

Denis Naughten, T.D.
Leinster House
Kildare St
Dublin 2

By email denis.naughten@oireachtas.ie

11th July 2023

RE: PQ 32001/23

Dear Deputy Naughten,

Please find Bord Iascaigh Mhara's response to your question below:

Question

To ask the Minister for Agriculture; Food and the Marine the total advertising budget allocated by his Department and agencies in each of the past ten years, and to date in 2023, respectively; the funding provided directly to RTÉ in each year; if he has sought and secured an assurance that none of this funding was rebated via the RTÉ advertising barter account; and if he will make a statement on the matter.

Response

Please see details of BIM's advertising spend and related expenditure with RTE as requested from 2017 to 2023 YTD, as BIM only retains financial information for six years. Please note prior to 2019 advertising was included with industry development events and other associated expenditure.

Year	Total advertising spend	Spend relating to RTE
2017	€ 408,272	€ -
2018	€ 500,751	€ -
2019	€ 228,376	€ -
2020	€ 167,981	€ -
2021	€ 77,664	€ -
2022	€ 122,589	€ -
2023 YTD	€ 96,099	€ -

Feedback can be provided directly to BIM via the below link or by scanning the below QR code.

<https://ecv.microsoft.com/BpkySHEfwQ>



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Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Fergal Harte', written over the 'Yours sincerely,' text.

Fergal Harte
Director of Corporate Services