**Resolved:** "That the Auditor's Report and Financial Statements of the Association for the year ended March 31<sup>st</sup>, 2013 be formally ratified and adopted". Proposed M Flynn, seconded N Delaney.

**Appointment of Auditor** **Resolved:** "That Deloitte & Touche be reappointed Auditor to the Association". Proposed JJ Kavanagh, seconded P Divilly.

**Annual Report of National Committees and Commodity Sections** A copy of the Annual Report for 2013 of the National Committees and Commodity Sections had been issued in advance of the meeting. The President said the reports would be **taken as read** and any issues could be raised during the ordinary meeting. Proposed J Murphy, seconded T Cashman. **Agreed.**

**Reports from Representatives on Outside Bodies** Reports for 2013 from Representatives on Outside Bodies and Boards had been circulated with the documentation. The President suggested that the reports be **taken as read**. Proposed M Flynn, seconded T Short. **Agreed.**

**Address by Outgoing President John Bryan** The outgoing President John Bryan said it had been a huge honour and privilege for him to lead the Association over the previous four years. He **thanked everybody** for their fantastic support during his term as President, including the thousands of members who turned out to support IFA protests during his term. He highlighted in particular IFA's huge **campaign on the CAP**, where farmers originally were facing a 30% cut to the CAP budget, and flat payments/regionalisation was being by Commissioner Ciolos. IFA had changed EU policy and succeeded in getting the best deal of any country in the EU. A Pillar I budget of €1.214 billion together with flexibilities to minimise the cuts to active farmers and a strong Pillar II RDP programme combining EU and national funding would result in a total budget of €1.8 billion per year over the next seven years. In 2009 and 2010, milk and beef prices were on the floor and IFA challenged retailers, processors and the market place to get **product prices** up to sustainable levels. Producer prices had risen substantially but costs had also risen. IFA had strongly resisted WTO and bilateral **trade deals** on the basis on equivalence of standards. In one of the worst recessions in living memory, IFA had battled every budget and maintained support for key farm schemes and for farm tax reliefs. AEOS 1, 2 and 3 had been delivered together with strong support for TAMs and to the Suckler Cow and Sheep Grassland schemes. IFA had successfully positioned agriculture as a vital driver of economic recovery through growing food exports and job creation.

John Bryan thanked all the Officers and staff for their support during his term, particularly General Secretary Pat Smith with whom he had worked very closely over the previous four years. He concluded by wishing **incoming President Eddie Downey** and his new team all the best for the future.

## Video

A video highlighting **media coverage of IFA campaigns and achievements** on behalf of farmers during John Bryan's term as President since from January 2010 to December 2013 was played to the meeting.

## Inaugural Presidential Address by Eddie Downey

The following summarises the main points of the Inaugural Presidential Address of Mr. Eddie Downey, a full copy is which is recorded separately. The new President said he was greatly honoured to be elected the fourteenth President of IFA with a clear mandate and he set out four **key priorities for the Government, processors and retailers** namely:

- Improving **farm incomes** by restoring more equity to the food supply chain and reducing inputs cost;
- A new **Charter of Rights** to remove the fear surrounding inspections;
- Defending Irish agriculture from **damaging trade deals**; and
- On the **review of taxation**, to defend farmers' interests and secure new incentives to drive land mobility and investment, and manage farm income volatility.

He **thanked** the outgoing team led by John Bryan for their hard work on behalf of farmers and acknowledged the other candidates in the elections. He congratulated the other members of the newly elected team at national level, including National Officers, Commodity Chairmen and County Chairmen and looked forward to working with them.

He expected that the new **Rural Development Programme** would be cleared by the cabinet that afternoon and that details of **CAP implementation** would be announced by the Minister for Agriculture at the AGM later that evening. The RDP must provide the resources for a strong disadvantaged areas scheme together with an agri environment scheme for 50,000 farmers and farm investment across all sectors. IFA would remain vigilant to ensure that CAP support was targeted at active productive farmers through both the SFP and the RDP.

The **attack on bull beef prices** in recent weeks by the factories was seriously eroding confidence among winter finishers. Feeders were very frustrated and angry at the way the factories were changing the specifications to undermine prices. With the planned expansion of the dairy sector, livestock farmers needed to be very careful. Expansion must be based on profit rather than numbers just to supply cheap raw materials for the factories. While there were exciting opportunities for our **dairy sector**, prudent business planning at farm level was essential and the dairy industry had more to do regarding industry consolidation.

The review of the **Nitrates** regulations provided a real opportunity to deliver greater flexibility for Irish farmers. On **climate change**, a commitment by Environment Minister Phil Hogan that the Government would not introduce sectoral emission targets that would stifle our agriculture and food sector was welcome but must become policy at both EU and UN level. **Farm safety** and the mental wellbeing of members continued to be a priority and IFA would also pursue reform of the Fair Deal scheme. In January 2015 IFA would celebrate the **60<sup>th</sup> Anniversary** of its foundation.

The President looked forward to working closely with all Officers and staff to deliver on the issues on behalf of farmers.

**Election of National Treasurer/Returning Officer**

The outgoing National Returning Officer M Keane said nominations had been received for J Bergin, D Deane, P Divilly, C Hayes and J Waters. Following an election, **J Bergin was elected.**

The President thanked M Keane and the Rules Committee including Assistant General Secretary B Barry for their conduct of the IFA Presidential elections. He also paid **tribute to JJ Kavanagh** for his contribution as National Treasurer/Returning Officer on behalf of farmers and wished him well for the future.

**Election of Members of National Rules Committee**

**Mr J Brady** representing Ulster/North Leinster and **Mr B Donnelly** representing Connacht were retiring and both were eligible for re-election. The National Treasurer/ Returning Officer J Bergin said the only nominations received were for Messrs Brady and Donnelly and he declared them **re-elected.**

**Ratification of Representatives on Outside Bodies**

The list of representatives on outside bodies and Boards had been circulated. Proposed P Joyce, seconded J O'Rourke. **Agreed.**

**Election of Honorary Life Members**

The following members had been nominated for Honorary Life Membership of the Association by their respective County Executives:

<b>Name</b>	<b>County</b>
Benny Sheils	Cavan
Thomas Garvey	Clare
Donie Cashman	Cork Central
Gerry Sheehan	West Cork
Connell McGinley	Donegal
Matthew McGrane	Dublin
John Donnelly	Galway
Tom Lawlor	Kerry
Pearl Holt	Kildare
Victor Hennessy	Kilkenny
Pat Drennan	Laois
John Kelly	Leitrim
Jackie McCarthy	Limerick
Robert Ruttle	Limerick
Thomas Fagan	Longford
Paddy Feehan	Louth
Brendan O'Mahony	Mayo
Rosemary Swan	Meath
Seamus Sherry	Monaghan
William Maher	North Tipperary
Larry Mealiffe	Offaly
Paddy Halligan	Roscommon
Sean Tempany	Sligo
Peter Breen	South Tipperary
Alex Heskin	Waterford



**Agreed** unanimously that all nominees be elected to Honorary Life Membership. Proposed A Dundas, seconded J Hosford.

**Any Other  
Business**

None

**Conclusion**

The President thanked everybody for their co-operation and support, and this concluded the formal business of the AGM.

An **ordinary meeting** of the Executive Council followed.

The **AGM Dinner** took place that evening and this was attended by Minister for Agriculture, Simon Coveney.

At the dinner, the President paid tributes and made **presentations to outgoing officers and members of the Council**, namely President J Bryan, National Treasurer/Returning Officer JJ Kavanagh, Connacht Vice President P Divilly, Ulster North Leinster Vice President J Waters, Munster Vice President C Hayes, National Dairy Committee Chairman K Kiersey, National Grain Committee Chairman N Delany, National Potato Committee Chairman T Carpenter, Hill Farming Committee Chairman T Fadian, National Farm Family & Social Affairs Committee Chairman M Healy, Tipperary South Chairman G Mason, National Returning Officer M Keane and Cork North Chairman M Twomey-Casey.





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CELEBRATING **60** YEARS 1955-2015





# **The Irish Farmers' Association**

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***FINANCIAL STATEMENTS  
FOR  
THE YEAR-ENDED 31<sup>st</sup> MARCH, 2014***

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## **60<sup>th</sup> Annual General Meeting**

**Irish Farm Centre  
Tuesday/Wednesday 27<sup>th</sup>/28<sup>th</sup> January, 2015**



# The Irish Farmers' Association

Annual Report and  
Consolidated Financial Statements  
for the year ended  
31 March 2014

DRAFT

**THE IRISH FARMERS' ASSOCIATION**

**CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT  
FOR THE YEAR ENDED 31 MARCH 2014**

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	2014 €	2013 €
<b>INCOME</b>	<b>12,908,200</b>	12,540,305
<b>EXPENDITURE</b>	<b>(11,454,885)</b>	(12,630,083)
Profit/(loss) on disposal of fixed and financial assets	<b>41,286</b>	(3,811)
<b>OPERATING SURPLUS/(DEFICIT)</b>	<b>1,494,601</b>	(93,589)
Share of operating surplus in other financial assets	<b>637,020</b>	493,840
	<b>2,131,621</b>	400,251
Taxation	<b>(92,752)</b>	(66,785)
<b>RETAINED SURPLUS FOR THE YEAR</b>	<b>2,038,869</b>	333,466

Results derive from continuing operations in the current and prior year.

The financial statements were approved by the Executive Council on .....  
and signed on its behalf by:

) (President)  
)  
) (Honorary Treasurer)  
)  
) (General Secretary)



**THE IRISH FARMERS' ASSOCIATION**

**CONSOLIDATED STATEMENT OF TOTAL RECOGNISED GAINS AND LOSSES  
FOR THE YEAR ENDED 31 MARCH 2014**

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	2014 €	2013 €
Retained surplus for the year	2,038,869	333,466
Increase in market value of investments	3,235,528	2,080,597
Actuarial loss in retirement benefit scheme	-	-
Total recognised gains for the year	<u>5,274,397</u>	<u>2,414,063</u>

DRAFT

**THE IRISH FARMERS' ASSOCIATION**

**CONSOLIDATED BALANCE SHEET AS AT 31 MARCH 2014**

	2014 €	2013 €
<b>FIXED ASSETS</b>		
Tangible assets	412,800	405,600
Special reserve fund assets	16,429,025	13,040,325
Financial investments	689,936	574,797
Other financial assets	3,336,778	2,792,474
	<u>20,868,539</u>	<u>16,813,196</u>
<b>CURRENT ASSETS</b>		
Debtors	1,226,455	767,700
Cash at bank and in hand	1,722,788	1,816,962
	<u>2,949,243</u>	<u>2,584,662</u>
<b>CREDITORS:</b> (Amounts falling due within one year)	<u>(4,446,396)</u>	<u>(4,950,870)</u>
<b>NET CURRENT LIABILITIES</b>	<u>(1,497,153)</u>	<u>(2,366,208)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<u>19,371,386</u>	<u>14,446,988</u>
<b>CREDITORS:</b> (Amounts falling due after more than one year)	-	(350,000)
<b>PENSION LIABILITY</b>	-	-
<b>NET ASSETS</b>	<u><u>19,371,386</u></u>	<u><u>14,096,988</u></u>
<b>CAPITAL EMPLOYED</b>		
Accumulated surplus	11,318,411	9,279,542
Revaluation reserve	8,052,975	4,817,447
	<u>19,371,386</u>	<u>14,096,989</u>

The financial statements were approved by the Executive Council on .....  
and signed on its behalf by:

) (President)  
 )  
 ) (Honorary Treasurer)  
 )  
 ) (General Secretary)



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# **The Irish Farmers' Association**

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***ORGANISATION REPORT***

***FOR 2014***

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## **60<sup>th</sup> Annual General Meeting**

**Irish Farm Centre  
Tuesday/Wednesday 27<sup>th</sup>/28<sup>th</sup> January, 2015**



## Organisation

### Progress and Delivery in 2014

- **Income:** A solid performance across all the Association's income channels saw ambitious financial targets being achieved.
- **Membership:** Core membership base achieved growth to a high of almost 90,000 with a focus on Direct Debit. Family base also achieved growth. IFA Countryside & Associate membership levels were maintained.
- **Communications:** regular updates on issues, action, member benefits and services issued. All members contacted on renewal to introduce new and improved benefits.
- **IFA.ie:** new website - IFA's central digital hub, regular news, policy, events, representative updates.
- **iFarm App:** re-designed to get easy access to prices and market commentary. 60,000 downloads
- **Member Benefits:** significantly outweigh subscription cost. Improved supports & deals include FBD, Hotels, Motor
- **Member Services:** improved Mobile, Power and Telecom deals. Number of new products under investigation.
- **Member Education:** 30 farmers joined FBD European Scholarship in Spain.
- **Member Development:** communications; leadership, taxation, financial courses run with leaders. Skillnet grant retained.

### Priorities 2015

- Improve the efficiency of EIF and build range of support services and benefits to members
- National rollout of Theft Stop & Text Alert rural security initiatives with An Garda Síochana
- Ensuring Government deliver a high speed broadband service for rural areas
- Digital focus aimed at developing resources for farmers to increase efficiencies and reduce input costs – spotprice.ie

Finally on behalf of all Regional, Organisation and Member Services staff, I would like to acknowledge and thank all our voluntary officers for their help during 2014 and wish you all health and prosperity for the year ahead.

*James Kelly*  
*Director of Organisation*

*Jer Bergin*  
*Chairman Member Services*







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# **The Irish Farmers' Association**

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***ANNUAL REPORT FOR 2014  
OF  
NATIONAL COMMITTEES & COMMODITY SECTIONS***

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## **60<sup>th</sup> Annual General Meeting**

**Irish Farm Centre  
Tuesday/Wednesday 27<sup>th</sup>/28<sup>th</sup> January, 2015**



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**Annual Report for 2014 of  
National Committees, Commodity Sections & Project Teams**

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**C O N T E N T S**

***Major Commodity Committees***

National Livestock Committee  
National Dairy Committee  
National Liquid Milk Committee  
National Sheep Committee  
National Pigs and Pigmeat Committee  
National Grain Committee

***Other Committees, Sections and Project Teams***

Animal Health Project Team  
IFA Aquaculture  
Communications  
IFA Countryside Project Team  
Economics Section  
National Environment & Rural Affairs Committee  
National Farm Business Committee  
National Farm Family & Social Affairs Committee  
National Farm Forestry Committee  
Flood Project Team  
Fresh Milk Producers  
Hill Farming Committee  
Horse Project Team  
Horticulture Committee  
Inputs Project Team  
Oireachtas Liaison  
National Potato Committee  
National Poultry Committee  
Regulation & Direct Payments Project Team  
Renewables and Alternative Land Use Project Team  
Retailer, Processor and Consumer Relations Project Team  
National Rules, Privileges and Procedures Committee  
National Rural Development & Less Favoured Areas Committee  
SACs Project Team



## National Livestock Committee

### Progress and Delivery in 2014

#### Cattle Price Campaign

- A strong IFA cattle price campaign throughout 2014 undertook sustained action and delivered significant price increases and real benefits across a range of issues.
- Persistent IFA pressure involving over 30 livestock protests were held at factories, retailers, food service outlets and the Department of Agriculture, all focused on improving the price, specification and income situation. Large public farmer meetings were held in almost every county on the livestock issues.
- The IFA campaign delivered significant benefits for farmers including;
  - Price increases of €110 per head for beef cattle in the Oct/Dec period. This was achieved despite a weekly kill of 34/37,000 head.
  - A reversal in all of the severe beef specifications cuts on weight, breed and age in the Beef Forum chaired by the Minister, worth €200/€300/animal for the farmers involved.
  - IFA worked hard to get additional cattle killed, particularly bulls early in the year in a situation where the kill increased by 150,000 head or 10% in 2013.
  - IFA met with the NFU in England, Wales and Scotland as well as N Ireland and prevented Irish beef from being negatively targeted in the UK.
  - IFA secured the establishment of the Beef Forum and held meetings with Minister Coveney and the DAFM, factories at local and national level as well as, Bord Bia, Teagasc and ICBF.
  - Secured agreement that processors will not impose any price penalties on any animals based on weights up until the 31<sup>st</sup> December 2015. Work to examine the implications of weight specifications in the interim.
  - A new QA payment for steers and heifers from QA farms and retention of the 12c/kg in spec bonus under the QPS.
  - Important commitments on beef price transparency, a new market index, a new beef price watch app, full transparency on bull beef prices on a per factory basis and agreement that the R3 steer is the accepted system for cattle price comparisons across the EU.
  - Processors and Bord Bia to engage with and work with customers to increase the age limit from 30 months to 36 months.
  - Work on flexibility on movements and residency to assist marts sales.
  - Changes to the AIMS system to harmonise the system for counting four farm residencies to determine eligibility for the 12c/kg in spec bonus.
  - More contracts for winter finishers.
  - Support for live exports, particularly to N Irl and the UK.
  - Support for the development of Producer Organisations to rebalance negotiating power along the supply chain.
  - Strengthen of DAFM controls on carcass trim.
  - Focus on the future of bull beef production in early 2015.
  - Real progress in opening new markets to the Philippines, USA, China
  - IFA worked with the marts and ICOS at national and EU level on live exports and labelling.
  - More contracts for winter finishers.
  - Support for live exports, particularly to N Irl and the UK.
  - Strengthen of DAFM controls on carcass trim.
  - Focus on the future of bull beef production in early 2015.
  - A new €100/€80 per head suckler beef genomic scheme.
  - IFA met all the main retailers and food service providers' including McDonalds.

- Cattle prices averaged €3.89/kg for steers and €4.00/kg for heifers in 2014. Store and weanling cattle prices held up with quality weanlings maintaining 2013 price levels.

### **Cattle Supplies, Live Exports**

- Cattle slaughterings at the meat plants increased by almost 150,000 head or 10% in 2013. This caused major problems in farmers getting cattle killed, particularly bulls and on specifications with cuts on weight, age and breed.
- IFA worked hard to drive on the live trade in 2014 with an increase in numbers exported of 25,000 head to 237,000 head, including 52,000 to Northern Ireland.
- IFA secured the reopening of the Stena ferry route to the UK with live exports increasing by 66% to 17,000 head for the year. 15,000 head were exported to Libya.
- IFA worked closely with shippers, exporters and the DAFM to secure veterinary certificates and vessels. Live exports provided a vital market outlet for calves and weanlings to EU markets.

### **Price Information**

- IFA provided vitally important price and market information through the agricultural media and bi-weekly texting as well as through the IFA app on iFarm and on twitter.

### **Promotions**

- In April 2014 Bord Bia allocated additional funding of €500,000 for beef promotion.

### **Retail**

- IFA worked to highlight the importance of cattle prices to farm income with retailers such as Tesco, Super Value, Dunne Stores, Aldi, Lidl and other food service customers.

### **Quality, QPS and Quality Assurance**

- The number of Beef Quality Assurance Farms grew to 46,000 in 2014 following the increase in the in-spec QPS bonus from 6c to 12c/kg in 2013, worth about €44/head.
- At the Beef Forum IFA pushed for a price incentive for all QA steers and heifers from QA farms for 2015. This was introduced at €3/head from Jan 1<sup>st</sup>.

### **New Suckler Genomic Scheme**

- Following strong lobbying by IFA, a new €100/€80 per head suckler beef genomic scheme, worth €52m pa was introduced in the Oct budget for 2015.

### **Beef Discussion Groups**

- Under the new RDP funding for the beef discussion groups will increase to €750 per farmer. IFA is opposing the change in payment arrangements for advisors.

### **CAP Reform**

- In the Ciolos CAP Reform, IFA campaigned strongly on protecting the Single Farm Payment, maintaining the CAP budget, opposing flattening and regionalisation, securing variable greening, and the need to retain strong Pillar II payments for dry stock farmers.
- IFA secured €1.21bn funding in SFP payments as well as €580m pa in RDP payments.
- IFA held a large number of farmer information on CAP implementation.

### **TTIP/Mercosur/Canada and World Trade**

- IFA continues to drive the campaign to protect the livestock sector from increased imports as a result of trade negotiations on TTIP and Mercosur.

### **Direct Payments**

- IFA secured a 50% advance on the SFP from October 16<sup>th</sup> and through strong lobbying secured payments to over 122,000 farmers (99%) worth €1.2bn by year end.

### **Animal Health**

- IFA secured €600,000 in direct support payments for farmers in the BVD programme for 2014. In addition, there was €6bn savings for farmers on Brucellosis.



## Priorities for 2015

### Incomes

- Improving livestock farms incomes through strong cattle prices, price information and competition, buoyant markets, live exports outlets and strong direct payments.

### Cattle Prices/Market/Live Exports

- IFA will apply maximum pressure to optimise cattle prices and competition in 2015 including opening new beef and live cattle markets.

### CAP 2013

- IFA will continue its strong campaign on CAP, focusing on implementation as well as the National Reserve and Young Farmers scheme and protecting the SFP.

### Trade Deals

- IFA will campaign strongly against the damaging aspects of EU bilateral trade deals with the US and Mercosur.

### Farm Schemes/Budget

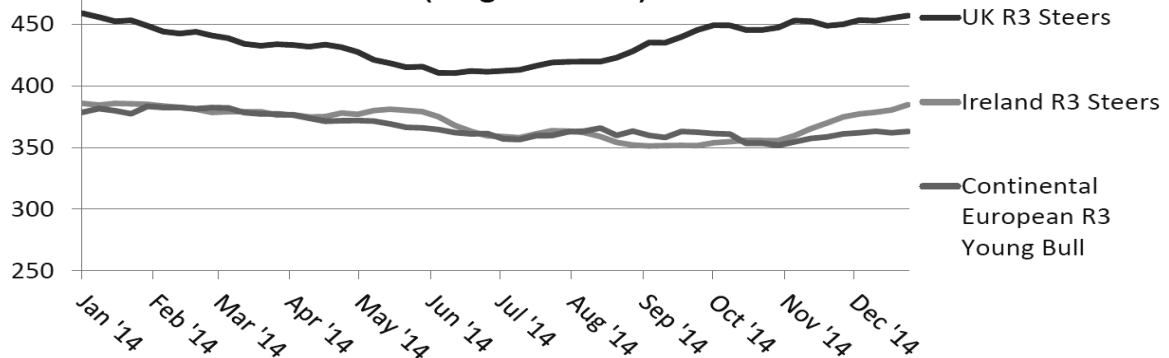
- IFA will continue its strong campaign to reverse Government cuts to the Farm Schemes and secure payments targeted at vulnerable sectors including a strong suckler payment.

### Direct Payments

- IFA will negotiate a new Charter of Rights for Farmers in early 2015 and insist on full payments within the deadlines set down.

