

Enabling the Pelagic Strategy

Project Outline:

Following the proposed launch of the pelagic strategy in Q1 2022, BIM and the pelagic sector will form a Development Group. Strategic actions identified within the strategy will be prioritised by the Group and an action plan will be developed to progress these. BIM will provide a suite of bespoke supports in conjunction with other Agencies to progress the action plan.

Project Objectives:

- To set up a Development Group, through the support of a third party, to prioritise strategic opportunities identified in the pelagic strategy and to facilitate their progression.
- The Development Group will link with relevant Agencies and Departments to maximise access to and co-ordination of supports.
- The Development Group will further assess priority opportunities (e.g., assess ROI investment requirements, equipment/infrastructure requirements, funding/grant aid, human resources) to further define each business case.
- The Development Group will facilitate business partnership discussions with complementary enterprises that are further up the value chain and have the capacity to access key markets.
- The Development Group will seek to carry out specific in-market appraisals of key markets through the support of Bord Bia.
- The Development Group will investigate the most effective methods to improve the profile of the sector in the global market, particularly focusing on quality, sustainability, and provenance. Bord Bia's expertise and support in this will be essential. Developing an appropriate platform will be one of the key focuses.
- The Development Group may also coordinate knowledge gathering trips so processors can assess new processing technologies and engage industry leaders that will help inform future investment decisions.

Expected Benefits:

- Improving the competitiveness and viability of the pelagic sector.
- Ensures sustainability is key in the development process.
- Coherent follow up on pelagic strategy outputs.
- Setting up of a Development Group that will prioritise commercially focused strategic opportunities.
- Enhanced buy-in from sector as they are actors/key drivers in the development process.
- Access to third party expertise to further scope opportunities and facilitate business partnerships.
- Co-ordinated access to key supports and enablers from BIM and relevant Agencies.
- Potential to promote and differentiate the sector through progression of strategic opportunities.

Projected Cost: €123,000