

How Category Directors Can Stay on the Right Side of Sustainability Regulations

ESG regulations are growing in number and complexity in the food and beverage sector. At the same time, consumers are more aware of where and how the products they buy are sourced. In short, there's a lot for Category Directors to keep up with.



Make Progress on Your ESG Goals

The ESG regulatory environment is becoming harder to navigate, and the fines for noncompliance are becoming more severe. Consumers also increasingly expect the brands they buy from to source sustainably and be open about their own ESG claims.

At a minimum, Category Directors need to keep pace with changing legislation and have an efficient, reliable way to report on ESG activities. That includes scrutinizing their entire supply chain and demanding clear, in-depth data at the individual supplier level.

At Bord Bia, our insights can help Category Directors stay ahead of the regulatory landscape and understand consumer attitudes towards sustainability. In addition, we can help you report on ESG metrics relating to your Irish supply base. To learn more, get in touch.

1. PwC, 2024
2. Carbon Maps, 2025
3. European Commission, 2025
4. Capterra, 2025
5. Bord Bia Thinking House, 2024
6. PwC, 2024

[Contact Us](#)