## Producer Prices: Ireland vs. Europe & UK

(c/kg excl VAT)

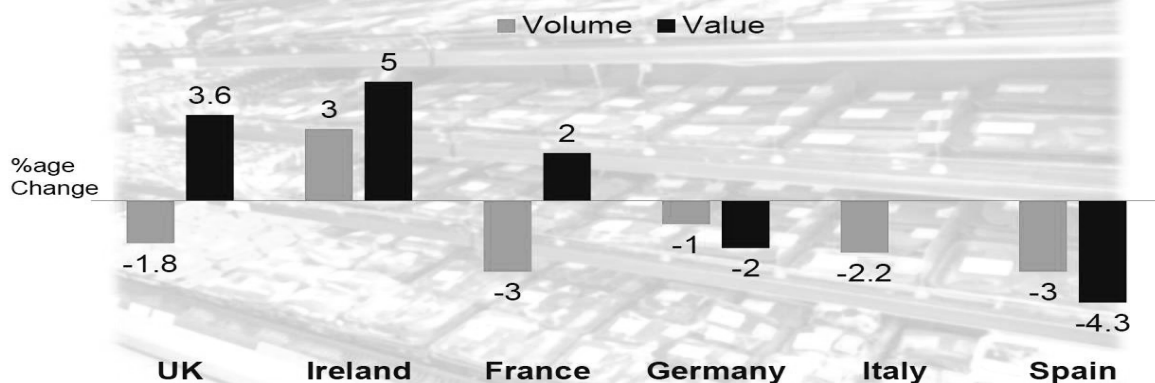


(w/e 28/12) Irish Price €3.86/kg, UK €4.57/kg, Continental EU Av. €3.70/kg;

In Italy, R-grade young bull price: €3.81/kg, Spain: €3.59, France: €3.76, Germany €3.85

Source: An Bord Bia

## Beef Consumption in European Markets 2014



Sources: GFK, Kantar, EU Beef Forecast Working Group, An Bord Bia

## Cattle Price Movements and Beef Kill in Oct/Nov/Dec 2014

Date	Weekly Kill	Steer Price	Change	Heifer Price	Change
Wk 13/10/14 to 19/10/14	35,736	373	-	378	-
Wk 20/10/14 to 26/10/14	36,804	372	-1	380	+2
Wk 27/10/14 to 02/11/14 27/28 Protest 29/10 Beef Forum 02/11 National Council	25,992	374	+3	381	+1
Wk 03/11/14 to 09/11/14	37,509	376	+2	385	+4
Wk 10/11/14 to 16/11/14 10 & 11/11 Protest 12/11 Beef Forum and Livestock Committee 13/11 National Council	27,081	381	+5	390	+5
Wk 17/11/14 to 23/11/14 18/11 National Council 20/11 Livestock Committee	36,583	387	+6	395	+5
Wk 24/11/14 to 30/11/14	36,397	391	+4	401	+6
Wk 01/12/14 to 07/12/14	36,675	394	+3	407	+6
Wk 08/12/14 to 14/12/14	35,813	394	-	407	-
Wk 15/12/14 to 21/12/14	32,193	398	+4	410	+3
Wk 22/12/14 to 18/12/14	12,228	402	+4	412	+2
Wk 29/12/14 to 04/01/15	23,264	403	+1	413	+1
<b>Total price increase from late Oct. to year end. Steers +32c and Heifers +35c</b>					

*Source; Official Dept of Agric prices incl vat.*

### Cattle Price Increase

- From October 29<sup>th</sup>, when the IFA beef protest commenced, to year-end cattle prices increased by 32c to 35c/kg, as per the above table.
- On steers, at an average carcass weight of 352kg, a 32c/kg price increase amounts to €113 per head.
- On heifers, at an average carcass weight of 309 kg, a 35c/kg price increase involved an overall increase of €108 per head.
- For the 10 week period between mid-October and mid-December, the average weekly kill was 34,078 and reached close to 37,000 head for 5 weeks.
- During this 10 week period, the R3 grade steer price in the UK, our main export market, increased by 12c/kg and the R3 young bull price across Europe increased by 14c/kg.
- The price gap with our main market in the UK closed by about €75 per head during this period.
- During the same period in 2013, the average weekly kill was 32,241 and the highest kill was 33,827. Steer prices fell by 3c/kg from €4.07/kg on October 19<sup>th</sup> to €4.04/kg by year-end in 2013.
- On the last occasion when Ireland slaughtered 1.65m cattle, in 2010 prices remained static throughout the autumn at about €2.90/kg and only increased in late December. In 2006, when the kill reached 1.69m head, the autumn price remained static at €2.90 from Oct to year end.

*Henry Burns  
Chairman*

*Kevin Kinsella  
Director of Livestock*

## **National Dairy Committee**

Strong milk prices persisted through peak and into early summer 2014. However, surplus global milk production, in response to good profitability and weather conditions in all production regions, coincided with the quasi total exit of China from dairy markets, and was then exacerbated by the 1-year ban on exports of dairy products to Russia from August.

Commodity prices weakened, with GDT prices falling 50% from their February 2014 peak. EU commodity markets fell somewhat less, but returns fell from over 46c/l gross to 32c/l by year end. Irish milk prices were subject to cuts from May to December 2014 of up to 8c/l or 21%.

2015 will be a challenging year for dairy farmers, whose cash flow will be stretched by high superlevy fines, low prices and tax liabilities. Teagasc predicted in December a 50% fall in the average dairy income as a result of lower milk prices and stable input costs.

Industry development and investment in preparation for the post 2015 continued through 2014, with GIL's Belview plant seeing its first milk put through at year end. Dairygold broke ground on their Mallow investment, and commissioned their Mitchelstown project. The IDB, jointly with Dairygold, announced the building of a butter packing plant on the Dairygold Castle Farm site. The Kerry R&D site in Naas is close to completion, due to open in 2015. A number of other co-ops and the IDB also made a variety investments during the year.

### **Progress and Delivery in 2014**

#### **Milk price campaign**

- Committee monitored market developments and regularly updated factual briefing documents to help members lobby their co-op boards.
- This helped sustain milk prices through peak despite already weakening returns.
- When the Russian ban hit, it helped minimise cuts in falling markets.
- IFA pressure helped obtain price supporting volatility funds in some co-ops.
- IFA lobbied for EU market supports to help turn around weak markets. (COPA, new Commissioner, Minister...)
- IFA met with co-ops, including ongoing series of top level meetings to challenge them on the measures they intend to take to support milk prices through the next turbulent few months, provide keenly priced inputs, deal with credit cases sensitively and on their own merit, and generally provide support for farmers.

#### **Sustainable Dairy Assurance Scheme**

- SDAS audits started in January 2014. There are 77 trained auditors to deal with the Beef and Dairy schemes, of which 25 newly recruited. 80 co-op advisors have been trained up.
- IFA pressure helped obtain greater communication effort by Bord Bia, co-ops and the IDB.
- By year end, 7,000 applications received, of which 4,000 released by co-ops as ready for audit. 3,200 farms audited, 2,500 certified, balance pending certification or review.

- The average score before any close-out is 95.5%, indicating that audits are manageable.

### **Industry developments and Milk Supply Agreements**

- The Committee analysed and compared co-ops' Milk Supply Agreements, and negotiated some ameliorations where relevant, to ensure that they are fair and balanced, and in keeping with the IFA guidelines published last year.

### **Dairy proposals for the Agri-Taxation Review**

- IFA submission to Agri-Taxation review resulted in the extension of the income equalisation scheme from 3 to 5 years, and significant improvements in the tax treatment of long term land leasing, both vital for expanding dairy farmers.
- Further improvement in tax provisions will be sought, especially to deal with income volatility.

### **Priorities for 2015**

#### **Milk prices and dairy incomes**

- IFA will seek the maximum level support by industry stakeholders at home and in Brussels to help farmers cope with the cash flow challenges over the next few months, but also with future episodes of volatility.
- IFA will organise 4/5 regional seminars to challenge co-ops, input providers, banks and other stakeholders on this issue.
- IFA will monitor market developments and adjust strategy accordingly as prices improve later in 2015.
- IFA will engage with co-ops and IDB to develop strategies and tools to mitigate income volatility.

#### **Implementation of SDAS scheme**

- IFA will press for greater commitment to supporting farmers through the process by all co-ops and will resist any change to the scheme until all farmers have had the opportunity to get certified.

#### **Agri-Food Strategy 2025**

- Among other measures, IFA will seek inclusion of our income volatility taxation proposal and seek to reduce investment cost, and a commitment from Government to fully resource Teagasc's advisory service, including financial and business planning.

*Sean O'Leary*  
Chairman

*Catherine Lascurettes*  
Executive

## **National Liquid Milk Committee**

2014 was a difficult year for liquid milk, with farmer prices saved only by the high base manufacturing milk price. As prices weakened at the end of the year, most producer groups, supported by information from the National Liquid Milk Committee, were able to negotiate winter premium increases to compensate partly for the lower base prices.

Towards year end, all private label milk sold by the main retailers was priced at €1.49/2l, after Tesco withdrew their “tertiary”, NDC marked “Creamfield” brand which had been priced at €1.69/2l through much of 2013 and 2014.

While 40c/l remains the 2014 break-even annualised price for specialist liquid milk producers, falling base prices and renegotiated winter premiums for 14/15 will yield 3.3% p and 3.6% of prices closer to 36c/l + VAT (38c/l incl VAT).

### **Progress and Delivery in 2014**

#### **Liquid milk price campaign “Securing Fresh Milk Supplies Post 2015”**

- The campaign was to highlight the risk to availability of fresh, high quality, local product on supermarket shelves year-round at a time when the economic sustainability of specialist liquid milk producers is under threat.
- It culminated in a Liquid Milk Forum seminar in July 2014, which 100 representatives of all stakeholders attended in Dublin.
- Teagasc’s Joe Patton and NMA’s Muiris O’Ceidigh said specialist liquid milk production is more difficult to make efficient and therefore often less profitable than creamery milk, which could endanger the availability of fresh milk for the retail trade.
- IFA calculated that to cover costs and pay themselves a modest wage, liquid milk producers would need an annualised average price of 40c/l.
- Committee members were all supplied with detailed price calculations to assist with individual group’s negotiations.
- The Chairman and Secretary met with the dairies to ascertain their plans for liquid milk in the context of the transition out of quota.

#### **Retailer relations**

- The Committee Chairman and Secretary met all retailers to highlight the margin pressures on primary producers and urge them to find ways to improve distribution of chain remuneration to help farmers reach break-even of 40c/l annualised.
- Our case was well accepted and recognised by retailers, however falling global dairy prices are being used by retailers to try and leverage lower wholesale prices.
- Falling consumer spend and market share fights will continue to be issues into 2015.

## **Priorities for 2015**

### **Milk prices and pricing formulae**

- With fast rising volumes of sales through private label, the old producer price formulae which were reliant on branded sales will no longer suffice but the Committee will show there is room for some margin redistribution.
- The Committee will continue to support producer groups with information and PR activity to assist with their milk price negotiations and changes to their pricing systems.
- Working through the NMA and Teagasc, the Committee will get research funded to establish the necessity for a remuneration regime which ensures that farmers who calve cows in autumn to supply fresh milk are duly compensated for their costs and incentivised to remain with a complex and costly specialist system.

### **Retail activity**

- The Committee will maintain ongoing communications with retailers, to ensure they appreciate the economic realities of liquid milk production, and the importance of delivering a fair share of retail returns.

*Teddy Cashman*  
*Chairman*

*Catherine Lascurettes*  
*Executive*

# National Sheep Committee

## Progress and Delivery in 2014

### Lamb Prices and Market

- At an average of €4.99/kg, lamb prices increased by 4% in 2014.
- Early in 2014 hogget prices were up about 35c/kg on 2013 levels and this level of price increase was maintained for new season lamb. Mid-summer prices eased below 2013 levels but strong prices returned for the final quarter exceeding €5.00/kg by year end.
- IFA campaigned actively all year for strong lamb prices outlining the top prices being obtained by farmers through effective text, app and agri media communications.

### Promotion and Retail

- IFA worked closely with Bord Bia and retailers in 2014 maximising consumption and returns on the domestic market.
- IFA met with a number of the key retailers highlighting the importance of the lamb category and issues of concern to producers and consumers.
- IFA strongly promoted Quality Assurance and securing a QA bonus at factory level. IFA organised lamb forums with both the French and the UK on prices and markets. IFA assisted producer groups throughout the year.
- Following several years of work at EU level, IFA has secured funding for lamb promotion from the EU Commission. Bord Bia in conjunction with the UK, France have launched a €7m generic lamb promotion which will commence in spring 2015.

### Live Exports

- IFA strongly supported the live export trade for lamb in 2014. Over 46,000 lambs were exported live providing strong price competition. 1,700 live lambs were flown to the market in Singapore.
- IFA worked with the Department of Agriculture, shippers and exporters to secure veterinary certificates and boats to assist the live trade. France, Germany, Italy and Belgium were the main markets.

### Hill Lamb

- IFA established a working group on hill lamb production and marketing involving the factories, Teagasc, Bord Bia, Sheep Ireland and IFA. Teagasc undertook important research work on hill lamb production, market specification and economics.

### Sheep Grassland Payment

- Following a strong IFA campaign, Minister Coveney restored the Sheep Grassland Scheme in Budget 2014 and increased funding by €2m to €15m. Payments were made in late December.

### Sheep Discussion Groups (STAP)

- IFA secured another €3m in funding for Sheep Discussion Groups in Budget 2014 with a payment rate of about €750 per producer. In addition, a new knowledge transfer scheme for sheep is included in the RDP programme for 2015-2020.

### CAP 2013

- Under the Ciolos CAP reform, the sheep grassland payment will be incorporated and added to the SFP of sheep farmers going forward, at the increased rate of €15m pa. IFA pushed for the retention of the grassland payment.

### Sheep Ireland

- IFA continued to work to develop and implement a strong Sheep Breeding Programme in 2014 including progress with the CPT and MALP flocks and Lamb Plus and STAP Programmes. Over 50% of pedigree rams had Eurostar figures at sale this year.

## **Teagasc**

- IFA worked with Teagasc to develop both the Sheep Advisory and Research programmes on sheep. The Sheep research programme in Athenry is now well developed and capable of delivering real research benefits to farmers. IFA objected strongly to any dilution of the research farm and facilities for sheep at the Athenry site in 2014.

## **Sheep Tagging and EID**

- IFA continued to adopt a minimalist approach to EID on sheep identification minimising costs and bureaucracy on farmers. IFA has highlighted the problems of lack of proper tolerances, cross compliance, welfare/sore ears and the one tag for life issue with EID implementation at both Department and EU level. IFA has also raised these issues as part of the new Charter of Rights.

## **Dog Control**

- IFA continued with an effective campaign on responsible dog control including widespread media coverage. In addition, IFA held a number of farmer meetings on the issue involving dog wardens, the Garda and others.

## **Policy 2025**

- IFA is working on a new policy document for the sheep sector covering all areas and focusing on restoring direct payments and farm schemes including DAS, TAMS and GLAS.

## **Priorities for 2015**

### **Lamb Prices and Incomes**

- IFA will continue to work to ensure the strongest possible lamb prices and improve incomes for sheep farmers in 2015.
- All New market opportunities for both processed lamb and live lamb will be pursued.

### **Promotions**

- IFA will work to maximise the returns from both the domestic and export markets through strong promotion with Bord Bia and working with retailers and processors.

### **Policy 2025**

- IFA will insist that sheep farmers are properly protected in the new Government policy 2025 plan for agriculture.

### **Hill Sheep**

- IFA will continue to drive the case for hill sheep farmers on both the market and direct payment side especially on hill lamb, commonages, and GLAS.

### **Direct Payments**

- IFA will insist on prompt payments of all Direct Payments to sheep farmers including SFP, DAs, SGS and STAP in 2015.

*John Lynskey*  
*Chairman*

*Kevin Kinsella*  
*Director of Livestock*



# National Pigs and Pig Meat Committee

## Progress and Delivery in 2014

### Pig Prices

- Negotiations were carried out with all factories which resulted in prices achieving 101% of the EU average for 2014 in comparison to approximately 94% between 2006-2013.
- The IFA DNA programme has enabled factories to maintain higher prices in the home market while new markets and positive Asian market sales have also boosted exports.
- The committee negotiated an increase in the bonus price paid by Rosderra to reflect the increasing costs of supplying pigs within the required weight parameters.
- IFA pressure resulted in Kepak reversing a proposed price increase of 4c/kg to 2c/kg.

### Feed Prices

- The average cost of production in 2014 was €1.69/kg up to November. IFA met with all the compound feed suppliers this year and thereafter price falls were recorded.
- IFA ran a workshop on home milling where the costs, pitfalls and benefits were outlined.
- A Skillnets banking seminar was also held in the farm centre for the pigs committee.

### Retail

- IFA has secured an ever increasing level of shelf space for Irish pig meat and the DNA programme is ensuring that this continues to rise year on year.
- The IFA completed a round of retail information meetings and the quantity of quality assured product has increased to almost 100% on own brand products.
- Dunnes Stores have moved all of their own brand products to QA and are actively encouraging their suppliers to move to quality assured product also.
- Kerry Foods have stood by their commitment to Irish producers by increasing Irish purchases by a further 5% in 2014 (+10% in 2013). A further 5 SKUs have also been moved to quality assured.

### DNA Programme Initiative

- IFA negotiated 15k in support from the research fund this year and recruited a new sampler to proactively collect samples in 2015.
- Through the DNAtimeline programme Ted Carty has secured shelf space for Quality Assured Irish meat on the UK shelves in Budgens for the first time.
- IFA ran a very successful butcher's campaign which resulted in increasing volume purchases
- All farmer members are monitored through the Quality Assurance Scheme inspections to ensure compliance.
- The DNA Scheme (according to processors) has tightened supply volumes and was worth at least 10c/kg to Irish farmers in 2014.
- IFA has progressed self-certification with a secondary processor who will not benefit from the use of a logo – pure testing as there was a concern in relation to provenance.

### Marketing

- Following IFA pressure, it was agreed that an additional pork promotional campaign would be undertaken in November.

- Additionally it was agreed that in January 2015 that Bord Bia would switch from promoting Bacon & Ham to Pork from the 12<sup>th</sup> January to the 31<sup>st</sup> January.

### **Health Issues**

- IFA succeeded in getting DAFM to set up a technical working group on pig health issues with an independent chairman to be secured early in 2015. This group will review all health issues such as AMR, salmonella, carcass inspections and feedback.
- Secured support from Bord Bia to include the NPHC protocols in the Quality Assurance Scheme.
- IFA compiled a submission on the proposed changes to the medicated feed legislation and have initiated discussions with DAFM on this matter.

### **Environment**

- A number of meetings were held with the EPA in relation to tank and Pipeline inspections in 2014 and this matter has yet to be resolved to the satisfaction of the committee.
- BREF: IFA compiled a detailed submission on the BREF note and are working with COPA to make the changes required for Irish pig producers.
- The Pigs Committee Chairman secured a COPA nomination to attend the final Technical Working Group on the proposed BREF document in November.

### **Teagasc:**

- IFA pressure has secured the building of a 200 sow unit in Moorepark despite the state organisation wishing to shrink the project to 150 sows. The new staff in place and we are directly involved in the work carried out by Teagasc.
- Furthermore, IFA secured the appointment of an appropriate chairman Michael Berkery to oversee the committee.

### **Priorities for 2015**

- Increased returns for farmers achieved through our various IFA initiatives (DNA programme herd health plan, communications policy). The IFA pigs committee will continue to negotiate with all sections of the food chain to increase prices and to ensure that these prices reach producers. Forge closer relationships with the factories while maintaining autonomy to report pig prices through all media channels.
- Roll out of herd health initiatives – carcass inspections, AMR stakeholder group, salmonella programme review.
- Increased DNA testing and further roll-out of self-certification programme, securing more support from primary processing. Follow up meetings with companies.
- Communications - More regional meetings and separate technical seminars. Increased communications with members i.e. uptake of the newsletter by members via e-mail, more app hits.
- Full levy participation with more farmers signing up on direct debit.
- Ensuring participation in Brussels for the IFA pigs Committee.
- Driving the research and advisory agenda with Teagasc through the joint programme.

*Pat O'Flaherty*  
Chairman

*Amii McKeever*  
Executive

# National Grain Committee Report

## Progress and Delivery in 2014

- Robust price campaign by IFA delivers a significant premium over the market price for green grain as investors force international grain prices lower on the back of a record world grain harvest.
- Negotiations with Boortmalt secures market for almost 140,000t of malting barley
  - Delivered a premium €17/t of a premium over feed barley before loyalty bonuses which was significantly ahead of harvest prices paid to UK growers
  - However, growers were disappointed as MATIF November futures bombed due to quality issues surrounding the French harvest
  - Secured €152/t for surplus
  - Managed the 75/25 percent brewing/distilling split internally
  - Secured a derogation lowering the protein spec thus allowing 18,000t to be accepted for brewing.
- Forward selling system promoted by the committee secures higher price for feed grain and malting barley growers.
- The publication of the IFA insecticide, herbicide and fungicide price surveys was instrumental in forcing many merchants to cut their margins.
- In addition the upfront pricing for agri-chemicals by Boortmalt forced other merchants to be more competitive.
- Targeted promotion and distribution of over 85,000 technical feed leaflets pre-harvest boosts significant expansion of farm-to-farm trade providing much needed competition.
- Sustained political pressure has secured tier one access for tillage growers to the new GLAS scheme eliminating the need for crop diversification.
- Working with the Environment Committee, RSA proposals on trailer weights were amended to reflect the increased load carrying capacity of modern trailers.
- Following on from intense lobbying, the new height restrictions were removed for loads of hay and straw.
- Committee's proposals on nitrates review were adopted:
  - post-harvest scutch control for in malting, milling and seed grain crops.
  - Increased N application rates for winter barley.

## Priorities for 2015

### Simplification of CAP for Arable Crop Producers

- The imposition of greening measures solely targeted at tillage farmers is disproportionate in the extreme. The Committee continues to work with Department to ensure that maximum flexibility is given to growers that will allow them to comply with the greening requirements while minimising disruption and costs.

### GLAS

- The Committee is working to ensure that the green crop requirement under the new GLAS scheme does not exceed the crop diversification requirement of 25% for the 2<sup>nd</sup> and 3<sup>rd</sup> crop.

### **Forward Selling Key to Price Risk Management**

- Forward selling is an important price risk management tool. A number of seminars explaining the role of price risk management will be held in the spring.

### **Development of On-Line Survey Facility**

- The development of an on-line price survey facility by IFA is at an advanced stage. The provision of accurate and timely up-to-date price information will empower growers to bargain for better prices and control input costs.

### **Farm-to-Farm Trade Providing Much Needed Competition**

- The continued promotion and expansion of farm-to-farm trade, encouraging farm processing and storage of grain is key to providing much needed competition thus boosting growers' incomes.

### **Pesticide Regulations**

- Talks are ongoing with the PCS to ensure that any new pesticide regulations introduced will not be onerous on farmers.

### **Nitrates**

- Phosphorous availability is a serious issue on high PH soils and needs to be addressed. In addition P placement should be allowed on winter crops sown after the current cut-off date.

### **IFA funded Teagasc Break Crop Research Programme**

- The 5 year programme commenced in 2014 and progress reports will be issued from 2015 onwards.

*Liam Dunne*  
*Chairman*

*Fintan Conway*  
*Executive*

## Animal Health

### Progress and Delivery in 2014

#### BVD

- IFA secured €600,000 in direct support payments for farmers in the programme for 2014 and continue to seek higher level payments where a disproportionate number of calves are removed as Pi's.
- 3,640 herds have being granted NHS (Negative Herd Status) having completed 3 years of tissue tagging, have a direct or indirect result for all animals in the herd and have not had a PI present on the farm in the previous 12 months. These herds can avail of lower cost testing for 2015.
- A further 2,941 herds have been provided with the opportunity to attain NHS in 2015. Levels of the disease recorded in the programme continues to decline with reductions both in the numbers of Pi's identified and the numbers of herds having Pi's. Early disposal of Pi's has also improved as a result of the increased levels of financial support secured by IFA.

#### TB

- Herd Incidence to the end of September was down from 3.56% in 2013 to 3.43% in 2014 resulting in 3,078 herds experiencing a restriction a reduction of 133 herds.
- APT increased for the same period increased from 1.74 to 1.94 with 12,437 animals removed as reactors an increase of 1,281
- As a result of the Department of Agriculture prohibiting the purchase in of animals to TB restricted holdings, IFA secured a commitment that alleviates some of the problems associated with this unnecessary control.
- Where herds are restricted, either pending the confirmatory testing of a factory lesion or where the lesion is confirmed to be TB, the Department of Agriculture will allow an immediate test in the herd, pay for it and if clear, grant permission to purchase in animals.
- The Department of Agriculture has also agreed to facilitate the granting of feedlot status to holdings and part holdings in order to overcome the issue.
- While these concessions alleviate some of the difficulties IFA continue to pursue the removal of this purchase in restriction.
- IFA has made a detailed submission to the Minister for Agriculture seeking comprehensive changes to the TB eradication programme and compensation schemes.

#### Brucellosis

- IFA secured the removal of all on farm brucellosis testing controls over the course of 2015. This has been achieved as a result of Northern Ireland approaching a position of brucellosis free status in early 2015.
- IFA has worked closely with the UFU and has had regular meetings with the Northern Ireland authorities in advancing this issue.
- From 1<sup>st</sup> January 2015 annual blood testing in herds will be discontinued and when Northern Ireland attain free status, which is expected in early 2015, the pre-movement test requirement for female and breeding animals over 24 months will be discontinued.
- These changes are worth €6m annually in direct savings for farmers.

#### Fallen Animals

- IFA were involved in a study trip to Holland to investigate alternative and more cost effective structures for the disposal of fallen animals from farms.
- The findings identify a more transparent and particularly for larger animals more cost effective method of collection and have being submitted to the Department of Agriculture.

- IFA has also highlighted to the Minister for Agriculture and his officials the increased charges being imposed on farmers as a result of the application by the Department of the anti-competitive 125km maximum distance requirement in the TSE subsidy scheme.

#### **Johnes**

- Approximately 1,900 farmers applied to take part in the pilot Johnes programme.
- IFA has identified and submitted to AHI key cost elements involved in the programme for farmers that must be fully quantified and in advance of any expansion of the pilot programme addressed in an equitable cost sharing model involving all stakeholders.

#### **EU Animal Health Law**

- IFA has identified key issues in the new EU Animal Health law that must be addressed to avoid the imposition of increased costs and controls on farmers.
- These issues have been highlighted to both the Department of Agriculture and Copa.

#### **Deer Management**

- A number of initiatives have commenced over the past year to progress the on-going difficulties being caused by the increased population of deer. These include:
  - the establishment of a National Deer Management forum,
  - a detailed scientific study into the levels of TB in deer
  - Increased funding for a second deer management area in Wicklow.

### **Priorities for 2015**

#### **TB**

- Ensure the incidence of TB and numbers of reactors continue to reduce
- Maintain pressure on both the Department of Agriculture and the Minister to address the comprehensive range of issues detailed in our submission which includes the removal of unnecessary controls and restrictions and increased support payments.

#### **BVD**

- Ensure the BVD eradication programme continues to meet its objectives within the stated timeframes.
- Ensure the monitoring phase of the programme returns a reduction in costs for farmers.
- Seek additional financial supports for the removal of PI's from farms.

#### **Johnes**

- Establish the full cost of on farm Johnes control
- Establish the effectiveness of the proposed control programme

#### **EU Animal Health Law**

- Ensure the proposals for the various elements of the proposed new law do not impose increased costs or controls on farmers.

#### **Deer management**

- Ensure the problems caused by deer are addressed in the National Deer Management forum and a suitable national strategy is developed.

#### **Animal Health Input costs**

- Continue to provide price information to allow farmers negotiate the best rates for products and services.
- Ensure best practice advice and guidance is available to all farmers which reduces the need for some inputs.
- Identify anti-competitive aspects of the supply chain that are increasing the cost of inputs for farmers, e.g. Veterinary medicine licensing laws.

*Bert Stewart*  
Chairman

*Tomas Bourke*  
Executive Secretary

## Aquaculture Section

### Progress and Delivery in 2014

- **“Removing Barriers”** A key policy document launched by the President identified the main barriers to industry development and the disconnect between economic policies such as Harvest 2020.
- **Progress on “Blue Growth”** IFA Aquaculture entered dialogue with the Commission National Parks and Wildlife Service, the Marine Institute, BIM and the Department on licencing delivering shellfish renewals and new applications for Roaringwater Bay in west Cork while applications for Donegal Bay, Clew Bay and Dungarvan are well progressed with a list of approx 300 more for Q1 2015.
- **Oyster Virus Battle** IFA led a successful campaign that saved the €28m Irish oyster industry from destruction by unworkable new regulations on Norovirus.
- **Grant Aid agreed** IFA Aquaculture successfully argued for increasing the budgetary share to aquaculture under the European Maritime and Fisheries Fund which will be worth €148 million matched by €93 million in exchequer funds.
- **Communications** A new bimonthly newsletter for members was launched
- **New Structures for dialogue** IFA played a key role in the changeover from the Advisory Committee on Fisheries and Aquaculture to the new Aquaculture Advisory Council in Brussels.
- **Production** Stock health issues improved in 2014 for salmon and shellfish with IFA assisting the introduction of new treatments (freshwater).
- **Recirculation Systems** In response to media speculation on removing ocean farms to rear fish on land, IFA commissioned an objective study on the sustainability of creating a full grow out farm in Ireland to be published in early 2015.

### Priorities for 2015

- Develop with the Department and BIM new fish farm protocols on Environmental Information required to process renewals applications, marine finfish cage and site design and also on “Force majeure” procedure.
- Seek funding for a new Aquacomms project focusing on providing facts and information to politicians and the media on industry and working with the International Salmon Farmers’ Association.
- File an application for an IFA-based “Producer Organisation” for oysters.
- IFA will ensure momentum on licencing is kept and has warned of the dangers for people working alone in bays if all of the agencies are not moving as one to conclude the work to remove the entire licencing backlog. IFA’s priority will continue to be to reduce the backlog and redtape and achieve a more user-friendly, responsive licencing system with clear deadlines and flexibility to allow farmers to adjust holdings to accomodate new techniques and technology.

*Jerry Gallagher*  
ISA Chairman

*Jan Feenstra*  
ISGA Chairman

*Richie Flynn*  
Executive





# Communications

## Progress and Delivery in 2014

### National and Regional media

- Our focus remains on securing coverage of IFA issues in the national and regional media, with a particular focus on the *Irish Farmers Journal* each week, while also working to promote IFA policies and campaigns in all national and regional print, broadcast and online media.
- The IFA Page in the *Irish Farmers Journal* provides a weekly opportunity to highlight IFA activities and events. The development of digital is putting pressure on newspapers.

### RTE Appointment

- George Lee was appointed Agriculture and Environment Correspondent for RTE in January. A positive relationship has been developed, and has resulted in a significant increase in TV news coverage for IFA activities and agriculture.

### IFA website

- Our main online platform - [www.ifa.ie](http://www.ifa.ie) - was rebuilt and re-launched during the year. The redevelopment project was led by Richie Flynn and Ethan Cleary.
- The new website is attracting higher levels of traffic: An average of 12,230 people access the IFA website each month; 139,500 sessions over 6 months; 330,268 page views over 6 months; Most popular content: market reports, latest news, sector pages, member benefits, budget content, farm safety content.

### Social media

- IFA has continued to develop its presence on social media, increasing to 4,350 Twitter followers. On average 200,600 people see IFA tweets each month and 6,500 people see IFA tweets each day. IFA also maintains a Facebook account.

### iFarm

- The IFA app, iFarm has been revamped and continues to lead the way in the agri apps field. Our head of IT Strategy Ethan Cleary has built this up to be an important resource for members. Ifarm has 54,600 installs and on average 5,000 users each month.

### Internal communications

- IFA internal communication tools remain an important element of our contact with members. IFA communicates with members via online and offline communications including, email, text messaging and newsletters.
- This year IFA produced member newsletters in autumn and spring as well as a special newsletter marking 40 years in Europe, including information on the EIF. In addition, IFA campaign and delivery updates are published periodically.

### Advertising and campaign promotion

- We have produced and placed a number of print advertising and supplements throughout 2014 to promote IFA policy positions and campaigns. IFA also produced a manifesto in advance of the the European and local elections in May.

### **IFA Work Agenda**

- IFA activity and delivery is logged and reported via a new IFA Work Agenda document, distributed monthly. The Work Agenda includes a log of activities carried out by the President's Office and all sectors and is issued to the Executive Council and to regional offices.

### **Press and Digital Media Officer**

- Brigid Fitzgerald joined the Press Office in May, 2014 to take up the new role of Press and Digital Media Officer. She succeeded Morag Devins who spent six years with IFA.

### **Priorities for 2015**

- Securing an increased level of coverage for a range of key events during the year, e.g. AGM, pre-Budget, ongoing price campaigns;
- Maintaining our presence as the leading voice for farm families and their issues;
- Further development of digital communications, both internal and external.

*Niall Madigan  
National Press Officer*

*Brigid Fitzgerald  
Press & Digital Media Officer*

*Bryan Barry  
Assistant General Secretary*

## **Countryside Project Team**

### **Progress and Delivery in 2014**

#### **IFA National Litter Survey Highlights Urgent Need for Activity for Local Authorities**

- Over 60% of members surveyed were concerned about the issue of rural littering.
- 95% of those surveyed would support the introduction of stronger penalties being imposed on anyone who dumps litter out of cars and along roadside verges.
- The Department of the Environment must step up to their responsibility, by increasing penalties on litter culprits and direct local authorities to improve litter enforcement activity.

#### **Rural Roads Budget Must be Increased – With an Agreed Budget for Lane Improvements**

- IFA Countryside has sought an increase in funding for the repair and maintenance of rural roads and the upkeep of local lanes.
- The Association has identified the €17m increase in motor tax take over the past four years, as a potential source of funding for roads repair and maintenance.
- IFA is also calling for the ring-fencing of a specific budget from this €17m for the purpose of the upkeep of local lanes under the LIS scheme.

#### **NRA and County Councils Urged to Curb Spread of Ragwort on Public Roads**

- IFA Countryside has engaged with the NRA and county councils to encourage them to improve their efforts to control the rampant spread of ragwort and noxious weeds on public roads.
- The NRA has published guidelines on the management of noxious weeds, however they now need to implement these guidelines and instruct county councils to do the same.

### **Priorities for 2015**

- To continue to lobby and progress the policy measures proposed in the policy document *The Irish Countryside – A Place for living, working and enjoyment*.
- To update the policy document.
- Develop a ragwort management plan with the NRA.
- To seek changes to current litter legislation by: removing the threat of fines and prosecutions of farmers on whose lands others dump litter recklessly; introducing stricter fines and penalties for those who dump litter in the countryside.
- On Rural Littering - co-ordinate a national anti-litter campaign which focuses on encouraging those who enjoy the countryside to act responsibly and keep the countryside clean; conduct a rural littering survey to highlight the extent of the issue.
- To increase the range of services offered to members involved in field sports.
- To have continued interaction with rural field sport groups to ensure that access to land is by agreement only with the landowner and that these guest users of farmland have adequate legal liability insurance cover.

*Tim O'Leary*  
*Deputy President*  
*& Countryside Project Team Chair*

*Thomas Ryan*  
*Environment Executive*



## **Economics Section**

### **Progress and Delivery in 2014**

#### **Budget 2015**

- Preparation of the pre-Budget Submission, coordination of pre-Budget lobbying, analysis of the Budget outcomes and agri-taxation review and the Finance Bill in association with the Farm Business Committee.

#### **Importance of Agriculture – A county breakdown**

- Undertook full update of the analysis on the importance of agriculture to the economy at county level, available at <http://www.ifa.ie/cross-sectors/economics/value-of-agriculture-2014/>

#### **CAP Reform 2014 - Implementation**

- Represented IFA at an international conference outlining the implementation of the CAP at national level and the impact of the new reform on different livestock sectors
- Provided information to farmers on the implications of the CAP reform agreement at individual level

#### **Trade Negotiations**

- Coordinated IFA's position on the ongoing trade discussions between the EU and US (TTIP)

#### **Farm Family issues**

- Development of an information leaflet for all IFA members on the extension of PRSI to assisting spouses of self-employed workers
- Discussions with Department of Health on the Fair Deal Scheme and the treatment of non-residential assets

#### **Review of Farm Incomes 2014**

- Preparation of annual report on agricultural output and income, together with analysis of various aspects of farm income and other relevant economic and statistical data

### **Priorities for 2015**

#### **Agri-strategy 2025**

- Coordinating the IFA submission to the strategy committee and IFA engagement on key issues in advance of the final publication of the report in mid-2015

**Trade Negotiations**

- Coordinating the launch of the IFA policy position on the TTIP negotiations and liaise with relevant stakeholders at Irish and EU level to progress this position

**CAP implementation**

- Provide information to IFA members through various mechanisms on the implications of CAP implementation

Rowena Dwyer  
Chief Economist

## National Environment & Rural Affairs Committee

### Progress and Delivery in 2014

#### Nitrates Review

- 16% increase in the phosphorous allowance that can be spread;
- Relaxation of the definition of soiled water;
- Increase in the amount of nitrogen that can be spread on winter barley, spring wheat and broccoli; and
- The use of non-selective herbicides after 15 October on 25% of land harvested for malting, seed or human consumption is now allowable.

#### Undergrounding of electricity infrastructure

- The Department of Energy has agreed to examine underground route options for electricity infrastructure. IFA has called for the full costs and impacts on farmers and rural communities to be set out when considering route design options for electricity infrastructure as part of this review.

#### Agricultural fodder excluded from height limits

- The Department of Transport introduced legislation that excludes the haulage of agricultural fodder from the height limits, which came into force in November 2013.
- This will save farmers several thousands of euros each year in additional haulage costs.

#### New national energy plan

- The Department of Energy launched a green paper – the first stage of the development of a national energy plan. IFA is seeking to ensure that a national energy plan must support the development of a vibrant, indigenous and land-based renewables sector. It must also provide policy certainty to local communities as to areas that are and are not suitable for energy development.

#### Road Safety Authority agrees to more workable weight limits and defers implementation

- Implementation of the new regulations will now be deferred until 1<sup>st</sup> January 2016. Measures include: additional braking systems for agricultural vehicles operating at speeds in excess of 40km/h; agricultural vehicles needing to be equipped with appropriate lighting systems; flashing amber beacons and reflective markings; trailers operating at gross weights exceeding 19 and 22.5 tonnes for tandem and triaxle trailers respectively, or at speeds exceeding 40 kilometres per hour, will require fitting of both a weights and dimensions plate and a speed disc.
- Exemptions from compliance with the revised national weight limits and plating requirements are being provided for certain types of interchangeable towed equipment, such as slurry tankers, manure or fertiliser spreaders and grain chaser bins.

#### Smart Farming - resource efficiency initiative identifies €6,600 on-farm cost savings.

- During 2014, over 600 farmers across the country participated in the voluntary *Smart Farming* initiative, which is led by IFA.
- The objectives are to improve farm incomes, while safeguarding the environment.
- Average cost savings of €6,600 on each farm that participated were identified.
- Applications to have a free on-farm cost saving study completed in 2015 can be made to [smartfarming@ifa.ie](mailto:smartfarming@ifa.ie) or 01-4260343. Spaces are limited.

### **CER confirms that households with private wells will not pay water charges**

- Households which only have private wells will not pay additional charges for their water.

### **EU recognises the unique role of agriculture – when addressing the climate challenge**

- The EU has accepted that greenhouse gas emission reductions cannot be unilaterally imposed on the agriculture sector without understanding the impact it has on food, fuel and energy production.

### **Priorities for 2015**

- To secure the payment of the €5,000/acre goodwill payment on additional road schemes, including: N5 Turlough - Westport project, N4 Colloney - Castlebaldwin projects and others.
- To conclude discussions with the NRA to secure additional measures to support landowners impacted by CPOs.
- To continue the national rollout of the voluntary on-farm cost savings *Smart Farming* initiative. This will involve working with at least 30 discussion groups and highlighting ways to improve farm returns by better resource management.
- To ensure that the proposed climate legislation, which is expected to be introduced, does not hinder the development of the sustainable agri-food sector.
- To continue to support farm families impacted by infrastructure projects such as roads, wind energy, electricity infrastructure and gas pipelines.
- To ensure that the proposed review of the ammonia emissions directive does not impact on the use of splash plates when slurry spreading.
- To ensure that the review of the River Basin Management Plans supports the sustainable development of the sector and recognises the significant investment by farmers, to ensure farms achieve the highest environmental standards.
- Work with the CER to ensure that the any proposed new charges for water used on the farm does not add additional costs.
- Communicate the details of the new RSA rules for the use of agricultural vehicles on public roads at a number of regional meetings.
- Pursue compensation for landowners whose lands are sterilized where water abstractions points are on their lands.
- Ensure farmers impacted by the proposed Greenway cycle projects are treated fairly and a compulsory purchase order is not imposed.
- Secure changes to the hedge cutting dates, by working with the Department of Arts, Heritage and Gaeltacht.

*Harold Kingston*  
*National Chairman*

*Thomas Ryan*  
*Environment Executive*



# National Farm Business Committee

## Progress and Delivery in 2014

### Agri-taxation review 2014

The following taxation measures were delivered as part of the comprehensive review of Agri-taxation, which was conducted by the Department of Agriculture and Finance in 2014.

#### Income Tax Exemption for Long Term Land Leasing:

- Increase of 50% in the amount of income exempt from tax for long term leases.
- Introduction of fourth income tax free threshold of €40,000 for leases greater than 15 years.
- Extension to scheme to include incorporated farm companies as a lessee and removal of requirement for qualifying lessors to be aged over 40.

#### Income Averaging:

- Extended from 3 years to 5 years and to farmers with additional self-employed income from on-farm diversification.

#### Capital Acquisitions Tax – Agricultural Relief:

- Retained at 90% for active farmers and for individuals who are not active farmers but who lease out land long-term.

#### CGT Relief for Farm Restructuring:

- Measure extended to end 2016, with rules be amended to enable whole farm replacement to be eligible for the relief.

#### CGT Retirement Relief – disposals within family:

- Land leased for up to 25 years (up from current limit of 15 years) will qualify for CGT Retirement Relief upon disposal.

#### CGT Retirement Relief – disposals outside family:

- Land currently let under conacre can be disposed of by end 2016 to qualify for CGT Retirement relief. Alternatively, land can be leased out long term (min. 5 years) to qualify for the relief.

#### Stamp Duty on Leases:

- Leases of > 6 years will now be exempt from Stamp Duty.

#### Stamp Duty Consanguinity Relief:

- Relief which halves the rate of stamp duty for transfers between family members (from 2-1% currently).
- Extended to end 2017.

The following taxation measures were also retained, as per the recommendations of the review:

- Retirement Relief from Capital Gains Tax.
- Stamp duty exemptions on transfers of land - Young Trained Farmer.
- Capital Allowances.
- Stock Reliefs – general and Young Trained Farmer.
- Tax exemption for profits or gains from the commercial occupation of woodlands.
- Taxation measures for farm partnerships- will be extended to all registered farm partnerships.

### Budget and Finance Bill

- The flat rate VAT refund was increased from 5.0% to 5.2% from 1 January 2015
- Following strong IFA lobbying of Government and opposition TDs, and consultation with Department of Agriculture and Finance officials, the following amendments were introduced by the Minister for Finance to the Finance Bill to ensure that both full and part-time farmers would continue to qualify for relevant agri-taxation measures.

- **Agricultural Relief** will be available to:
  - Both full and part-time farmers (someone who spends 50% of their time/20 hours a week farming).
  - And to young people who may not be farming a lot at the moment but who have, or are going to get, their agricultural qualification (e.g. Green Cert).
  - For those who are not going to farm, the option of qualifying for the Agricultural Relief still remains, so long as they lease the land out long term (>6 years)
  - In addition, where the farm is comprised of forestry (all or some of farm), the 50% working time rule will not be applied strictly – i.e. a sensible approach will be taken by the Revenue Commissioners
- **Stamp Duty Consanguinity Relief** (i.e. the halving of the 2% rate to 1% for transfers between family members) will be available to all farm transfers for another year (to end 2015), regardless of the age of the transferor. After that date, the 1% rate will only be available where the transferor is aged less than 67.
- **CGT Retirement Relief and Restructuring Relief** - if a child inherits the farm, and in the first six years there is an opportunity to consolidate the holding and avail of CGT Restructuring Relief, they will no longer be prevented from doing so for fear of a clawback of the CGT Retirement Relief availed of a few years previously.

#### **CGT Exemption on Single Farm Payment Disposals**

- IFA secured an exemption on Capital Gains Tax arising from the compulsory disposal of Single Farm Payment entitlements in 2014 for individuals who had leased out all of their entitlements in 2013 (whether the lease was to an unconnected 3<sup>rd</sup> party or to the individual's limited company). This was worth approximately €25 m.

#### **Access to Credit and Farm Credit Problems**

- IFA has continued to assist farmers across the country with credit problems, through the IFA helpline, and through.
- IFA continued to engage with the banks on issues arising for the farming sector on the costs and availability of credit.

#### **Priorities for 2015**

##### **Access to Credit and Other Banking Costs**

IFA is meeting with the three main retail banks in January 2015 to discuss issues of relevance to different farm enterprises.

##### **Further Taxation Policy**

IFA Farm Business Committee will develop further farm taxation policy proposals for 2015.

- Priorities will development of taxation measures to encourage farm families to farm in partnership while transferring the family farm.
- measures to tackle volatility, and
- Enhanced capital allowances for investment in energy efficient equipment.

Tom Doyle  
Chairman

Rowena Dwyer  
Executive

# National Farm Family & Social Affairs Committee

## Progress and Delivery in 2014

### IFA Farm Safety Day

- IFA hosted a national farm safety day on the 21<sup>st</sup> July 2014 to focus farmer's attention on the importance of safe working practices, a promotional campaign was launched to promote the IFA farm safety day.

### SAVE LIVES – *Think Safety, Farm Safely*

- The SAVE LIVES, Think Safety Farm Safely campaign was launched in early December 2014 with the distribution of 95,000 calendars to farm families.
- SAVE LIVES is an acronym of different safety messages to think safety when working.
- IFA have joined forces with Acorn Independent Merchants, which represents eleven agri merchants around the country, to champion the campaign. Acorn have agreed to print the SAVE LIVES logo on all products produced by Acorn members together with displaying the logo on their transport fleet.
- IFA are in discussions with over 60 agri-businesses to join the campaign.

### Extension of the PRSI Cover to Assisting Spouse of Self-Employed Workers.

- An information leaflet was produced and circulated on changes to PRSI contributions that now allow spouses/civil partners who are not employees or business partners of their spouses, but who participate in the activities of their self-employed spouse/civil partners.
- A delegation met with Department of Social Protection to look for the extension of the PRSI system to include spouses employed by their self-employed partners; IFA will continue to pursue this.

### Fair Deal – Nursing Home Support Scheme

- A delegation met with representatives from the Department of Health to discuss a cap on the maximum percentage that can be charged against the farm to allay fears that the costs of care will put at risk the farm for the next generation.
- An information leaflet was devised on what to consider and how assets are treated under the current scheme.

### Mental Health

- IFA continued to work with See Change and again organised *Let's Walk and Talk* walks in Wicklow, Donegal, Galway, Limerick and Cork, which took place in May as part of Green Ribbon campaign.
- Ongoing promotion of the IFA Pieta House – Mind Our Farm Families – phone line 18 90 130022 for farmers and their families that are feeling suicidal or are concerned about a family member or friend.
- IFA and Console who run the Farm and Rural Stress phone line have met and agreed to support their respective campaigns.

### International Year of Family Farming

- IFA hosted an international conference in association with Teagasc, International Family Farming conference to support the 2014 International Year of Family Farming and reposition family farming at the centre of agricultural, environmental and social policies.

## **Priorities for 2015**

- Ongoing promotion of the SAVE LIVES, Think Safety, Farm Safely campaign
- IFA will continue to engage with the Department of Health to progress the cap on productive farm assets under Fair Deal.
- To produce a series of guidance notes or booklet on transferring the family farm including tax implications, probate, etc.

*Maura Canning*  
*Chairman*

*Geraldine O'Sullivan*  
*Executive*

## National Farm Forestry Committee

### Progress and Delivery in 2014

#### 2014 Forestry Programme

The latest figures from the Forest Service (October 2014) show that:

- 5,186 hectares of new forests have been established, a decrease of 1% on this date last year.
- €76,210,926 has been issued on forest premiums, up 2% on this date last year.
- 66,469 linear metres of new forest road has been constructed, up 9% on this time last year.
- 1,229 General Felling Licences have been issued to the private sector, to clearfell 3,045 hectares and thin 13,506.86
- 23,775.60 hectares is the YTD that have been thinned and clear-felled in the private forest sector.

#### Forestry Programme 2014-2020

- IFA secured an increase of up to 15% on premium rates during negotiations (see table below). Under the new Afforestation Scheme forest premium are paid for 15 years. These changes only relate to new forests established under the new programme.
- Two new afforestation schemes are to be introduced: Agro-forestry and Forestry for Fibre.
- IFA secured a 10% increase in Forest Road grants to €40/linear metre to a maximum density of 20m/ha. A new special construction works category that supports farmers to construct forest roads in environmentally sensitive sites was introduced, the grant is for a maximum of 50% of the costs subject to a maximum of €5,000 per application.

Grant Premium Category	Total Grant €/ha	Additional Fencing Allocation €/ha IS436	Alternative Fencing Allocation €/ha Non IS436	Premium Rate	Duration of Premium (Years)
GPC 1 - Unenclosed	2100	500	350	€185	15
GPC 2 - Sitka spruce/lodgepole pine	3045	500	350	€440	15
GPC 3 – 10% Diverse	3150	500	350	€510	15
GPC 4 – Diverse	3465	500	350	€560	15
GPC 5 – Broadleaf	4935	500	450	€575	15
GPC 6 – Oak / Beech	5250	500	450	€615	15
GPC 7 – Beech	5250	500	450	€615	15
GPC 8 – Alder	3360	500	450	€575	15
GPC 9 - Native Woodland Establishment (Scenarios 1-3)	5250	500	450	€635	15
GPC 10- Native Woodland establishment (Scenario 4)	4935	500	450	€635	15
GPC 11 – Agro-forestry*	3950	500	450	€260	5
GPC 12a – Forestry for Fibre	1950	500	450	€180	10
GPC 12b – Forestry for Fibre (Aspen)	1665	500	450	€180	10

## **Forestry Bill**

- The Forestry Committee held a national campaign to radically re-draft the draft Forestry Bill in the early 2014 to protect the interest of farmers, actions included: local meetings with TDs, a formal submission, several high level meetings and a presentation to the Joint Oireachtas Committee on Agriculture, Food and the Marine.
- Significant changes were secured by the Committee including the following headline changes:
  - Independent Appeals Office established.
  - In relation to the Felling Licence, valid for 10 years, determined in a 4 month timeframe and the right to compensation if a felling licence is refused.

## **Forest Assessor**

- A new IFA Members Service for forestry members called Forest Assessor was launched.
- Forest Assessor:
  - Provides a more accurate analysis of your forest versus traditional measurement methods.
  - Utilises the latest technology to provide forest owners with a detailed analysis of their forest including details of product mix and value of crop.

## **Hen Harrier SPAs**

- IFA held a public meeting in April 2014 on the withdrawal of the Forest Management Protocol in Hen Harrier SPAs and to provide farmers with a forum to show their frustration at the lack of progress being made on the Threat Response Plan.
- IFA met with Heather Humphrey's, Minister for Arts, Heritage and the Gaeltacht to request that the NPWS make representation to Europe to reinstate the Forestry Management Protocol as an interim solution until the TRP is completed.
- IFA have been invited to participate on TRP Consultative Committee.

## **Land Availability - Unenclosed Land**

- Significant progress was made in 2014 on the reclassification of unenclosed land. It is proposed that under the new site classification system, sites that achieved a Class A-E1 (potentially E2) would be eligible for planting.

## **Priorities for 2015**

- To get unenclosed land reclassified and eligible for GPC3 premium rates.
- To reinstate quota in Hen Harrier SPA as interim solution under TRP is completed.
- To promote the new Forestry Programme.
- A national campaign to promote the Forest Assessor members service.
- Network with key industry figures to remove barriers to the mobilisation of the private forest timber resource.
- To increase membership and continue to improve member's services.

*Michael Fleming*  
*Chairman*

*Geraldine O'Sullivan*  
*Executive*

# Flood Project Team Report

## Progress and Delivery in 2014

- Following the severe storms and flooding of land around the country and coastal damage at the start of the year, IFA had several meetings with the then Minister for the OPW Brian Hayes and got a commitment that OPW would provide resources to the local authorities through the minor works schemes for flood protection and reinstatement of embankments.
- Several meetings were held with local authorities who were told to prioritise the protection of coastal areas, banks on rivers as well as remedial work to alleviate flooding.
- Following the appointment of the new Minister of the OPW Simon Harris, a number of meetings took place, particularly in relation to alleviation works necessary on the river Shannon. On two occasions the Minister visited the river Shannon and saw for himself the issues that had to be dealt with.
- Commitments were secured to fund maintenance work on the River Shannon. This will also be extended to other areas.
- On the Catchment Flood Risk Assessment and Management Study (CFRAMS), IFA has had ongoing discussions with Jacobs Consultants who are carrying out the initial study on the River Shannon. It is expected that maps will be produced in early 2015 with a view that the plan will be ready in 2016.
- It is a requirement under the EU Floods Directive that such management plans are in place and that they will be implemented from 2016 onwards. Already discussions have commenced in other areas such as the South Galway area, the Dublin area and surrounds, the South East, the North East and the Cork area.
- IFA is particularly concerned that the CFRAMS will not come up with action plans that are necessary to deal with the ongoing problem of flooding.
- Ongoing meetings are taking place with ESB in relation to flood levels on the Shannon. There was no major flooding problem in 2014 and IFA acknowledge the closer working relationship that exists between the ESB and IFA.
- Ongoing commitments were also secured that the weir level on the Shannon at Athlone weir would be examined with a view to lowering the levels in advance of severe weather warnings.
- IFA highlighted the deficiencies of the agencies in not allowing water to flow in the river Shannon during drier spells leaving plenty of capacity for water when heavy rains occur.

## Priorities for 2015

- That the CFRAMS delivers real results for farmers in avoiding flooding of farmland.
- That farmland is not sacrificed in order to avoid flooding in urban areas.
- That all efforts are made by all the state agencies including OPW, ESB, Waterways Ireland and local authorities to make every effort to either avoid or mitigate flooding.
- That the commitment is given in 2015 in relation to resources being provided by maintenance, remedial, structural repair and flood alleviation works is fully honoured.

*Tom Turley*  
Chairman

*Gerry Gunning*  
Rural Development Executive





## **Fresh Milk Producers (FMP)**

### **Achievements and Work Done in 2014**

#### **Negotiations with Consumer Foods Ireland (Glanbia)**

- Additional 1cent per litre on liquid milk for April, May, and June 2014, (€520,000)
- Lower working band moved from 27cent per litre to 29 cent for 2014 to offer greater protection for liquid milk
- Change in working band to 28 cent-34 cent per litre from November 2104 until March 2016
- FMP resisted any movement in liquid milk payment away from the current constituent's payment
- Inclusion of liquid milk in the 2015 Fixed Milk Price scheme in Gill in 2015
- Additional 0.5cent per litre on liquid milk for 2015 (€1,060,000)
- Inclusion of liquid milk in the 2014 Glanbia Co-op 0.5cent per litre bonus
- Commitment from Glanbia to include liquid milk in any future Co-op pay-outs on milk price
- Inclusion of liquid milk in the Milk Stability Fund pay out in September 2014, (€350,000)
- Represented all 1050 liquid suppliers to Glanbia in regular meeting and communications with Glanbia on milk quality issues
- Liquid milk not affected by Milk Supply Agreements (MSA), ie suppliers free to move liquid milk portion of their supply

#### **Priorities for 2015**

- FMP will continue to maintain negotiation structures with Glanbia representatives in Glanbia PLC, who process and remunerate FMP members for liquid milk, to ensure fair treatment for all FMP suppliers
- The FMP Joint Quality committee will continue to meet on a regular basis with Glanbia representatives on all milk quality issues. The introduction of a new test for thermotolerant bacteria in milk is to be phased in by Glanbia on 201 and the Joint Quality committee will be involved in ensuring the new test is a management benefit to members and not an instrument to penalise farmers
- The implementation of a new trading mechanism for Liquid Milk Contract in Glanbia with all suppliers given the option to purchase or sell once a year. It is a priority that FMP must be directly involved in this process for transparency and fairness
- Support the National Dairy Council (NDC) in their efforts to promote Irish farmed, locally produced NDC labelled milk. This will be a major threat will the weakening of global milk prices, and the availability to liquid milk processors in Northern Ireland
- Bonus for milk quality. FMP will lobby Glanbia to implement a bonus system for low somatic cell count, as Glanbia is now the only milk processor not paying extra for high quality milk

*Robert Malone  
FMP Executive Secretary*



# Hill Farming Committee Report

## Progress and Delivery in 2014

### CAP Reform

- As the CAP debate concluded in 2014 the Committee highlighted the concerns of hill farmers particularly in relation to the eligibility of land for payment under the new Single Farm Payment post-2015.
- Discussion took place on a new minimum stocking level for marginal land which the Department had set at 0.1lu/ha. However the Government's proposal was turned down at EU level as there was a conflict with WTO rules.
- Commonage and hill farmers will gain additional payments from convergence, as in general, payment levels are below either the national average or the minimum payment of €160 per ha. However farmers with above average payments will see their payments reduce over the period up to 2019.

### Hill Farmers and RDP

- A significant part of the year involved campaigning for a higher payment for commonage land under the new GLAS scheme.
- In addition, the rules proposed by the Department of Agriculture for 80% collective agreement was rejected by the Hill Committee and a campaign was launched to fight this.
- A major protest was held in June outside the Department of Agriculture and Department of Arts, Heritage and the Gaeltacht. Also local lobbying of TDs resulted in significant improvements.
- The 80% rule was reduced to 50%, the rule only related to active farmers and did not take account of all shareholders including dormant shareholders as was initially envisaged by the Department. The payment level for commonage land was increased from the AEOS €75 per ha to €120 per ha. Commonages were also a priority to gain access to GLAS. This will allow a significant number of hill farmers to achieve the maximum €5,000, as well as the GLAS+ €2,000 top-up where there are additional environmental assets.
- Where commonages have a difficulty in meeting the 50% management agreement, an independent implementation committee has been established under the chairmanship of Joe Healy, former President of Macra na Feirme. IFA has met this committee and sought flexibilities.
- The stocking rate required for the commonage management plans will be within the minimum and the maximum. Planners can adjust these figures as part of the overall management plan.
- While the plan is being discussed in Brussels, IFA continue to seek further flexibilities and launched a 12 Point Plan to deal with the many issues that are arising. Several meetings were held throughout the country and the Hill Committee got a strong mandate to deal with the many problems which will arise.

### Review of Wildlife Act Covering Burning of Gorse

- Following a long campaign to get the Government to amend the Wildlife Act to change the burning date, a public consultation has now been put in place by the new Minister for Arts, Heritage and the Gaeltacht Heather Humphreys.

- IFA has sought that the new burning dates should be extended from the period 1<sup>st</sup> August - 28<sup>th</sup> February to 1<sup>st</sup> August - 15<sup>th</sup> April. This will be in line with the dates which exist in Northern Ireland and in Great Britain.
- IFA argued that the new burning dates should become part of the new Commonage Management Plan and be implemented in early 2015.

### **Walks Scheme**

- The Hill Committee were actively involved in Comhairle na Tuaithe and in lobbying for an extension of the walks scheme.
- Over 40 walks are now established in the scheme, which IFA negotiated in 2008. Around 1,900 farmers are availing of the scheme, which is worth €1.9m annually.
- A further 40 farmers were brought into the scheme in 2014 as old contracts were finished and additional money was provided through savings. Where contracts have concluded these have been rolled over for a further 5 years.

### **Sheep Handling & Fencing Grants**

- The Committee secured increased standard costings for the Sheep Handling and Fencing Scheme in hill areas given the increased costs of investment required in these areas. This was introduced under the last two tranches of the TAMS.
- However the main issue affecting fencing on hill farms was the requirement of planning, IFA encouraged local consultation with the County Councils to overcome these issues.

### **Priorities for 2015**

- Ensuring that the maximum number of hill farmers qualify for the new GLAS scheme.
- That the commonage rules are implemented in a flexible way and that all farmers can qualify.
- Problem cases that arise where the 50% agreement is difficult to achieve should be brought before the Commonage Implementation Committee. Early decisions will be sought from this body.
- That a significant number of hill farmers qualify for GLAS+.
- Ongoing discussion with commonage farmers on the ground where problems arise.
- Ensuring that the land eligibility problems are resolved so that the maximum amount of area can qualify for all farm schemes.
- Changes to the dates in which gorse can be burnt from the 1<sup>st</sup> March to 15<sup>th</sup> April.
- Continue to seek improvements to the Walks Scheme and to expand the number of farmers who are participating.

*Pat Dunne*  
*Chairman*

*Gerry Gunning,*  
*Executive*

## Horse Project Team

### Progress and Delivery 2014

- As agreed with IFA, the 2015 foal levy bands will continue as were for 2014. IFA sits on the Horse Racing Ireland (HRI) Thoroughbred Foal Levy Committee. 2014 foal levy fund amounted to €1.49m and allocated as follows: Equine Centre €800,000, ITBA €375,000, ITM €375,000 and Breeders' Prize Fund €23,000.
- IFA met with Horse Sport Ireland (HSI) for discussions on their industry. The issue of traditional breeding versus warm blood horses and HSI's online database, CapallOir (provides the industry with a record of horses and their achievements) was discussed.
- IFA made a submission to Minister Coveney on the Sport Horse Industry Strategy and participated extensively on the consultation for stakeholders. A draft Strategy was presented to the Minister in December.
- IFA lobbied for funding for discussion groups in the equine sector. Budget 2015 provided €600,000 in support of promotion and marketing activities to facilitate this.
- IFA lobbied to ensure that the "Second Reduced Rate" of VAT (currently 9%) and not a higher rate will apply to the sale of live horses, other than those normally intended for use in the food chain or in agricultural production and also to the hire of horses. This new VAT on bloodstock sales comes into effect on January 1 2015.
- IFA continues to address the Horse Passports / Unwanted Horse - Horse registration issue both with the Department of Agriculture and with COPA in Brussels.
- IFA sits on the Equine Liaison Group, coordinated by the Department of Agriculture, where issues being addressed include: unwanted horses, registration, equine health and welfare.
- Premises Registration - IFA has raised with the Department the lack of awareness by horse owners of the requirement to register equine premises introduced in 2012. The number of premises registered to date is far short of the number of farms/premises with horses/ponies/donkeys.
- COPA-COGECA Horse Vice-Chairman James Murphy continued to represent Irish horse breeders in Brussels where animal welfare, unregistered horses and transport of equidae are high on the agenda. IFA was among a COPA delegation that met with DG Sanco on these issues.
- IFA met with the Traditional Irish Horse Association on issues relating to retaining the identity of the traditional Irish horse. TIHA believe more needs to be done to promote the indigenous breed.

### Priority Issues for 2015

- Continue to represent farmer horse breeders on issues that arise in the sector.
- Continue to pursue Minister Coveney / DAFM to find a solution to the unregistered / unwanted horses problem.
- Support the Belgian authorities in their bid to get the European Commission to change the requirements for horses to enter the food chain. IFA understands that their proposal is to allow horses re-enter the chain, in cases where they have not been treated with restricted drugs during the 6 months prior to slaughter.

*James Murphy*  
Chairman – Horse Project Team

*Elaine Farrell*  
Executive



# Horticulture Committee Report

## Progress and Delivery in 2014

### Field Vegetables and Protected crops, Soft Fruit and Nursery Stock

- IFA's robust campaign throughout the year prevented a repeat of the 2013 6c promotion campaign by retailers in the run up to Christmas
- IFA's campaign against Aldi's tendering process was successful, outcomes of the discussions with the retailer are being implemented and meetings are continuing to ensure progress
- IFA continues to ensure Irish produce gets retailer priority over cheaper imports, especially with discounters Aldi and Lidl
- IFA's constant communication with retail buyers has ensured growers' concerns are foremost on the retailers' agenda
- IFA representation to retailers ensured that the over-hang of 2013 crops, due to favourable weather and growing conditions, was facilitated by the supermarkets
- IFA continues to push for recognition of growers' costs of production by retailers as deflation in retail prices continues due to intense competition in the marketplace, exerting downward pressure on the farm gate price
- IFA is working directly with growers so that the market would reach an equilibrium in supply of Brassicas. Growers should not increase acreages in 2015
- IFA pressed retailers to run with Irish salad crops for an extended period in 2014 and prices at retail level held firm
- IFA has successfully minimised the importation of fruit / vegetable produce, continually monitoring the amounts of produce and through liaison with retailers
- IFA involvement in the organisation of National Strawberry Week contributed to the domestic market benefiting from the continuous rise in consumption, which was up 5% year on year
- IFA representation to the Department of Agriculture and to the European Commission assisted CMP in their PO bid for 2013, receiving €2.5m under the EU PO Scheme.
- IFA continues to work with Bord Bia on the Quality Assurance Scheme for horticulture
- IFA participates in the new Horticulture Forum – initiative coordinated by Teagasc
- IFA/IHNSA, together with Bord Bia organised two plant/trolley fairs for Nurserystock producers aimed at reducing the importation of nursery stock produce. 2015 Trolley Fairs will take place on 24 Feb and 24 March
- IFA /IHNSA Pot Sticker – '*Grow Me I'm Irish*' continues to be used by IHNSA members. Stock sales increased slightly in 2014 after five very difficult years.
- Packers and merchants continued to collect the IFA Horticulture Levy, whereby growers pay 0.25% of the farm gate price of their produce.
- IFA continues to provide regular and up-to-date market information to veg and fruit growers.

## **Priorities for 2015**

- Predatory Pricing by Retailers - this is the single biggest threat to the vegetable and fruit industry. Retailers continue to abuse their dominant market power
- IFA will continue its campaign on below cost selling, growers cannot survive in the current environment.
- IFA will continue liaising with all retailers to ensure that Irish produce is stocked in preference to imported produce
- Under the Competition and Consumer Protection Act 2014, IFA will have detailed consultations on the Regulations, to be published under Statutory Instruments, with the Department of Jobs, Enterprise and Innovation to ensure the best possible outcome and protection for producers
- To work with Bord Bia on the further promotion of all crops
- To continue liaising with merchants and packers in the interests of growers.
- To make further representation, when necessary, to the European Commission to ensure existing POs can comply and benefit from the EU Scheme and to ensure that barriers that prevent other growers from entering the PO structure can be resolved.

*Gerry Reilly*  
*Chairman*

*Elaine Farrell*  
*Executive*

*Patrick Farrell*  
*Potatoes & Fresh Produce*  
*Development Officer*



# Inputs Project Team Report

## Progress and Delivery in 2014

- The Project Team's advice to farmers to continually shop around for all products before purchasing delivers real dividends. Farmers who seek out cash prices and / or negotiate favourable credit terms can achieve considerable savings.
- The publication of over 100 IFA price surveys and price information bulletins throughout 2014 highlighted that there are substantial price differences between credit and cash quotes.
- Ongoing price surveys empower farmers to bargain for keenest prices. Surveys carried out:
  - Fertiliser
  - Herbicide
  - Fungicide
  - Insecticide
  - Glyphosate
  - TB & brucellosis testing fees
  - Vet call out fees
  - Fallen animals
  - Grain and feed ingredient
  - Fuel
  - Dairy ration
  - Vaccine
- The publication of weekly fertiliser price bulletins on-line and in the farming press during the peak buying season, has forced the industry to cut their margins saving farmers millions of euros per annum.
- Advise to farmers to purchase collectively and co-ordinate deliveries delivered further significant cost savings
- The publication and distribution of 100,000 technical feed bulletins promoting farm-to-farm trade of grain enables livestock farmers to cut their feed costs and pressurises compound feed mills to cut their margins.
- The weekly publication of feed ingredient prices allows farmers to benchmark prices bringing more transparency to compound feed pricing and forcing compounders to reduce margins.
- Farmcard: IFA is pursuing an initiative to improve access to working capital for farmers under which cattle registered on the AIMS system would provide security as part of a chattel mortgage arrangement.

## Priorities for 2015

### Online Price Monitoring Tool

A number of technology initiatives are being developed by IFA to enable members to feed in and obtain timely price information. Increased price awareness empowers members to bargain for better prices. The roll out and further development of IFA's online price monitoring tool, SpotPrice.ie, is the key policy initiative to tackle the information deficit faced by individual farmers, which weakens their negotiating position when purchasing inputs. Access to accurate and up to date price information can strengthen farmers' bargaining power, reduce market segmentation, and ultimately lead to greater price competition between suppliers.

**Price Risk Management Tools**

The Grain Committee and Inputs Project Team will continue to promote the use of hedging and forward purchasing / selling mechanisms as a means of price risk management for both the buyer and the seller. Continued pressure is being applied to fertiliser manufacturers to look at a system that would allow farmers to hedge fertiliser prices.

**Collective Purchasing Delivering Real Savings**

Collective purchasing has the potential to deliver real cost savings. The IFA Skillnets programme can provide expert training. Substantial cost savings can be achieved through group / volume purchasing and the co-ordinated deliveries of inputs and or services. Volume orders are attractive to retailers and an increasing number of suppliers are prepared to supply purchasing groups directly.

**Expansion of Farm-to-Farm Trade Critical**

The Project Team, in conjunction with the Grain Committee, will continue to vigorously promote and develop farm-to-farm trade as a means of boosting grain growers' incomes while reducing livestock farmers feed costs for the 2015 season.

*James McCarthy  
Project Team Leader  
Inputs Project Team*

*Fintan Conway  
Executive Secretary  
Inputs Project Team*

# Oireachtas Liaison Report

## Progress and Delivery 2015

- Lobbying - IFA seeks to advance the position of farmers by communicating the members' case to Oireachtas members / relevant Government Departments through:
  - building relationships with key relevant Government Ministers/TDs
  - devising /executing IFA's political operation at national / constituency / county
  - briefing/lobbying front bench spokespersons in the Opposition parties
  - organisation/preparation of IFA presentations to Oireachtas Committees. Developed a good working relationship with Committee Chairmen/Clerks to Committees
  - co-ordination /organisation of presentations to County Councils (where relevant)
  - ensuring Government backbenchers and all-party Oireachtas Committees are aware of IFA's position on relevant issues
  - on-going liaison with Political Parties' Press Offices and Senior Government Advisors.
- Register of Lobbying Bill 2014 was published in June and is currently making its passage through the Houses of the Oireachtas and is expected to be in operation by mid-2015.
- An Advisory Group of relevant experts and key stakeholders has been established by Minister Howlin to provide information and guidance to assist in the implementation of legislation. Elaine Farrell will represent IFA on this Group.
- IFA has recognised the objective to achieve greater transparency in regard to the lobbying of office holders and public officials on matters of public policy and other relevant decisions.
- IFA holds the position that lobbying is a legitimate activity which plays an important role in the efficient functioning of a modern democracy. It is essential therefore, that the new legislation does not place excessive, impractical or costly requirements on bodies engaged in legitimate lobbying.
- IFA has had many meetings with the Department of Public Expenditure and Reform on the practical implementation of the legislation and continues to seek further clarification on to whom in IFA the legislation will apply to.
- IFA made presentations in 2014 to the following Joint Oireachtas Committees: Agriculture, Food & the Marine, Enterprise, Jobs and Innovation, Finance, Environment and Foreign Affairs & Trade.
- In July, IFA hosted a Reception Showcasing Irish Food for the Members of the Houses of the Oireachtas.
- IFA campaigned strongly for delivery on Budget 2015 and the Agri-tax review.

## Priorities for 2015

- CAP Reform implementation – lobbying on the implementation of the schemes.
- Priority legislation for IFA:
  - Competition and Consumer Protection Act 2014 – Regulations / S.I.s on the legislation
  - Regulation of Lobbying Bill 2014 and its implementation
  - Forestry Bill 2013
  - Climate Change Bill
  - Budget 2016.
- IFA will monitor the Government's new priority legislation listing when published.
- Attending Ard Fheiseanna and Political Conferences.
- Regular meetings with Fine Gael Internal Agricultural Committee.

- Continue with relationship building of backbenchers; Oireachtas Committee Chairmen.
- Continue to brief Opposition Spokespersons on Agriculture.
- Legislation Monitoring - IFA will continuously monitor legislation coming before the Dáil and Seanad in the new-year and will keep regular contact with the Chief Whip's Office where legislation being brought before the Dáil and Seanad is decided on.
- Oireachtas Committees - IFA will continue to meet with and make presentations to the Chairman and members of the Agriculture Oireachtas Committee and other relevant committees.
- IFA Lobby Days - IFA will continue to organise lobby days on specific issues as they arise. One to one contact between IFA officers and their local representatives is critical to the success of these days.
- Dáil and Seanad Éireann resume on Wednesday 14<sup>th</sup> January 2015.
- Electoral (Amendment) (Political Funding) Act 2012 – IFA has been engaging with the Standards in Public Office Commission (SiPOC) over new legislation to disclose funding received and used for political purposes, including subscriptions and levies.

*Elaine Farrell*  
*Oireachtas Executive*

## National Potato Committee

### Progress and Delivery in 2014

- Robust campaign throughout the year prevented a repeat of the 2013 promotion campaign by retailers in the run up to Christmas
- Liaison with retail buyers and potato merchants / packers ensures growers' concerns are foremost on their agendas
- IFA continues to ensure Irish produce gets retailer priority over cheaper imports, especially with discounters Aldi and Lidl
- Planting Survey of 164 growers was published in the autumn. The survey represented an area of 17,432 ac, 76% of total area planted. Main findings were:
  - decrease of 3,262 ac (12%) from 2013 and 5% higher than 2012.
  - early varieties similar to 2013, indicates that main crop is reduced by 13% from 2013
- IFA led campaign on sustainable prices to growers with the main retailers, documenting producer costs of bring crop to market.
- IFA has worked tirelessly with Bord Bia and the Potato Council (UK) on a submission to the EU for a funded Potato Promotion Campaign - joint UK / ROI bid. Submitted to the European Commission in November, a decision on its success will not be known until April 2015. If successful, the promotion campaign will be a €1m programme over the next three years in ROI aimed at putting potatoes back on the plate of Irish consumers. Irish growers will contribute €250,000 over this period.
- IFA is actively involved in monitoring the use of grower registration numbers on potatoes for sale in Ireland
- Market Price Reporting - price information is collected weekly and sent to growers via text message and published on *ifarm.ie*. This information is also published in the the Irish Farmers' Journal along with information in relation to stocks and market trends.
- National Potato Day (NPD) 2014 – IFA was actively involved and participated in NPD which was co-ordinated by Bord Bia
- Potato Forum established between IFA, growers and merchants and packers to progress issues and improve structure of the industry
- Continue to work with Bord Bia on the Quality Assurance Scheme for potato growers

### Priorities for 2015

- IFA will continue to watch and target supermarkets' use of potatoes as a loss leader and expose producer exploitation
- IFA is continuously working towards better market co-ordination from growers, right through to consumer. Main focus is to ensure growers are in best possible trading position.
- IFA will continue meeting with growers to discuss problems in the market place. More efficient and accurate communications between the industry and growers is essential.
- Target imports for chipping, currently importing 50000 tonnes per year. Seeking meetings with chippers to address this issue.
- Address the importing of over 15,000 tonnes of salad / baby potatoes and put initiatives in place with industry stakeholders to address this

*Eddie Doyle*  
Chairman

*Elaine Farrell*  
Executive

*Pat Farrell*  
Development Officer



# National Poultry Committee

## Achievements and Work Done in 2014

- Successful outcome to the Nitrates Review. No reduction in the tillage land availability for spreading poultry litter
- Agreement by EPA on the reduction in cost of transfer IPCC licence within families
- Inclusion of the poultry sector in the Rural Development Plan 2014-2020
- Approval by DAFM for Poultry Knowledge Transfer Groups in 2015
- Increase in broiler package payments for the four groups supplying Western Brand. There was an increase of €25/1000 birds for Kantogher, Churchfield and Breffni and €5/1000 birds for Irish Farm Chicken
- Postponement of the implementation of initial price cuts for free range eggs and the negotiation of less severe reduction in price
- Country of Origin labelling for poultry products agrees and implanted on 1<sup>st</sup> January 2015
- Botulism. Agreement by DAFM to enforce legal guidelines and recommendations on all stakeholders involved in the production, transport and land spreading of poultry litter
- Avian Influenza (AI). IFA initiated all information meeting for stakeholder in the poultry sector worth DAFM at the outset of the outbreak of AI across mainland Europe
- Successful agreement with DAFM in relation to the packaging and labelling required for import whole turkeys in Ireland in 2014

## Priorities for 2015

- Broiler Grower and Egg supplier Margins - every group will be pushing for a margin increase in 2014 to recover lost margin over the past number of years. The volume of Irish chicken stocked in retailers is broadly satisfactory (apart from Tesco). Attention in relation to use of Irish product will be turned to other sectors, catering and food service especially
- Retailer Sector - the Committee will meet all retailers in early 2015 and ensure that ROI poultry products are stocked and that a sustainable price is passed back through the procurement chain
- Rural Development Plan 2014-2020  
The Chairman and the Committee will continue to lobby to ensure a successful and fit for purpose TAMs II scheme for the poultry sector
- To assist with poultry producers in the formation of effective discussion groups for both broiler and egg producers
- Negotiate with FBD to provide effective affordable insurance for poultry producers
- Provide representation for the poultry sector to ensure that the BREF (Best Available Techniques Reference) does not impose unneeded legislation or cost on poultry producers

*Nigel Renaghan*  
Chairman

*Robert Malone*  
Executive





# Regulation & Direct Payments

## Progress and Delivery in 2014

### Direct Payments

- In 2014, a total of €1.64bn was paid out to farmers in Direct Payments, the majority within the payment deadlines set down in the Charter of Farmers' Rights.
- IFA secured a 50% SFP advance payment from October 16<sup>th</sup>, resulting in a €500m cashflow boost at a vital time of the year.
- By year end, IFA had secured SFP payments in excess of €1.1bn to 119,000 farmers out of total applicants of 122,000. Outstanding cases were held up due to transfers, dual claims, inspections and commonages.
- On ANCs, IFA pressure secured delivery of €185m to 88,000 farmers out of a total 95,000. Stocking rate requirements and area problems are the main issue holding up ANC payments.
- Sheep Grassland Payments increased to €15m in 2014, up €2m from 2013.
- Beef Genomics Scheme payments of €20m to 30,000 suckler farmers.
- 75% instalment on REPS/AEOS worth €93m paid in December. Total REPS/AEOS payments of €180m were made in 2014.

### Land Eligibility Issues

- IFA led a strong campaign against land eligibility penalties at farm level in 2014, campaigning against retrospective penalties on overclaims in previous years.
- IFA was strongly critical of the Minister and the Department over the way land eligibility penalties were imposed on farmers. IFA insisted that there was no major hold-up in the payout of direct payments due to land eligibility problems.
- Under the Department appeals mechanism, IFA insisted eligibility payment problems were reduced for farmers.

### CAP Implementation

- IFA held a number of major CAP Information meetings on direct payments and cross compliance, commonages and other associated Rural Development issues in 2014.
- IFA secured changes on the difficulties associated with Greening, minimum stocking rates in marginal land areas, National Reserve and Young Farmer Scheme.

### Charter of Rights

- IFA insisted that the 2014 SFP and farm schemes were implemented in line with the deadlines set down in the original Charter of Farmers' Rights, which continues to operate.
- Negotiations commenced on a new Charter of Rights and IFA held a number of meetings with the Department. The new Charter is set to be introduced before the new CAP 2015 is implemented. Progress has been made under various headings on payment delivery rates and deadlines, tolerances and other areas. Negotiations continue to finalise a new Charter.
- IFA made detailed submissions to the Department on reducing inspections, improving payment delivery rates and deadlines, notice for inspections and increased tolerances as well as reduced penalties. In addition all other areas under the Charter continue to be worked on.

## **National Reserve and Young Farmers**

- IFA negotiated significant changes and flexibility on the educational requirements and other areas for the new 2015 National Reserve.
- IFA continues to lobby for greater flexibility on eligibility conditions and the inclusion of other deserving cases to be included in the National Reserve.
- IFA has also sought changes and flexibility for the application of the 25% payment top-up to the SFP under the Young Farmer Scheme.

## **Appeals**

- At both local and national level, IFA assisted many farmers with difficult appeal cases throughout 2014.

## **Direct Payment Problems**

- IFA assisted thousands of farmers with individual direct payment problems across all of the schemes at both national and local level throughout 2014. Critical to this is the structure and process which IFA has set up at national level to deal with these cases through direct contact with the relevant people in the Department of Agriculture.

## **Priorities for 2015**

### **Payments**

- IFA will insist on prompt payment across all schemes in 2015.

### **CAP Implementation**

- IFA will be involved in detailed discussions on the effective implementation of all CAP Pillar 1 and Pillar 2 schemes in 2015.
- IFA will represent farmers on the various Monitoring Committees covering all CAP related measures, particularly the National Reserve and Young Farmers.

### **New Charter**

- IFA will finalise the negotiations on a New Charter of Rights in 2015, covering all aspects of farm schemes focusing on payment delivery, notice, tolerances, and reduced levels of inspections and penalties.

*Tim O'Leary  
Henry Burns  
Flor McCarthy  
Sean O'Leary  
Kevin Kinsella  
Gerry Gunning*

## **Renewables & Alternative Land Use Project Team**

### **Achievements and Work Done in 2014**

#### **Department of Energy commence review of wind setback distances**

There are currently no specific conditions in legislation covering the distance that a wind turbine should be sited from sensitive properties, including houses. This omission is a cause of considerable concern for rural communities.

IFA's wind policy document, *Harnessing Ireland's Wind Resource for Renewable Energy Production – An energy policy for jobs, growth and economic development*, highlights the need to legislate for distance from sensitive properties, including houses.

The Association has met with the Department of Environment who has now commenced a review of existing guidelines and are considering introducing legal setback distances.

#### **Department of Energy agrees to develop national energy plan**

The Department of Energy has begun the development of a national energy plan, to bring clarity to energy policy and energy development in Ireland. The project team, led by IFA President Eddie Downey, has met with Minister for Energy Alex White TD and clearly set out the need for an alternative strategy other than a developer led wind energy development.

#### **Ireland and UK intergovernmental wind exports talks fail to conclude**

Talks between the Irish and UK Governments regarding exporting wind energy from the midlands to the UK ended unsuccessfully during the year. This is impacting on plans by the wind development companies Element Power and Mainstream Renewable Power. Both companies are now considering developing projects for the Irish market.

IFA will continue to support members on whose lands wind projects are proposed and members living in the vicinity of the proposed developments.

#### **Meetings with Departments of Agriculture and Environment on renewables policy**

During the year the project team held a number of meetings with Government Departments, including the Department of Agriculture and the Department of Environment. These meetings focused on policy measures required to support the development of a vibrant renewables energy sector and the roles of renewable energy in reducing Ireland's greenhouse gas emissions.

#### **IFA / CPL joint initiative to develop Ireland's biomass sector**

IFA and CPL Fuels have established a joint initiative to further develop Ireland's biomass sector, generating significant employment both directly and indirectly, while simultaneously moving to use a more sustainable and environmentally friendly solid fuel for the Irish home heating market. The creation of an end market for indigenous biomass of such scale will mean real opportunities for local farmers and the rural economy.

## **Priorities for 2015**

- To continue to lobby for the delivery of the key measures in the Association's wind policy document *Harnessing Ireland's Wind Resource for Renewable Energy Production – An energy policy for jobs, growth and economic development*.
- To seek legislative safeguards for local communities that live in the vicinity of wind developments.
- To continue to work for the delivery of a clear national energy plan that sets out the opportunities for the development of a vibrant indigenous rural renewables sector, which recognises the impact on local communities.
- Continue to research with CPL to identify the most suitable dedicated crop / residue mix, that will work financially both for farmers and the industry, to develop a sustainable biomass sector that can supply the home heat market while mitigating Ireland's CO<sup>2</sup> emissions.

*James Murphy*  
*Chairman*

*Fintan Conway*  
*Bio-Energy Executive*

*Thomas Ryan*  
*Environment Executive*

## Retailer, Processor and Consumer Relations Project Team

### Progress and Delivery 2014

- President/General Secretary met with CEO/senior management of all of the major retailers.
- The Competition and Consumer Protection Bill 2014 was signed into Law in July 2014.
- The Bill comprises of three components:
  - Merge National Consumer Agency & Competition Authority
  - Regulate certain practices in grocery goods sector – aimed at ensuring balance and fairness between the players – suppliers, retailers and consumers
  - Update and modernise the law on media mergers.
- The Bill does not address a number of substantive issues identified by IFA that would have resulted in the Bill being more robust, with a broader applicability across the food supply chain. These issues are:
  - failure to include a prohibition on below cost selling in the legislation
  - no limits on the use of Own-Brands by retailers
  - no provision for 'Retention of Title' for goods delivered until such time they are paid for
  - no provision for large retailer multiples to disclose profits and
  - failure to address the erosion of production prices resulting from the use of tendering rather than contract negotiation for the supply of certain produce.
- IFA lobbied for the introduction of amendments to the proposed legislation, which would result in stronger bargaining position for smaller suppliers and food producers.
- IFA proposed Amendments included:
  - Provision for an Independent Ombudsman to oversee and implement the regulations in respect of grocery goods undertakings
  - to improve transparency and to re-balance bargaining power in the food supply chain, for the disclosure of profits in the Irish market by large retail multiples
  - to include Garden plants as a grocery goods undertaking
  - to ensure that relevant grocery goods undertaking applies to a greater number of intermediate suppliers / merchants in the supply chain by replacing the threshold of €50m with €10m. This is particularly relevant to the fresh produce sector
  - to include in the Bill the *sustainability of primary producers* in decisions made at processing and/or retailing level
  - Provision for the Minister to intervene on occasion to prohibit below cost selling
  - to specify that payments for grocery goods supplied to be made within 30 days
  - to provide for retention of title for suppliers
  - to address further unfair trading practices such as – contracts that compel using 3<sup>rd</sup> party suppliers specified by the purchaser, prohibit contracts that contain payments of 'hello money' to get product on the shelf or demands for 'pay to play' money from suppliers, prohibit contracts that include Long Term Agreements (LTAs) which provide for payment by suppliers of substantial 'off-invoice rebates' at the end of a trading period.
- IFA believes that the proposed legislation will not materially improve the bargaining position of primary producers and smaller suppliers and the dominance of the retail sector, with its ability to force down prices to an unacceptably low level, has not been curbed.
- IFA met with UK Groceries Code Adjudicator Christine Tacon to discuss her role in the UK
- IFA's position has always been that an independent Ombudsman should be appointed by Government, similar to the UK, to oversee and implement this legislation.

- IFA is concerned that the new Authority (Competition and Consumer Protection Commission), will not be sufficiently independent to provide anonymity and confidentiality to suppliers and this will deter them from making complaints and disclosures.
- The Department of Enterprise, Jobs and Innovation published in December draft Regulations for consultation under the Act. When signed into law these will be Statutory Instruments (SI). IFA is currently reviewing these and has sought a meeting with the Department to discuss same.
- IFA President Eddie Downey was elected Chairman of the COPA-COGECA Working Party on the Food Chain and continues to address the difficulties of producers in the food chain at European level.

## **Priorities for 2015**

- Make progress on the draft Regulations under the Competition and Consumer Protection Act to ensure a fairer trading relationship between producers and other stakeholders in the food chain.
- Continue to campaign for legislation which deals with below cost selling.
- Continue to monitor Irish supermarkets on their commitment to Irish produce.
- IFA will continue to campaign as a supermarket watchdog to tackle and expose mislabelling.
- Continue to increase percentage of Irish produce on-shelf.
- Country of Origin Labelling for all fresh produce.
- More transparency in labelling between ROI/NI especially in pigmeat, poultry, fresh produce.
- Address excessive discounting of food products at farmers' expense.
- Progress EU legislation through COPA / DG Agri.

*Elaine Farrell*  
*Retailer Executive*

## National Rules, Privileges and Procedures Committee

The National Rules Committee deals with internal organisational matters concerning the Association. Under the IFA Rules, the **Committee's function** is "to advise Council for Council to decide" on all matters concerning the Constitution and Rules of the Association and on all matters of voluntary organisational procedure and discipline at all levels within IFA.

The National Treasurer/Returning Officer is designated under the Rules as Chairman of the Rules Committee and is also given direct **responsibility for all elections** and election procedures within the Association.

**Mr Jer Bergin** was elected National Treasurer/Returning Officer and therefore Chairman of the National Rules Committee at the IFA AGM in January 2014.

### Progress and Delivery in 2014

- Commenced review of Presidential and Regional Chairmen elections.
- Issued procedures for elections by County Executives to National Committees in autumn 2014 for the term of the new Committees running from January 2015 to December 2016.
- Reminded Counties and Development Officers:
  - To implement the four-year rule so that Branch Officers/delegates to County Executives are replaced as required and
  - That to have a vote, Branch delegates/proxies must be fully paid up members.
- Issued code of conduct for and acted as returning officer in Galway AGM elections
- Set the record straight re the expenses of a long-serving officer.
- Reviewed Cavan AGM elections and issued report to County Executive.
- Investigated alleged incident after Limerick County Executive meeting and issued findings.
- Restructured and updated rules for the Malting Barley Sub-Committee, now known as the Boortmalt Sub-Committee of the National Grain Committee.
- Advised and supported officers, members and staff on rules, procedures, elections, length of service, Branch registration and the resolution of differences/disputes.

### Work Agenda for 2015

- Conduct of elections in National Committees in spring 2015 for Committee Vice Chairmen and Management Committees, and in late 2015 for Committee Chairmen.
- Review of Presidential and Regional Chairman elections - recommendations to be brought to Council in early 2016 in good time before end 2017 elections.
- The National Returning Officer and the Committee will continue to uphold and apply the Rules of IFA, while at all times respecting the rights of individual members and the authority of the Council as the governing body of the Association.

*Jer Bergin*  
*Chairman &*  
*National Treasurer/Returning Officer*

*Bryan Barry*  
*Secretary /*  
*Assistant General Secretary*





# Rural Development & Less Favoured Areas Committee Report

## Progress and Delivery in 2014

### Rural Development Plan 2014-2020

- The Committee were involved in a major lobbying campaign for National Government co-financing which was finally agreed in early 2014.
- This involved 46% Government co-financing to give an overall Rural Development fund of over €4bn over the 7 year period up to 2020.
- The Committee submitted detailed discussions on all aspects of the plan. The plan was finally sent to Brussels in early July 2014.
- The main elements secured were a new GLAS scheme which will involve a maximum payment rate of €5,000 for up to 50,000 farmers.
- Major changes were secured to the commonage rules, payment rates and the conditions for applying for GLAS in the commonage areas.
- IFA highlighted the serious concerns in relation to the 140kg limit and other aspects of the scheme and secured changes.
- The Budget has been maintained for the ANCs (formerly Disadvantaged Areas) but significant improvements were secured for the offshore islands.
- Funding of €395m for a wide range of grant aid items, standard rate of 40% with young farmer top-up of 20% under TAMS II.
- Knowledge Transfer – payment of €750 per farmer across all sectors, this will replace the existing discussion groups.
- Leader – allocation of €250m but new structures to implement.
- Targeted Output Scheme under GLAS.

### CAP Reform

- The Committee were involved in discussions and had an input on the new CAP including the structure of new single payment, greening, national reserve, young farmers.

### ANC Review

- IFA has had on-going discussions with both the EU Commission and the Department of Agriculture with regards to the review of the Disadvantaged Areas. Progress has been made with more flexibilities being acceptable to the Commission.

### Budget 2015

- IFA lobbied vigorously for funding for key farm schemes in 2015 such as ANCs, GLAS, Farm Assist Aid under TAMS and Farm Assist. The allocation for ANCs was set at €195m and agri-environment schemes which include residual REPS 4, AEOS and the new GLAS at €150m.

### TAMS

- IFA ensured that the full allocation for TAMS I was utilised by moving money from underspend areas to those areas where there was a high demand. This ensured that all farmers who have applied for TAMS and who complete their work will get paid.
- IFA identified savings within the 2007-2014 Rural Development Budget which ensured €12.5m was allocated to a new Farm Safety Scheme introduced in October. Up to 4,000 farmers have applied.

### **Direct Payments**

- Vigorous lobbying took place to ensure that the maximum amount of Rural Development payments totalling €400m which include REPS, AEOS, Areas of Natural Constraint and TAMS payments were made within the calendar year.

### **Leader Programme**

- The Committee had a number of discussions with the Department of the Environment and local companies in the context of the new alignment proposals for local development in the Local Authorities. IFA ensured that agriculture is a vital element of these new structures and has sought full representation on the new structure.

### **Charter of Rights**

- Proposals were made for improved payment regime, reduced inspections, less penalties across a wide range of schemes.

## **Priorities for 2015**

### **Rural Development Plan 2014-2020**

- The Committee will be pressing for an early agreement on the RDP.
- The early commencement of the GLAS scheme is a priority with all farmers who apply being accepted into the scheme.
- A significant payment is being sought for 2015 to be followed by 5 full year payments up to 2020.
- That the TAMS II scheme is available to all farmers in 2015 and that a broad range of eligible items is available for grant aid.

### **CAP Implementation**

- IFA will be ensuring that the new CAP payments system is implemented in an effective manner. The new national reserve and young farmer measure must be applied in a flexible way.

### **Charter of Rights**

- The new Charter must ensure payments across all schemes are made in a timely fashion, the number of inspections is reduced and the level of penalties is mitigated with increased tolerances and the yellow card system.

### **ANC Review**

- The technical discussions in relation to the classification of ANCs will commence in 2015. IFA will be ensuring that when this issue concludes in a number of years that the existing areas are maintained and that payment levels are restored to their pre-2008 levels.

### **Farm Assist**

- IFA will be making a strong case to the Department of Social Protection that the assessment process for Farm Assist is eased and that GLAS payments are disregarded in the assessment.

*Flor McCarthy*  
*Rural Development Executive*

*Gerry Gunning*  
*Executive*

## **SAC Project Team**

### **Progress and Delivery in 2014**

- The SAC Project Team dealt with a number of issues in the course of 2014 which have a serious impact on farming and other developments restricted are applied. The issues vary from area to area but the main issues are where farmers have had problems where cross-reporting by the National Parks & Wildlife Service has led to some penalties being imposed on the Single Farm Payment.

#### **NHAs**

- The turf cutting restrictions were lifted on 60 NHAs nationwide. Where restrictions were imposed there was little or no turf cutting taking place.

#### **Designated Areas Monitoring Committee**

- As part of the 2004 SAC Agreement, the Monitoring Committee oversees the issues arising from designations. Two meetings were held in 2014 which also includes representatives from the Department of Agriculture.

#### **Turf Cutting**

- IFA dealt with a number of issues on turf cutting over the course of the year (see separate Peatlands Council report).

#### **Designated Areas Appeals Advisory Board**

- The appeals Board was set up to deal with objections of farmers to designations. IFA changed the representative in the course of 2014. Tom Turley replaced Martin Gavin. There has been an on-going dispute in relation to the working relations of the board which culminated in a meeting involving the independent Chairman Ciana Campbell as well as the other representatives on the Board. Appeals which have been held up are now due to be dealt with.

#### **NPWS Farm Plan Scheme**

- The allocation to this scheme has now fallen to around €2m. This is due to many of the schemes coming to an end such as Hen Harrier, Corncrake and other schemes. Individual plans have been renewed in certain instances such as Eskers and Sand Dunes.

#### **Meeting with New Minister**

- In the course of 2014 a new Minister for Arts, Heritage & the Gaeltacht was appointed, Heather Humphreys replaced Jimmy Deenihan. IFA met the new Minister at the end of 2014 and highlighted IFA's priorities

### **Priorities for 2015**

- Ensuring that farmers are fully compensated for designations and that there is a revamped NPWS farm scheme put in place.
- The Designated Areas Appeals Board works effectively.
- The compensation for turf-cutting is improved.
- That there are no turf-cutting restrictions on blanket bogs.
- That there are no further designations of SACs / SPAs.
- That an effective scheme is put in place in Natura areas in the new GLAS scheme

*Tom Turley*  
*Chairman*

*Gerry Gunning*  
*Executive*





IFA

CELEBRATING **60** YEARS 1955-2015





# **The Irish Farmers' Association**

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***REPORTS FOR 2014  
FROM  
REPRESENTATIVES ON OUTSIDE BODIES***

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## **60<sup>th</sup> Annual General Meeting**

**Irish Farm Centre  
Tuesday/Wednesday 27<sup>th</sup>/28<sup>th</sup> January, 2015**





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**Reports for 2014  
from Representatives on Outside Bodies**

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***C O N T E N T S***

Agri Aware  
An Bord Bia  
CAP Rural Development Monitoring Committee  
Comhairle na Tuaithe  
Designated Areas Appeals Advisory Board  
Farm Animal Welfare Advisory Council  
Fertiliser Association of Ireland  
Forás Éireann  
IFAC  
Inland Fisheries Ireland  
Irish Cattle Breeding Federation & Sheep Ireland  
Irish Dairy Board  
Irish Farm Films Producer Group Ltd  
National Dairy Council  
National Economic and Social Council (NESCC)  
National Milk Agency  
National Peatlands Council  
National Statistics Board  
Sheep Ireland  
Teagasc



## **Agri Aware**

Agri Aware would like to thank the IFA most sincerely for their continued support in 2014.

### **'Follow the Farmer' 2014**

Agri Aware's nationwide communication campaign on the benefits of the EU Common Agricultural Policy (CAP) began in May 2014, entitled 'Follow the Farmer'. It will run until April 2015 and is focused on explaining the benefits of the reformed CAP to urban and rural dwellers of all ages. This major campaign, co-financed by the European Commission, was awarded to Agri Aware following a competitive bidding process. Agri Aware wishes to acknowledge and thank the IFA and FBD for funding this campaign to convey the importance of the reformed CAP in delivering safe, quality, traceable and sustainably produced food that is affordable for consumers, in addition to the role of CAP in ensuring a clean countryside and waterways for the Irish public and tourists to enjoy each day. A key aspect of the campaign are the 'Follow the Farmer' video series. Agri Aware chose four farmers, from four different sectors within the farming community (beef, dairy, sheep and tillage), to follow through the farming year. Agri Aware has submitted a bid to the European Commission for funds to communicate the CAP after 2013 to the general public and farmers in 2015, entitled 'Be Agri Aware-Put your thinking CAP on'.

### **Family Farm, developed by Agri Aware and Dublin Zoo**

With over 1,068,071 visitors to Dublin Zoo in 2014, Family Farm is a key attraction to communicate the importance of our agri-food industry to the Irish general public, and visitors from abroad. A number of interactive educational themed events were delivered at Family Farm in 2014, in conjunction with patrons. In May 2014, Agri Aware hosted National Dairy Week to educate students and the public about the importance of the Irish dairy industry and the quality, versatility and nutritious benefits of dairy within our lives, as part of a balanced diet. Agri Aware celebrated the International Year of Family Farming at Family Farm in June. Over 7,500 people visited Family Farm for this event, where they learned about Irish family farming, and sampled quality Irish produce. In 2014, Agri Aware's Family Farm teacher delivered curriculum-linked educational programmes for pre-school, primary and second level students. Also in 2014 the 'CAP Agri Ambassadors' returned to Family Farm to communicate the reformed CAP on a weekly basis, between the months of June-August and during weekends in September.

### **Farm and Countryside Safety**

The 2014 Farm and Countryside Safety initiative was an educational maze at the National Ploughing Championships. It was a collaboration between Agri Aware, the IFA, FBD and ESB Networks. The maze tested ploughing visitors' knowledge of farm safety by inviting them to answer key farm safety questions to reach the end point. It was launched by International rugby player, Sean O'Brien, and over 26,000 people went through the maze over 3 days.

### **Ipsos MRBI consumer research**

In February 2014, Agri Aware commissioned an independent consumer survey, which was delivered by Ipsos MRBI. The data demonstrated that almost 9 out of 10 people think legislation should be introduced to ensure that farmers receive a fair price from supermarkets. Some 86% of respondents agreed that Irish farmers' contribution to society is important; while 90% agreed that they are proud of Irish farmers.

### **Agri Aware's 'Mobile Farm'**

Agri Aware's 'Mobile Farm' travelled to schools, shows and public events across Ireland in 2014, including the Irish Film Institute's Family Festival, during which it brought farm animals right into the middle of Dublin's Temple Bar.

## **Bloom 2014, National Ploughing Championships 2014 and Tullamore Show**

Agri Aware delivered large interactive exhibits at Bloom, the National Ploughing Championships and Tullamore Show.

## **Incredible Edibles**

A total of 830 primary schools across Ireland participated in Agri Aware's 2014 Incredible Edibles project to grow fruit and vegetables in school, with a view to increasing consumption. This key project was supported by the IFA, Bord Bia and the fruit and vegetable industry.

## **'Dig In!' Learning about life on the farm and in the countryside**

Agri Aware's curriculum-linked primary level educational resource, entitled 'Dig In', was made available to primary level teachers and students across Ireland. It was also sent to Kenya to educate students at Ndiini School outside Nairobi. This key resource enables primary level students to learn about life on the farm and in the countryside.

## **World Food Day**

Agri Aware worked with the Department of Agriculture, Gorta-Self Help Africa and Concern to create an educational poster to mark the United Nations World Food Day in October 2014. It was circulated as a supplement to the Irish Farmers' Journal and the Irish Times.

## **'Farm Walk and Talk' 2014 for second level students**

Some 2,235 students from 85 secondary schools across Ireland participated in Agri Aware's 'Farm Walk and Talk' 2014, in six agricultural colleges and research centres.

## **Agricultural Science and Home Economics Study Guides**

Agri Aware, in conjunction with IASTA, the ATHE and the Irish Farmers' Journal, delivered the Agricultural Science and Home Economics Study Guides in the Irish Farmers' Journal.

## **Agricultural Science syllabus**

Agri Aware secured agreement from the Department of Education to update the Leaving Certificate Agricultural Science syllabus. In December, Agri Aware hosted an industry event which discussed the planning for the new Agricultural Science specification, and delivered very clear messages regarding the industry's requirements. Agri Aware's Chief Executive, Dr. Vanessa Woods, has been appointed as Project Officer and former Chairman, Bernard Donohue, is a member of the NCCA Development Group for the new Agricultural Science syllabus.

## **Transition Year modules - Equine**

Agri Aware launched the first ever equine modules for Transition Year students at the Punchestown Racing Festival in June 2014, with top National Hunt Jockeys, Barry Geraghty and Ruby Walsh.

## **Christmas Radio advertisement**

Agri Aware delivered a Christmas radio advertisement across national and regional radio, with the key messages being to support local, quality and sustainably produced Irish food this Christmas and to remind the public about the importance of the reformed CAP in delivering this food.

## **Media outputs from January 2014 to December 2014**

361 articles from Agri Aware were published in the national and regional press, while 21 radio interviews and 9 television features were broadcast.

*Richard Moran, Chairman*

*Joe Parlon*

*James Kelly, Secretary*

## **An Bord Bia**

In addition to the ongoing Bord Bia meat programmes, including market development, market intelligence, trade fair participation and promotions, the main activities in 2014 included:

### **Beef Promotion 2014**

2014 has been a difficult year for Irish beef exports, due to increased supplies of beef (+10% in Ireland and + 3.4% across the EU) which has coincided with depressed beef consumption across most markets. Resulting from this, beef prices have declined across the region and while European beef exports to non-EU destinations have improved, stocks of beef remained relatively high into the final quarter of the year.

Bord Bia's Beef promotional programme in 2014 focussed on building the premium positioning of Irish beef through a series of integrated consumer promotions across a number of key export markets, with particular emphasis on Britain, Germany, Holland and Italy.

In April 2014 Bord Bia developed a programme of promotional activity on the basis of the additional funding of €500,000 it was asked to make available to support the beef market. Activities were focused on the German and Dutch markets, in order to achieve maximum impact in terms of sales of identified Irish Beef in higher value retail markets that also offer strong prospects for growth in the medium term. The tactical spend (€170,000) was targeted with individual key accounts with similar high value and volume potential, i.e. in Britain, Spain, France. Activities were phased between the summer months and the peak autumn cattle supply period in September to November. The promotions through the summer and autumn periods in Germany and Holland have featured on over 1.4 million Irish Beef packs, throughout nine different retailers and over 6,000 stores. This included the participation of 3 of the top 5 retail groups in Germany and 5 of the top 10 in the Netherlands.

### **Pigmeat Promotion**

The main focus of the 2014 Bord Bia Quality Assured pigmeat promotions on the domestic market was quality assured ham and bacon. There were four TV campaigns in 2014 which promoted ham and bacon. The first took place on the 6<sup>th</sup> January for up four weeks. The next two featured for three week's which aired in March/May, with the last one taking place in October for four weeks. In March, an additional PR initiative was undertaken to promote the ham and bacon category through the 'Hambassador' campaign which centred around finding the best ham and bacon sandwich recipe in Ireland. Claire Rooney was announced as the first 'Hambassador' winner live on the Ray Darcy Today FM show. Other areas that were used to promote the bacon and ham campaign included point of sale advertising, (posters in shopping centres and entrances to some of the leading retailers) while radio promotional activities on radio (Today FM) and digital channels were also used to support the campaign.

In response to some easing in pork demand, Bord Bia rolled out a promotional plan in November. The objective of this campaign revolved around increasing the frequency of purchasing of pork among current pork purchasers and the benefits associated with buying pork with the Quality Mark. This radio campaign started on the 15<sup>th</sup> November and lasted for three weeks.

### **Sheepmeat Promotion**

The main objective of the lamb campaign was to drive penetration and frequency of consumption with core and secondary consumer groups. The key messages were lamb's

unique flavour, the range of lamb cuts to suit every meal occasion and to choose lamb with the Bord Bia Quality Mark. The target audiences were heavy lamb shoppers (female 45-60 years old) to encourage them to choose lamb with the Quality Mark when shopping and to focus on premium lamb cuts and lesser value cuts to rebuild purchase frequency. Lighter lamb audiences (30-44 year old female shopper) were also targeted with a focus on lesser value cuts to bring more of this group to the lamb category. Activities included six weeks of TV advertising during June and August/September combined with PR and online activities.

Bord Bia together with Interbev and Eblex will coordinate the implementation of a generic lamb promotional campaign across a total of six EU markets commencing in spring 2015. This EU generic lamb promotion campaign was approved by the EU Commission in October 2014. The campaign will run over three years (2015-17), targeting consumers within the 25-45 year group across five overseas markets to include, Belgium, Denmark, France, Germany and the UK. Given that the younger consumer is the target audience of this campaign it is geared towards on-line and digital communications. Bord Bia will run a parallel promotional programme focussing on business development in France, Belgium, Sweden, Denmark and Germany. The total annual budget which includes 50% support from the EU will amount to over €3.2 million. This will translate into a three year promotional drive with a total budget of €7.7 million.

### **Livestock promotion**

Bord Bia provides support to the live export trade mainly by way of trade assistance and information, through the Livestock Sector Manager in Dublin, along with the relevant market offices, principally Madrid, Milan, Amsterdam and Moscow. In addition to providing market information, promotional initiatives are arranged to present a positive image and reputation for Irish animals.

Specific Bord Bia activities to support the live export sector in 2014 included the following: circulating weekly reports to the livestock exporters, providing up-to-date information on the major markets, organising an annual seminar for the live export sector, arranging networking events and itineraries, advertising of Irish livestock in key markets and acting as an important point of contact for existing buyers, while continually seeking to identify new potential customers.

### **Generic Quality Assurance Promotion**

To increase understanding and loyalty to the Quality Mark, the TV advert on the Mark was aired for nine weeks during 2014.

**Neven Maguire Home Chef TV Series:** Starting on 22<sup>nd</sup> January, the series sponsored by the Quality Mark featured Neven Maguire and other chefs using quality assured ingredients in their kitchens and interviews with quality assured producers. The 13 episode TV series was supported by PR activities to increase viewership through the national and regional media. (291,000 people tuned into the first programme).

### **Egg Promotion 2014**

The main objective of the egg promotions in 2014 was to increase the frequency of consuming Bord Bia quality assured eggs at both breakfast and the main meal occasion. The target audience was younger families (under 34 years with children) and pre families (households sized 1 to 2 under 44 years old without children). Targeting the 25 to 45 year old female shoppers, a range of activities included a 30 second TV advertisement supported by PR and online activities.

### **Just Ask**

Just Ask, a public awareness campaign that encourages consumers to look for information on where the food (particularly meat) on their plate comes from, continued to build awareness through PR and online activities.

### **Education Programme**

Bord Bia's Education Programme continued in 2014 with 50 cookery demonstrations and healthy eating presentations to 8,000 consumers taking place throughout the country.

### **Market Access Highlights**

In the first quarter of 2014 additional market access was secured for beef, sheepmeat and cooked meats to Lebanon and for sheepmeat to Hong Kong. During this time an agreement was reached with Japanese authorities regarding eligible plants for the export of beef and beef offal following on from the announcement of the re-opening of the Japanese market in late 2013.

A second seminar for industry in relation to efforts to gain access to the US market for Irish beef was organised followed by the facilitation of a visit by a team of inspectors from the USDA in the second quarter of the year. This follows on from last year's announcement by the United States Department of Agriculture Animal and Plant Health Inspection Service (APHIS) that it was changing the regulations which restricted the importation of beef from the European Union due to BSE.

A visit by the CFIA was also hosted in connection with possible access to Canadian market for beef. Progress was also made on gaining market access to Korea for beef while inspections to officials from the Russian federation (ongoing) were also facilitated throughout the year.

Market access was agreed with the Vietnamese authorities for Irish pork from approved plants. Similarly agreement was reached on access to the Philippines market for Irish beef, pork and sheepmeat from approved plants. An agreement with New Caledonia on a certificate for the export of beef from Ireland to New Caledonia was also reached while an agreement was reached with the veterinary authorities of Namibia for export of Irish beef and sheepmeat there.

In November the Department of agriculture collaborated with Bord Bia in facilitation of a study visit here by up and coming Chinese officials.

During the recent trade mission to China, Minister Coveney completed sheepmeat and beef questionnaires and secured a commitment for the Chinese authorities to send an inspection team to conduct a systems audit of our beef production controls. This led to a recent China Beef Inspection Team comprising 5 officials from AQSIQ and 2 officials from MOA as part of our efforts to have BSE ban lifted.

### **Potatoes and Horticulture Promotions**

Bord Bia and the Irish Potato Industry (including IFA/IPF) are partnering with the British Potato Council in an application to the EU to secure matching funding to support a three year generic promotions of potatoes on the Ireland and UK market from 2015 to 2018. The application was submitted in September and the outcome of the application will be known in April 2015. If successful the value of the campaign in Ireland will be €1million over the three years.

National Strawberry week was held in June supported by Bord Bia and the soft fruit producers. National Potato Day was organised by Bord Bia and held in early October.

Bord Bia also supported the promotion of fresh produce to school children through jointly supporting with packers and growers the Incredible Edibles Schools programme. 800 national schools participated in the 2014 programme. The Food Dudes Programme is managed by Bord Bia and promotes healthy eating among school children. The national roll out of the programme which commenced in 2007 to all national schools was completed this year and to date has reached over 3,100 schools and 475,000 school children.

In terms of the mushroom industry the three year "More to Mushrooms" promotion campaign which was funded jointly by the Mushroom Industry (Ireland/UK) and the EU was completed last year. A new application to the EU was successful in 2013 and a follow on three year campaign (€2.7ml) commenced in Autumn 2013 and is ongoing. This new "Just Add Mushrooms" promotion is covering both the UK and Ireland markets.

### **Horticultural Trade & Consumer Events**

Bord Bia provided sponsorship and support for a number of key trade events in the Horticulture calendar during the year.

The Bord Bia garden festival, **Bloom 2014**, took place in the Phoenix Park over the June bank holiday weekend, which attracted 108,000 visitors to Ireland's biggest horticulture consumer event of the year. Bloom provides a significant promotional vehicle for food, beverage and all horticulture sectors including landscape design and construction.

*Eddie Downey (Main Board & Chairman Livestock Board)*

*Henry Burns (Livestock Board & Quality Assurance Board)*

*John Lynskey (Livestock Board)*

*Pat O'Flaherty (Livestock Board)*

*Nigel Renehan (Livestock Board)*



## **CAP Rural Development Monitoring Committee**

### **Progress and Delivery in 2014**

- The Monitoring Committee dealt with the implementation of the €7bn CAP Rural Development Plan 2007 – 2013. The Committee is made up of various Departments and various stakeholders with around 40 members.
- The EU Commission attends every meeting and the structure is part of the legislative process for each member state in the implementation of their Rural Development Plan.
- IFA's clear objective over the last 12 months was to ensure that all EU funding was fully used up and that the measures contained in the Plan are fully implemented in line with the agreement reached with the EU Commission in 2007.
- Two meetings were held in the course of 2014. At the meetings updates are given by the Department of Agriculture and the EU Commission on the allocations under each measure and how they are performing.
- As a result of underspends particularly on the Bioenergy, IFA successfully secured an additional allocation of €12.5m to a new farm safety scheme. This scheme was introduced in October and will close on January 9<sup>th</sup>.
- At the end of the programming period it is expected that all EU money of €2.348bn will be fully utilised.

### **Priorities for 2015**

- In line with the new RDP 2014-2020 a new Monitoring Committee will be established along the lines of the one that was in place in the last programme.
- The priority will be to ensure that all EU funding allocated in the RDP is fully used up. The €580m per annum of EU/National funding allocated is fully utilised on farmer programmes over the next 7 years.
- That the new RDP does not have the rigid criteria to make changes which was in place in the last RDP.
- IFA will be proposing changes to the RDP where it is likely that underspends under the various headings may arise.

*Flor McCarthy*  
*Chairman*

*Gerry Gunning*  
*Executive*



## Comhairle na Tuaithe

### Progress and Delivery in 2014

- Comhairle na Tuaithe was established in 2004 to develop a national strategy for leisure use of land and waterways, dealing with conflicts where it exists and bring about a satisfactory resolution and to agree a countryside code between recreational users and landowners.
- The representation is broad including tourism bodies, recreational users, relevant departments and farm organisations. The Department of the Environment is the lead Department.
- Comhairle na Tuaithe met on 3 occasions in 2014 and issues discussed was a National Indemnity Scheme, the Walks Scheme, public Rights of Ways, Land Access Bill and Mountain Access Scheme.
- In relation to the National Indemnity Scheme the Department decided not to proceed following the reservations expressed by IFA as it could be eventually used to give rights of access to the public.
- On the Land Access Bill, following a public debate in July and media coverage, IFA successfully ensured that the Bill would not get any further into a discussion in Dáil Éireann.
- In the 2015 Budget, the allocation for the Walks Scheme was maintained. This level of funding will support the current scheme, the Rural Recreation Officers as well as the promotion of the scheme.
- The Rural Social Scheme continues to play a key role in the creation of walks and it is estimated that 400 farmers support the walks under the RSS.
- From Tourism Ireland's analysis, the Walks Scheme has added greatly to tourism numbers in the areas where it is in operation.
- IFA's participation in CnaT has been vital in ensuring that the rights of farmers are fully protected.

### Priorities for 2015

- Seeking additional funding for the development of new walks.
- Resisting any attempts to change legislation in land access.
- Monitoring very closely the increased emphasis on greenways. This will be done in conjunction with the Environment Committee as there are moves made for CPO legislation to be used to create greenways. IFA will continue to reject this.
- Promoting the development of walks through various tourism organisations.

*Pat Dunne*  
*IFA Representative*

*Gerry Gunning*  
*IFA Representative*



## Designated Areas Appeals Advisory Board

### Progress and Delivery in 2014

- The Designated Areas Appeals Advisory Board was set up following the implementation of the EU Habitats Directive in 1997. Its purpose is to hear appeals by landowners of lands designated as Special Areas of Conservation (SAC), Special Protection Areas (SPAs) and Natural Heritage Areas (NHAs). Landowners have 3 months to appeal once notification of designation is issued by the National Parks & Wildlife Service.
- There are two appeals Boards. One chaired by Sean Duignan dealing with SACs and the other one chaired by Ciana Campbell which deals with SPAs. The Board is made of farm organisations, IBEC where relevant and environmental organisations. The cost of each appeal is about €5,000 which covers the cost of the Board as well as the grant to the environmental consultant to make the case for the appellant.
- As a result of objections by IFA in relation to the undue influence of the independent advisor to the board at the Appeals Board meeting, it was felt by IFA that the advisor was favouring the environmental NGOs and therefore IFA sought equality at a technical level in the final discussion. Because of this there have been no appeals heard since June 2013. These matters are now being resolved and IFA has ensured that the appellant's advisor is present at the technical discussions which will take place before a final decision is made.
- In the early part of 2013, a large number of appeals were heard on Inishboffin island (10) and the Derryveigh/Glendown mountain range in Donegal (5). The Inishboffin designations have not yet been decided, on the other sights, 5 were partially reduced and 2 were unsuccessful in other areas.
- There are 286 appeals outstanding mainly related to recent SPA designations. The main bulk of these are 160 sites in the Connemara bog complex.
- IFA continues to resist the 3-month time period imposed by the last Government by which an appeal must be made following a notification of designation.

### Priorities for 2015

- To ensure that the impasse that has developed at Board level is resolved.
- To ensure that any farmer who has had land designation imposed on his land is given ample opportunity to appeal the designation.
- That the number of appeals dealt with in 2014 is greater than those dealt with in 2013.
- That the grant of €1,350 to appellants is increased to fully reflect the cost of doing a scientific report.
- That the farmer representation on the Board is fully maintained.
- That the influence of the Environmental NGOs is strongly challenged.

*Tom Turley  
IFA Representative*



## Farm Animal Welfare Advisory Council

The FAWAC held 4 meetings throughout 2014 under the chairmanship of Professor Patrick Fottrell. Key issues dealt with during 2014 included the following:

- Equine welfare and associated issues with the identification/registration and disposal of horses.
- FAWAC education sub-group produced a booklet on animal welfare guidelines for horses at gatherings and sales.
- The education working group also commenced work relating to n-farm euthanasia of pigs.
- A number of meetings involving IFA and others were held in respect of the Early Warning System for dealing with animal welfare cases.
- IFA National Pigs Committee Chairman made a detailed presentation to the Board on pig production, pig welfare and associated issues.
- Liaison with the Farm animal welfare scientific advisory group.
- Introduction of the animal health and welfare act 2014
- Submission to the Department of Agriculture on research proposals in respect of acutely injured animals.
- Discussions with IFA on welfare issues associated with dog attacks on sheep flocks.
- Presentation to the Board by Bord Bia on origin green, quality assurance, sustainability and welfare issues associated with food production and marketing.
- Dairy welfare issues
- Animals in Transit
- EuroFAWC
- Fur Farming
- Other animal welfare issues

IFA was also represented on a number of the FAWAC working groups in 2014. IFA utilised the Committee and Project Team structure within the Association on these working groups.

IFA continue its valuable input and work at county level with the Early Warning System in respect of welfare issues and problem cases at county level.

*Henry Burns  
Sean O'Leary  
Kevin Kinsella*





## Fertilizer Association of Ireland

- The Fertilizer Association of Ireland comprises of members from the agri-business industry, with an interest in research, use and retail of fertilizers. The Association was established to promote the efficient use of fertilizer through technical meetings, field visits, conferences and the publication of technical papers.

### Spring Scientific Meeting

The Spring Scientific Meeting took place in February. Three papers were presented at the seminar:

- *Harvesting the production potential of land – farm case studies* by PJ Phelan; ITCA.
- *Delivering farm productivity while sustaining water quality improvement – NAP 2013-2107* by Jack Nolan; Department of Agriculture.
- *Potential to optimize fertilizer inputs based on soil N supply* by David Wall, Noleen McDonald and Stan Lalor; Teagasc.

### Annual Spring Supplement

- The annual spring supplement was published in the *Irish Farmers' Journal*.

### Spring Field Visit

- A spring field visit took place this year in North County Dublin, examining the production and processing of field crops including potatoes, tomatoes and lettuce. In addition reseeded practices and fertilizer management were examined on a beef unit, as part of the field visit.

### Smart Farming

- Council member Mark Plunkett spoke about efficient nutrient management at the national *Smart Farming Seminar* in Portlaoise. His presentation focused on the need to complete regular soil tests, and use the results to address soil pH issues by appropriate levels of liming, and maximizing the use of organic manures such as slurries and farm-yard manure.

*Harold Kingston*  
*IFA Representative*

*Thomas Ryan*  
*Executive Secretary*  
*Environment & Rural Affairs Committee*



## Forás Éireann

- Forás Éireann is a permanent conference of voluntary organisations which have come together for the purposes of consultation and joint action to assist and promote social, cultural and economic developments in Ireland.
- IFA is represented on the Forás Éireann Council.
- The Charlotte F. Shaw Trust, which is administered by Forás Éireann provides funds for *'the bringing of masterpieces of Fine Art within the reach of Irish People of all classes.'* Funding is provided for in the following categories: Art Appreciation, Music Recitals, Music Appreciation lectures, Music Festivals, Literature Appreciation Lectures to include Poetry Readings and Social Arts to include public speaking.
- In 2014, €30,682 was available through the C.F. Shaw Trusts in grants. Funding was allocated in 2014: Art €3,989 (13%), Music €18,409 (60%), Literature €6,136 (20%) and Social Arts €2,148 (7%).

*Maura Canning*  
Chairman



## IFAC Accountants

2014 was a successful trading year for IFAC with turnover up over 10%. IFAC's main focus is to continue with its core competency of providing a book-keeping, accounts and taxation service to a predominantly farmer client base. In addition, the services provided to the SME sector are mainly relatives of farmer members.

- **TaxBright.** This new Dublin branch office set up in 2013 traded in excess of budget expectations for 2014, and at the time of writing, continues to expand, attracting a diverse range of clients in the SME sector in the Dublin area and beyond.
- **Growth.** The growth strategy commenced by IFAC some years back and enhanced by the appointment of an Agri-Support Manager, expansion of a National Tax Department, development of a new website and focused media advertising have all contributed to IFAC expanding its range of services to a growing client base. In 2014, 720 new clients signed up for service.
- **Closure of Analysis Unit.** Advances in technology and other factors allowed IFAC to close its Analysis Unit on 30<sup>th</sup> November 2014. The Analysis Unit was first set up in the Autumn of 1975 in An Foras Taluntais, 19 Sandymount Avenue, set up thereafter in the Irish Farm Centre in October 1979 following the establishment of the co-operative and in recent years, operated from the Cahir Office in Co. Tipperary. The Analysis Unit has been replaced with a Book-keeping Services Support Unit.
- **SME Sector.** In continuence with re-structuring in 2014, IFAC appointed a Book-keeping Solutions Manager to research, report and advise on how a best practice service can be given to a diverse range of small businesses, the number of which is expanding now that the national economy has turned around.
- **IFA.** IFAC continues to provide intellectual and monetary capital to IFA. IFAC congratulates IFA on its continued success and its outstanding service to Irish farmers over the last 60 years.
- **Macra Na Feirme.** IFAC continues to provide support by way of sponsorship to Macra to aid their participation in CEJA.
- **New Board. 2015/16.** Three new board members were elected in December 2014 to serve the 2015/16 Board period:-

### **Counties Wexford & East Wicklow:-**

Paul Kehoe, Glasscarrig, Ballygarrett, Gorey, Co. Wexford.

### **County Cork**

Teddy Cashman, Coole, Whitescross, Co. Cork.

### **Counties Cavan/Monaghan:-**

Frank Evans, Lisnashannagh, Stranooden PO, Monaghan.

- **Property.** In 2014 IFAC continued with its policy of upgrading current offices as required, move to new rental accommodation as required and the purchase of new premises where deemed appropriate. In 2014, premises were purchased in Monaghan town and Raphoe, Co. Donegal. The Wicklow branch office moved to Wentwort Place in Wicklow town.  
W Fahey, January 2015.

*Tim O'Leary*  
*James Kane*  
*James Kelly*

## **Inland Fisheries Ireland**

- The main role of Inland Fisheries Ireland (IFI) is the protection and conservation of the State's inland fisheries resource.
- It is also required to promote, support, facilitate and advise the Minister on the conservation, protection, management, marketing, development and improvement of the inland fisheries resource.

### **IFI and Teagasc Publish Guide on Proper Management of Farm Watercourses**

- In October Teagasc and the IFI launched a new guide "Minding our Watercourses", which highlights best management practices of farm watercourses, whether large rivers or small streams.
- The guide details best practice management of watercourses. Fencing and providing an alternative source of water is recommended in the guide, as this avoids damage to the river bank and bed, reduces siltation, prevents fouling with pathogens and prevents the escape of nitrogen and phosphate.
- Allowing native trees to grow along watercourses stabilises banks, creates a natural buffer zone, provides valuable habitat for flora and fauna, controls in-stream temperature and weed growth, and provides shade and shelter for livestock.
- Buffer strips alongside watercourses intercept silt, nutrients and improve bank stability.
- Farmers are reminded to watch out for and report invasive plant species which smother out smaller native species, which die back to leave large bare areas in winter, resulting in soil erosion.

### **Court Cases**

IFI also took a number of court cases successfully through the courts, including:

- The conviction of two men for illegal fishing on the Clare River in Co. Galway.
- A conviction for illegal netting of salmon on the river Colligan, Dungarvan.
- A conviction for illegal netting of bass in Tramore Bay, Co. Waterford.
- Two men were prosecuted for fishing illegally and impeding IFI officers in the River Boyne.

### **Public Consultations**

A number of public consultations also took place including:

- Wild Salmon and Sea Trout Tagging Scheme Regulation.
- River Nore Snap net season extension.
- Non-native species risk assessment.

*Brendan O'Mahony  
Chairman  
Inland Fisheries Ireland*

*Thomas Ryan  
Executive Secretary  
Environment & Rural Affairs  
Committee*





# ICBF

## **Beef Genomics Scheme**

The headline project at ICBF early in 2014 was the Beef Genomics Scheme. Over 35,000 farmers joined the scheme, and at farm level, farmers responded extremely well to the job of tagging the stock bull, and a number of cows. The quality of DNA extracted in the lab was extremely high. It augurs well for the follow-on programme in 2015. As part of the research work, a major Beef Genomics Conference was held in Dublin in November, the first InterBeef workshop of its kind. We look forward to the first of the genomic evaluations for beef starting to appear in the second half of 2015.

## **Dairy Genomics**

Adoption of dairy genomics at farm level continues to grow. In 2014 over 60%, up from 50% in 2013, of some 650,000 recorded dairy inseminations were from genomically selected bulls. The results from both the Next Generation Herd in Moorepark, and the 'Daughter Proven' results continue to show that the genomic predictions are holding up well across the teams of genomic bulls. The AI companies continue to invest very significantly in genotyping, ensuring that the best possible selection of young bulls are going into the Gene Ireland programme for progeny testing. This is key to the on-going validation of the genomic indexes.

## **Genetic Evaluation**

Our genetic evaluation activities continue to be at the very heart of ICBF's role in dairy and beef. The extra data collected through the Beef Data Programme and other initiatives coupled with improvements in our evaluation methods has resulted in a substantial improvement in the accuracy of our beef genetic evaluations. The evaluations continue, however, to be at the mercy of good quality data for real progress to be made. We have seen good uptake of the Eurostars on the terminal side, but there is still significant progress to be made in terms of using the Eurostars to help choose female replacements. The on-going roll-out of the Beef Genomics Scheme will play a key role in improving progress here. The G€N€ IRELAND® dairy progeny test program continued in 2014. The implementation of a revamped G€N€ IRELAND® beef programme continued in 2014, and the roll-out of this will continue in 2015, with the first progeny being born next spring. Another element of the ICBF infrastructure that has continued to make great strides in 2014 is the Tully Performance Test station. The installation of the new feeding system early in 2014 has allowed us to begin testing steers as part of the process, and the investment in the feeding system continues with the help of DAFM. Tully is now also providing a rich stream of data in the area of meat eating quality, and the results emerging have great potential in continuing to position Ireland as producers of top quality beef.

## **Herd Plus®**

HerdPlus® membership has exceeded 17,500 dairy and beef herds. These herds have access to a wide range of valuable breeding information which farmers can use to breed more profitable cattle. On the service income side, both Milk Recording and AI service income rebounded well after a difficult 2013, thanks to excellent work by the service providers. Our Bull Search facility (on [www.icbf.com](http://www.icbf.com)) continues to be the facility on our website that farmers and breeders find most useful with, again, over 1,000,000 searches in the last twelve months.

## **Animal Health**

We continue to do significant development work in conjunction with Animal Health Ireland (AHI) in the area of IT infrastructure for management of the BVD programme. Significant progress was also made in relation to the CellCheck and Johnes programmes. ICBF's ability to generate genetic evaluations for animals in relation to disease resistance is becoming an increasingly important area, and initial results

are showing significant potential for genetics to assist with national animal health programmes. As such, our relationship with AHI will continue to be extremely important.

### **Milk Testing**

2014 saw the continuation of the OptiMIR partnership focusing on the use of spectral data from milk testing, and involving ICBF, Teagasc and 15 other partners across Europe. The project is focusing on making good use of the extra data (the MIR spectra) that can be collected from milk sample testing. Irish farming benefits greatly from the unique partnership that exists between Government and the industry. The ability of ICBF to put DAFM funding to good use is widely acknowledged and in 2014 was particularly evident again through the progress being made across a range of areas, and adoption by farmers. Without DAFM support it would be much more difficult for ICBF to deliver so much benefit to the industry and wider community, through the services it provides.

### **Summary**

2014 has been another very exciting year in the cattle breeding community. There are many challenges ahead, but also lots of opportunity. The key to ICBF's success remains the same as ever - the application of good science, a focus on the needs of farmers, working closely with our stakeholders and a 100% commitment to delivering by a talented and dedicated team. We are most fortunate to operate in an environment where ICBF's vision is shared by our Board, our members, DAFM, Teagasc, and, most importantly, Irish Farmers.

*Michael Doran, Vice-Chairman  
Henry Burns, National Livestock Chairman  
Kevin Kiersey, National Dairy Committee  
Kevin Kinsella, Director of Livestock*

## Irish Dairy Board Report

2014 saw global milk supply output growth rise rapidly, and quickly become out of kilter with relatively steady demand. The exit of China after an exceptional powder buying spree in 2013/14, and the Russian export ban exacerbated the supply/demand imbalance. As a result, world and EU commodity prices eased first very gradually from the highs reached in late 13 early 14, then fell a lot faster as China exited the market, and faster still from August when the 1-year ban on exports of all food products to Russia was announced.

The IDB PPI index, which reflects the returns from the IDB's entire product mix, including over 40% of cheddar cheese, fell from a January high of 133.6 points equivalent to 41c/l incl VAT to 99.5 points or 30.6c/l incl. VAT.

The outlook for 2015 is for a short to medium term continuation of the supply/demand imbalance, as output continues to grow faster than last year, albeit at a slower pace, in most regions, and built up stocks holds up fresh buying. The IDB expect that the PPI could fall below 90 points for much of the first half of 2015 – with a strong recovery thereafter as supplies ease and demand rebounds.

Dairy products representing around 60% of the milk produced in Ireland are traded by the Board each year. This includes around 80% of butter and cheese, and around 70 % of powders. The Irish Dairy Board has subsidiaries in the UK, Belgium, the Netherlands and the US providing valuable distribution channels for Irish products. The IDB has also established routes to market in many other countries.

During 2014, the Irish Dairy Board have expanded their US food ingredients business, with the opening of the new Thiel cheese facility in Wisconsin. A new Kerrygold TV ad, airing in the US this summer, advertised Kerrygold butter, which is now the first imported brand in the US. The IDB's Kerrygold Whole Milk, a UHT drinking milk carton, has gone on sale in China. A €14m Kerrygold production and packing facility was opened in Newkirchen, Germany. Also in Germany, a new cheese developed in conjunction with Tipperary Co-op, Kerrygold Kildery cheese, was launched.

The IDB have also obtained planning permission for the Kerrygold Centre of Excellence and butter production and packing facility in Mitchelstown.

The IDB had started extensive strategic work with milk processors to identify products and markets which can be profitably tackled with growth milk after 2015. This work has progressed significantly and will continue into 2015.

Mr Thomas Dwan, supplier to Centenary Thurles Co-op, was overall winner of the 2014 NDC and Kerrygold Quality Milk Awards.

To further promote Ireland's marketing edge on the global scene, the IDB are also engaging closely with Bord Bia's Origin Green sustainability campaign, and have pressed very strongly for the prompt implementation of the SDAS scheme.

*Sean O'Leary*  
Chairman

*Catherine Lascurettes*  
Executive



## **Irish Farm Films Producer Group Ltd. (Farm Plastic Recycling Scheme)**

- During 2014 the Irish Farm Films Producer Group Ltd. (IFFPG) collected over 25,000 tonnes of film plastic. The majority of this was collected at the 200 bring centres located in every county across the country.
- Farmers and IFFPG continue to exceed the annual farm plastic recycling target set by the Department of Environment, Community and Local Government.

### **Reducing the cost of recycling for farmers**

- IFFPG ran a campaign to support farmers to reduce the cost of recycling, by encouraging the better storage of waste plastic on farms. Strong messaging and communication efforts took place at bring centres. Given that farmers are charged on a *pay by weight basis*, storage in dry and clean areas will reduce the cost of recycling.

### **Non-payment of VAT and Levy on film plastic**

- The Revenue Commissioners and local authorities have taken a significant interest in non-payment of VAT and levy during 2014. A number of farms, merchants and contractors were visited.

### **Collection of film plastic from farmers**

- IFFPG are currently considering applications for the collection of farm plastic on their behalf at bring centres and on farms for the next five years. This process is being administered and supervised by KPMG. It is anticipated that the collection contracts will be awarded in early 2015.

### **Farm Plastic Recycling**

- IFFPG's partnership with Farm Plastic Recycling Ltd. continues to operate well, expanding the recycling service provided to farmers. Farm Plastic Recycling Ltd. collects and recycles meal and fertilizer bags and chemical containers at the IFFPG bring centres.
- Approximately 650 tonnes of material was collected by Farm Plastic Recycling Ltd. during 2014, an 18% increase on the previous year.
- Triple rinsing of chemical containers is essential before presenting chemical containers at bring centres.

*Aidan Larkin  
IFA Representative  
& Board Member of IFFPG Ltd*

*Thomas Ryan  
Environment Executive  
& Board Member of  
IFFPG Ltd*



## National Dairy Council

The NDC mark campaign continued into 2014, refocused on emphasising that 1 litre in every four consumed on the Irish market is not local, and the importance for consumers to choose NDC marked milk to support Irish jobs and the economy.

The plan for 2015 and onwards is to focus the mission of the NDC on the defence of industry reputation, an increasingly important consideration in a global market influenced by instant news stories spread through the social media. An extensive study has been carried out, with input from all stakeholders, and from other Irish and international organisations which have benefited from reputational work.

2014 saw the second “Dairy Week” from 12<sup>th</sup> to 18<sup>th</sup> May, with the promotion of NDC marked milk in the main supermarkets, and a number of dairy related public events, including the NDC annual conference.

The National Dairy Council has undertaken research based on IUNA data on nutrition and ageing, and the role of dairy products in ageing adult diets. This will be very beneficial to NDC members seeking to market specifically developed products to ageing adults.

It has also commissioned research in the benefits of skimmed milk consumption as compared to sports drinks when it comes to post exercise rehydration. The preliminary results of this research are very promising, showing significantly better results from milk than either water or commercial sports drinks.

The National Dairy Council also deals with misinformation on matters relating to nutrition and health.

The National Dairy Council’s promotional activity includes nutritional education to schools through the medium of competitions and advertising campaign awards, and is very active on social media. It also targets the medical profession with specifically developed nutrition regular bulletins.

The NDC is hosting every year, in co-operation with local dairy co-ops, Health and Wellbeing Evenings around the country. Those have been well received, attracting large numbers of women to inform them on issues around health, nutrition and lifestyle, and the place of dairy products in their diet.

The NDC is now involved in the totally revamped national School Milk Scheme, in which 1000 new fridges were disseminated to schools.

The NDC for the fourth year co-operated with the IDB in a joint Quality Milk Awards. The 2014 winner was Thomas Dwan, a supplier to Centenary Thurles Co-op.

IFA representatives for 2014 on the National Dairy Council are Sean O’Leary and Teddy Cashman, with Eamonn McEnteggert representing the National Milk Agency. Catherine Lascurettes also represents IFA on the nutrition issues subcommittee of the NDC.

*Sean O’Leary*  
*Chairman*  
*National Dairy Committee*

*Teddy Cashman*  
*Chairman*  
*National Liq Milk Committee*

*Catherine Lascurettes*  
*Executive*





## **National Economic and Social Council (NESC)**

NESC is the consultative body to Government and is responsible for strategic analysis of major economic and social policy issues. The membership includes the five Social Partner Pillars, senior representatives of a number of Government Departments, and a number of independent members nominated by Government.

During 2014, the work of NESC was concentrated in a number of areas including:

- Climate Change
- Wind Energy
- Ireland's Labour Market
- Social Housing in Ireland / Jobless Households

The Irish Farming and Agriculture Sectors were well represented in all debates.

Participants in NESC, policymakers in Government and other bodies use NESC publications to inform policy development.

*Pat Smith*



## National Milk Agency Report

Established 17 years ago by the National Milk Supply Act, the National Milk Agency's role is to ensure a quantitatively and qualitatively adequate year – round supply of milk for the liquid trade. It does this by ensuring that liquid milk producers are duly contracted to their dairies and are adequately compensated for the additional cost of year round/winter production.

The Agency has 6 staff. Three inspectors audit all processors nationally each month to see that liquid milk is used and liquid price is paid. The NMA's 3 inspectors carried out numerous inspections aiming at ensuring that liquid milk is being paid for at liquid milk prices, and that manufacturing milk is not used in lieu of liquid milk. Prosecution will be used where necessary to ensure compliance.

Three administrative staff deal with around 1,900 contracts each year and work with other organisations including IFA, Department of Agriculture, National Dairy Council and the Consumers Association of Ireland. They also maintain a Register of Producers, a Register of Processors and a Register of Contracts.

In 2014, the NMA actively supported the IFA "Securing Fresh Milk Supplies Post 2015" campaign, especially through the participation of CEO Muiris O'Ceidigh to the IFA Liquid Milk Forum in July.

The NMA advocated on behalf of the specialist liquid milk producers, because of the threat their failing economic sustainability poses to the year-round supply of fresh milk for the trade. They highlighted with an update of the work carried out last year by Dr Joe Patton of Teagasc the increasingly less profitable nature of specialist liquid milk production systems. This independent work has proven invaluable in helping IFA make the case for a need to improve liquid and winter premiums during 2014 to offset at least some of the base manufacturing milk price falls..

The NMA had reduced the 0.145 c/l total levy by 25% from April 2013. Most dairies collect half of the levy from farmers, and pay the balance centrally.

Representatives of the processing industry on the NMA board include Frank Tobin from Glanbia, Eoghan Sweeney from Aurivo, and the Chairman and Secretary of the NDA, Tony O'Driscoll (Clona Dairies) and George Kearns.

The current farmer board members are now Pdraig Mulligan, Jerome Crowley, Teddy Cashman, Denis Fagan, Eamonn McEntegert.

*Teddy Cashman*  
*Chairman*  
*National Liquid Milk Committee*

*Catherine Lascurettes*  
*Executive*



## National Peatlands Council

### Progress and Delivery in 2014

- The remit of the council is to come forward with a strategy for Ireland's peatlands and to oversee the implementation of the SAC Habitats Directive on 55 raised SAC raised bogs and 75 NHA bogs.
- The work of the Committee to date, has been mainly dealing with the turf-cutting restrictions on the raised SAC bogs where turf-cutting was forced to cease early from 2012.
- The Council members include IFA, Environmental NGOs, Irish Rural Link and Bord na Mona as well as the relevant Department of the Environment officials mainly from NPWS.
- The IFA representation on the Board is vital as the environmental NGOs want to restrict cutting of turf not just on SAC bogs but on all bogs including blanket bogs throughout the country.
- IFA has secured a proper compensation scheme which included €1,500 for 15 years with a €500 top up in the first year. Currently 3,000 farmers are availing of this compensation package.
- Relocation to other bogs is also in progress.
- The IFA proposal that turf would be purchased for people affected was accepted and 400 farmers availed of this.
- The relocation to alternative bogs is a slow process with only around 2 bogs, Clara and Mountbellew having been successfully concluded.
- In early 2014 on a significant number of the NHAs turf restrictions were lifted.
- A peatland review strategy is currently being finalised and is due to be approved due to be approved by Government in early 2015. IFA has ensured that turf cutting is allowed on all non-designated bogs.
- Where restrictions apply, IFA will be insisting that certain levels of turf cutting are allowed and that those people who wish to take compensation or relocation should be facilitated.
- At the board, IFA has strongly argued that where flooding results from blocking of drains to preserve the bog that farmers lands must be protected.

### Priorities for 2015

- In 2015 IFA will be insisting that the compensation scheme continues to be paid.
- IFA will be insisting that all outstanding claims are dealt with.
- The Government strategy on bogs clearly recognised the rights of turf cutters.

*Tom Turley*

*Joe Parlon*

*Gerry Gunning*



## **National Statistics Board**

The National Statistics Board is responsible to Government for developing its statistical strategy. This responsibility includes the setting of priorities for the compilation and development of official statistics in Ireland and guiding the strategic direction of the Central Statistics Office.

The Board was established on a statutory basis in November 1994, under the Statistics Act, 1993. In March 2014, Rowena Dwyer, was among the Taoiseach's nominees to the Board. The main work of the Board for 2014 and into 2015 is the development of a new Strategic Plan for the next five years.

This will identify data priorities, new challenges, such as the role of 'Big Data' in official data collection and identify how the collection of official statistics can be undertaken more effectively by State Agencies, with improved accessibility for users.

Rowena Dwyer  
January 2015





## Sheep Ireland

Sheep Ireland ([www.sheep.ie](http://www.sheep.ie)) continued to make excellent progress in 2014, with strong leadership from its chairman, James Murphy. Commercial and pedigree farmers are becoming much more aware of the existence of the EuroStar indexes, and how they can play a significant role in removing the risk around ram purchases, and help the industry to ensure that it does not lose ground to other countries in the terms of gains through genetic progress.

### **CPT and MALP Programmes**

The commercial farms that make up the CPT and MALP programmes have again put in a huge amount of work this year, and data coming from these farms is hugely valuable in generating accurate genetic evaluations for Sheep.

### **LambPlus**

LambPlus has again expanded significantly in 2014, and numbers are continuing to rise. This means that over 50% of the rams sold this year would have EuroStar figures available. We expect this number to rise again in 2015, and current indications are that this is achievable.

### **STAP**

STAP continues to have a major impact in terms of raising the awareness of Eurostars on Sheep, especially rams, and the fact the Eurostar concept is similar to that in cattle also helps in this regard. It is critical for the success of Sheep Ireland that (a) farmers use the indexes in their purchasing decisions and (b) that the performance of the sheep correlate with the indexes – i.e. high index sheep perform more profitably than low index sheep.

### **Eurostar**

The revamp of the Eurostar indexes at the end of last year, splitting them into a 'Replacement Index' and a 'Terminal Index', has been well received, and has made the catalogue presentation of the indexes more understandable for farmers. EuroStar catalogues are now routinely generated for the majority of society sales.

Very significant updates to the systems infrastructure supporting Lambplus have taken been launched this week, and they provide LambPlus members with as good an web infrastructure as exists anywhere in the world. It is the culmination of a huge amount of work from the Sheep Ireland team, and it puts the Sheep Ireland in a strong position next year as we continue to grow the levels of participation in the various activities.

### **Farmer Benefits**

Irish Sheep farming is benefitting from the unique partnership that exists between Government and the sheep industry. The ability of Sheep Ireland to put DAFM funding to good use is widely acknowledged and in 2014 was particularly evident again through the LambPlus and STAP programmes. Without DAFM support it would be impossible for Sheep Ireland to deliver to the industry and wider community. We are most fortunate to operate in an environment where Sheep Ireland vision is shared by our Board, DAFM, Teagasc, and, most importantly, Irish Sheep Farmers.

*James Murphy, Chairman  
Kevin Kinsella, Director of Livestock*



# Teagasc Report

I am the IFA nominee to the Teagasc board and I also sit on the advisory and education committee and the research committee.

The purpose of the authority under the chairmanship of Dr. Noel Cawley is to oversee the operation of Teagasc and to guide its policy to the betterment of the agricultural industry

The 4 main activities of Teagasc cover:

1. Research
2. Advisory
3. Education
4. Schemes

## Challenges in 2014

The main challenge for Teagasc throughout 2014 was the embargo imposed by the government on the employment of staff to replace leaving and retiring staff. This impacts on all areas of the organisation and causes serious difficulties in delivering programmes.

The changing emphasis in the delivery of advice away from one to one consultation to discussion groups continues apace to optimise resources.

Improving beef advice and research was high on my agenda when I joined the Board and this resulted in a very comprehensive open day in Grange research centre in June. In addition, the advertising of a new senior research post in beef which will be filled in 2015. A clear focus on net profit rather than gross margin in all research results will be highlighted in future.

## Education

There was a huge demand for education courses in 2014 as a result of changes to young farmer schemes in CAP reform resulting in 1500 applications instead of the usual 500. Teagasc had to carry out a major campaign to secure extra teaching staff to satisfy this need which resulted in 20 contract staff and 6 permanent staff being employed.

## Changes to Delivery on GLAS

The GLAS scheme announced as part of the Rural Development Programme also presented a major challenge to Teagasc as it did not have the staff to service its clients wishing to partake in the scheme. A system where FRS would provide contract staff to do up to 15,000 applications for Teagasc clients was finally agreed and was put in place in December 2014.

## Challenges for Teagasc in 2015

- Continue in a lead role in agricultural and food research in Ireland.
- Continue to deliver the results of that research to its client farmer base and the broader agricultural industry.
- Provide a high quality education service to young farmers entering the industry.
- Implement the GLAS scheme for its clients through the new contract arrangements.
- Implementing the new Knowledge Transfer Measures under the RDP for all sectors.

*Tim O'Leary*  
*IFA Representative*





IFA

CELEBRATING **60** YEARS 1955-2015





# The Irish Farmers' Association

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*LIST OF REPRESENTATIVES  
ON  
OUTSIDE BODIES & BOARDS FOR 2015*

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## 60<sup>th</sup> Annual General Meeting

Irish Farm Centre  
Tuesday/Wednesday 27<sup>th</sup>/28<sup>th</sup> January, 2014





## IFA Representatives on Outside Bodies and Boards for 2015

### Section 1 - COPA Working Parties & Task Force Groups:

<b>WORKING PARTY</b>	<b>NOMINEE(S)</b>	<b>CONTACT POINT</b>
Praesidium	E. Downey/P. Smith/L. McHale	Executive Council
Policy Group	L. McHale/B. Barry/R. Dwyer	Executive Council
Beef	H. Burns/K. Kinsella	Livestock Committee
Cereals	L. Dunne/F. Conway	Grain Committee
Eggs & Poultry	N. Renaghan/R. Malone	Poultry Committee
Feedingstuffs	J. McCarthy/F. Conway/A. McKeever	Inputs & Feedstuffs Project Team
Food Chain	E. Downey (Chair)	Executive Council
Forestry	M. Fleming/G. O'Sullivan	Farm Forestry Section
Fruit & Vegetables	G. Reilly/E. Farrell	Horticulture Section
Horses	J. Murphy/E. Farrell	Horse Project Team
Horticulture/Mushrooms	G. Reilly/E. Farrell	Horticulture Section
Milk	S. O'Leary/C. Lascurettes	Dairy Committee
Organic Agriculture	E. Farrell	Horticulture Section
Pigmeat	P. O'Flaherty/A. McKeever	Pigs Committee
Potatoes	E. Doyle/E. Farrell	Potato Committee
Promotion & Quality	F. Conway	Grain Committee
Rural Development (incl Less Favoured Areas)	F. McCarthy/G. Gunning	Rural Development Committee
Sheep	J. Lynskey/K. Kinsella	Sheep Committee
Taxation & Legal Questions	R. Dwyer	Farm Business Committee
Veterinary Questions & Animal Welfare	B. Stewart/T. Bourke	Animal Health Project Team
Women	M. Canning/G. O'Sullivan	Farm Family Committee
Fed. of European Aquaculture Producers	R. Flynn	Aquaculture Section
European Mollusc Producers' Assoc.	R. Flynn (President)	Aquaculture Section
European Nurserystock Association	V. Farrell/E. Farrell	IHNSA/Executive Council
GEPC (Mushrooms)	G. Reilly/E. Farrell	Mushroom Committee

**Section 1 - COPA Working Parties & Task Force Groups Continued:**

<b>WORKING PARTY</b>	<b>NOMINEE(S)</b>	<b>CONTACT POINT</b>
Biomass	G. O'Sullivan	Farm Forestry Section
Bioenergy – Biotechnology	F. Conway	Grain Section
Agritourism	G. Gunning	Rural Development Section
Investment Services Directive	F. Conway	Grain Section
Risk Management & Social Insurance	R. Dwyer	Farm Business Section
Ad Hoc WTO	L. McHale	Executive Council
Ad Hoc Economic Analysis	R. Dwyer	Farm Business Section
Technical WP/CAP: Single CMO	R. Dwyer/G. Gunning/K. Kinsella	Executive Council
Research and Innovation	L. McHale	Executive Council
Communications	Niall Madigan	Press Office
<b>TASK FORCE</b>		
Farm Incomes	R. Dwyer	Farm Business Section
Non Trade Barriers	K. Kinsella	Livestock Section
Nutritional Info	C. Lascurettes	Dairy Section
Dairy	C. Lascurettes	Dairy Section
Good Hygiene Food and Feed	F. Conway	Grain Section
Bioeconomy	F. Conway/G. O'Sullivan	Grain & Forestry Section

**Section 2 – European Commission Civil Dialogue Groups:**

<b>CIVIL DIALOGUE GROUP</b>	<b>NOMINEE(S)</b>	<b>CONTACT POINT</b>
Common Agricultural Policy	To be established [E. Downey/P. Smith]	Executive Council
Beef	H. Burns (Chair)/K. Kinsella	Livestock Committee
Milk	[S. O’Leary/C. Lascurettes]	Dairy Committee
Pigmeat	[P. O’Flaherty/A. McKeever]	Pigs Committee
- Pigmeat Forecast Group	A. McKeever	Pigs Committee
Sheep	J. Lynskey/K. Kinsella	Sheep Committee
Cereals/Oilseeds & Proteins	L. Dunne/F. Conway	Grain Committee
Eggs & Poultry	N. Renaghan/R. Malone	Poultry Committee
- Eggs & Poultry Forecast Working Group	N. Renaghan/R. Malone	Poultry Committee
Fresh Fruit & Vegetables	[G. Reilly/E. Farrell]	Horticulture Section
Environment	[H. Kingston/T. Ryan]	Environment Committee
Rural Development	F. McCarthy/G. Gunning	Rural Development Committee
Feedingsuffs	[J. McCarthy/F. Conway/A. McKeever]	Inputs & Feedstuffs Project Team
Forestry	[M. Fleming/G. O’Sullivan]	Farm Forestry Section
Aquaculture	[R. Flynn]	Aquaculture Section
Social Dialogue/GEOPA Employers’ Group	G. Gunning	Rural Development Committee
Direct Payments & Greening	K. Kinsella/G. Gunning/F. Conway	Executive Council
International Aspects	S. O’Leary	Executive Council

[ ] – IFA attendees at COPA Preparatory Working Parties.

**Section 3 - International Representation:**

<b>ORGANISATION</b>	<b>NOMINEE(S)</b>	<b>CONTACT POINT</b>
European Economic & Social Committee	P. Walshe (J Bryan nominated)	Executive Council
World Farmers Organisation	E. Downey/P. Smith/M. Treacy	Executive Council
International Salmon Farmers' Association	R. Flynn	Aquaculture Section

**Section 4 - National Representation:**

**ORGANISATION**

Teagasc  
 NESCS  
 Agricultural Trust (IFJ)  
 Farmer Business Developments plc.  
 FBD Trust Company Limited  
 Macra Council  
 Agri Aware  
 Irish Farm Centre

An Bord Bia  
 - Meat & Livestock board

- Quality Assurance board  
 Irish Dairy Board  
 National Dairy Council (NDC)  
 Dairy Research Trust  
 National Milk Agency

Department of Agriculture  
 - Milk Quota Appeals Tribunal (ending 2015)  
 - Milk Quota Review Group (ending 2015)  
 - Charter Review Group  
 - Farm Animal Welfare Council  
 - BVD IG  
 - Johnes IG  
 - Early Warning System  
 - Animal Remedies Consultative Committee

**NOMINEE(S)**

T. O'Leary  
 P. Smith  
 E. Downey/P. Smith/M. Treacy/D. Browne  
 J. Bryan/P. Smith /D. Lally/K. Kiersey/B. Donnelly  
 E. Downey/P. Smith/J. Bergin  
 A. Gleeson  
 R. Moeran (Chair)/J. Parlon/J. Kelly (Sec)  
 J. Bergin (Chair)/P. Smith/B. Barry/K. Heade

E. Downey  
 H. Burns  
 J. Lynskey  
 P. O'Flaherty  
 N. Renaghan  
 H. Burns  
 S. O'Leary  
 S. O'Leary/T. Cashman/E McEntaggart (via Nat Milk Agency)  
 S. O'Leary/M. Gilvarry/T. Cashman  
 T. Cashman/J. Crowley/D. Fagan/E. McEnteggart/  
 P. Mulligan (all elected by producers)

M. Murphy/M. Slattery  
 S. O'Leary/C. Lascurettes  
 T. O'Leary/H. Burns/F. McCarthy/K. Kinsella/G. Gunning  
 H. Burns/S.O'Leary/K. Kinsella  
 B. Stewart/M.Biggin/T. Phelan/T.Bourke  
 B. Stewart/T J Maher/ P. Donnelly/T. Cashman/T. Bourke  
 M. Flynn/P.Murray/S.O'Leary/E.Tilson  
 J.Waters

**CONTACT POINT**

Executive Council  
 Executive Council  
 Executive Council  
 Executive Council  
 Executive Council  
 Executive Council  
 Executive Council  
 Executive Council

Executive Council  
 Livestock Committee  
 Sheep Committee  
 Pigs Committee  
 Poultry Committee  
 Livestock Committee  
 Dairy Committee  
 Dairy/Liquid Milk Committees  
 Dairy/Liquid Milk Committees  
 Liquid Milk Committee

Executive Council/Dairy Committee  
 Dairy Committee  
 Executive Council  
 Executive Council  
 Executive Council/Animal Health  
 Executive Council/Animal Health  
 Executive Council/Animal Health  
 Executive Council/Animal Health

**Section 4 - National Representation: (Continued)**

<b>ORGANISATION</b>	<b>NOMINEE(S)</b>	<b>CONTACT POINT</b>
Irish Cattle Breeding Federation Sheep Ireland	M. Doran (V Chair)/H. Burns/K. Kiersey/K. Kinsella J. Murphy (Chair)/K. Kinsella	Executive Council/Livestock/Dairy Cttees Executive Council
Cereals Association of Ireland Malting Industry Steering Committee	L. Dunne/T. Short/F. Conway (Sec.) F. Conway/M. Browne/P. Delaney/C.Fingleton/R. Chambers/ E. Fenmin/J.Foley	Grain Committee Grain Committee
Designated Area Appeals Board	T. Turley	Executive Council/Rural Dev Committee
COFORD	M. Fleming	Farm Forestry Section
National Women's Council Foras Eireann	M. Canning M. Canning/ M. Scahill	Farm Family Committee Farm Family Committee
Fertiliser Assoc. of Ireland Irish Farm Films Producers Group	T.Ryan/H. Kingston M. Slattery (Chairman)/A. Larkin/T. Ryan	Environment Committee Environment Committee
Horse Racing Ireland - Foal Levy Committee National Statistics Board	J. Murphy R. Dwyer	Horse Project Team Executive Council
European Movement - Ireland IIEA EPA Advisory Committee	E. Downey/P. Smith/R. Dwyer B. Barry P.Farrell	Executive Council Executive Council Environment Committee

**Section 4 - National Representation: (Continued)**

<b>ORGANISATION</b>	<b>NOMINEE(S)</b>	<b>CONTACT POINT</b>
IFAC	T. O'Leary/J. Kane/J. Kelly	Farm Business/Executive Council
Pobal	B. O'Malley	Rural Development Committee
Comhairle na Tuaithe Peatland Council	P. Dunne/G. Gunning T. Turley/G. Gunning/J. Parlon	Hill Committee Executive Council
Inland Fisheries Ireland	B. O'Mahony/K. Ward/M. Biggins/J. Doyle/T. Ryan	Environment Cttee/ Aquaculture Section
Molluscan Shellfish Safety Committee (FSAI) Bottom Grown Mussel Consultation Forum (BIM)	R. Flynn/J. Harrington/F. O'Sullivan R. Flynn	Aquaculture Section Aquaculture Section
Registration of Lobbying Advisory Committee	E. Farrell	Executive Council
Co-operation Ireland	J. Brady	Executive Council
Gorta Self Help Africa	-	Executive Council

## Section 5 - County Representation

### **New Strategic Policy Committees (SPCs) (process of filling seats ongoing)**

<u>COUNTY</u>	<u>NAME</u>	<u>ORG</u>	<u>SPC - seats sought</u>
<b>CARLOW</b>	Eric Driver	IFA/Macra	Cultural, Health & Agricultural
<b>CAVAN</b>	Thomas Cooney	IFA	Environmental & Planning Policy
<b>CLARE</b>	Liam Williams	IFA/ICOS	Planning & Housing
	William Hanrahan	IFA	Economic Development & Enterprise
<b>CORK</b>	David O'Brien	IFA	Planning & Strategic Development
	John Coughlan	IFA	Environment
<b>DONEGAL</b>	PJ McMonagle	IFA	Environment & Emergency Services
<b>DUBLIN</b> ( <i>Fingal</i> )	James Scully	IFA	Economic Development & Enterprise
	Seamus McGrath	IFA	Water & Environment
<b>DUBLIN</b> ( <i>Dun Laoghaire/Rathdown</i> )	Denis Mulvey	IFA	Environment, Climate Change & Energy
<b>DUBLIN</b> ( <i>South County</i> )	Donal Anderson	IFA	Environment, Public Realm & Climate Change
<b>GALWAY</b>	<b>No contact yet</b>		
<b>KERRY</b>	Sean Brosnan	IFA	Economic Development & Enterprise
<b>KILDARE</b>	Tom Malone	IFA	Environment Services & Water
<b>KILKENNY</b>	<b>To be decided</b>		
<b>LAOIS</b>	John Fitzpatrick	IFA	Transportation, Environment & Emergency Services
<b>LEITRIM</b>	<b>No contact yet</b>		No Contact Yet
<b>LIMERICK</b>	<b>To be decided</b>		
<b>LONGFORD</b>	Andrew McHugh	IFA	Infrastructure & Environment
<b>LOUTH</b>	Michael Smyth	IFA	Planning & Environment
	Matthew	IFA	Infrastructure, European & Cross-border affairs
<b>MAYO</b>	Seamus Heverin	IFA	Economic Development & Enterprise
	Padraic Joyce	IFA	Planning, Environment & Agriculture
	Patrick Chambers	IFA	Tourism & Food
<b>MEATH</b>	Donal Glennon	IFA	Environment
	Peter Farrelly	IFA	Transportation
<b>MONAGHAN</b>	Kathleen Ward	IFA	Environment & Transport
<b>OFFALY</b>	Richard Scally	IFA	Transportation & Emergency Services
	Joseph Deverall	IFA/Macra	Environment, Water & Drainage Services
<b>ROSCOMMON</b>	Jimmy Murray	IFA	Economic Development & Enterprise Support
	Louis Martin	IFA	Environment & Emergency Services
<b>SLIGO</b>	Eddie Davitt	IFA	Environment & Infrastructure
<b>TIPPERARY</b>	Simon Ryan	IFA	Environment & Water Services
	Matthew Mounsey	IFA	Planning & Emergency Services
<b>WATERFORD</b>	Mark Connors	IFA	Economic Development & Enterprise.
	Peter Kiely	IFA	Environmental Protection
	John Fitzgerald	IFA	Planning & Corporate
<b>WESTMEATH</b>	Aidan Keena	IFA	Environment, Water & Emergency Services
<b>WEXFORD</b>	Alan Poole	IFA	Housing, Community & Environment
	Edward Lyng	IFA	Planning & Building Control
<b>WICKLOW</b>	Michael Byrne	IFA	Planning & Development
	Declan O'Neill	IFA	Economic Development & Enterprise



## Section 5 - County Representation continued

### Local Community Development Companies (LCDCs)

<b>COUNTY</b>	<b>NAME</b>
<b>CARLOW</b>	Derek Deane
<b>CAVAN</b>	Catherine McCollum
<b>CLARE</b>	Andrew Dundas
<b>CORK W</b>	Richard O'Connell
<b>CORK N</b>	<b>To be decided</b>
<b>CORK S</b>	Jimmy Hosford
<b>DONEGAL</b>	<b>To be decided</b>
<b>DUBLIN (Fingal)</b>	<b>To be decided</b>
<b>DUBLIN (Dun Laoghaire/Rathdown)</b>	Philip Maguire
<b>DUBLIN (South County)</b>	Donie Anderson
<b>GALWAY</b>	Tom Turley
<b>KERRY</b>	James McCarthy
<b>KILDARE</b>	Mary Watters
<b>KILKENNY</b>	John Bambrick
<b>LAOIS</b>	Michael Bergin
<b>LEITRIM</b>	Pat Gilhooley
<b>LIMERICK</b>	Aidan Gleeson
<b>LONGFORD</b>	Sean Hannon
<b>LOUTH</b>	Breda Tuite
<b>MAYO</b>	<b>To be decided</b>
<b>MEATH</b>	Seamus McGee
<b>MONAGHAN</b>	Brian Treanor
<b>OFFALY</b>	John Keena
<b>ROSCOMMON</b>	Donal Greene
<b>SLIGO</b>	Sean Tempeny
<b>TIPPERARY</b>	Tim Cullinane
<b>WATERFORD</b>	<b>To be decided</b>
<b>WESTMEATH</b>	Paddy Donnelly
<b>WEXFORD</b>	JJ Kavanagh
<b>WICKLOW</b>	Chris Hill

## Section 5 – County Representation continued

### LOCAL DEVELOPMENT COMPANIES (inc. Leader)

<b>Integrated Company</b>	<b>Representative</b>	<b>Other IFA Member on Board</b>
Carlow	Frank Corcoran	
Cavan	Padraig Young	Catherine McCollum
Clare	Seamus Murphy	
Blackwater	Donal Kelleher	
Duhallow	John Linehan	Don Crowley*
Cork East	Maurice Smiddy	
West Cork	David O'Brien	
Donegal	John Starrett	
Inishowen	Patrick McLaughlin	
Dublin (Fingal)	David Rodgers	
Kerry South	Pat O'Driscoll	
Kerry North	John Stack	
Kildare	Michael Dempsey	Ger Smith*
Kilkenny	Joan Fitzpatrick	
Laois	Michael Bergin	John Miller*
Leitrim	Pat Monahan	James Gallagher*
Roscommon	Donal Greene	Tom Gunning*
Louth	John Roche	
Mayo – Mid/North	Seamus Heverin	
Mayo – South West	Michael Biggins	
Meath	Tom Hennessy	
Monaghan	Bernard Treanor	
Offaly	Noel Conroy	
Tipperary North	Michael Ryan	
Tipperary South	Dermot Ryan	
Wexford	Pat Murray	
Wicklow	Chris Hill*	Amanda Mooney*
Islands	Jack Sullivan IFA Fish Farming	
Galway	Padraic Divilly	
North Connemara	Hugh Musgrave	Emmett McGloin*
West Limerick	Tom Madigan	
Ballyhoura	Aidan Gleeson	
Longford	Sean Hannon	
Sligo		
Waterford	Margaret Leahy	
Westmeath	Paddy Donnelly	Dermot Leavy*

\*IFA supported with other organisations