

# Origin Green Demonstrating Ireland's Sustainability Credentials

POULTRY  
& EGG  
conference

Peter Duggan

5<sup>th</sup> November 2014

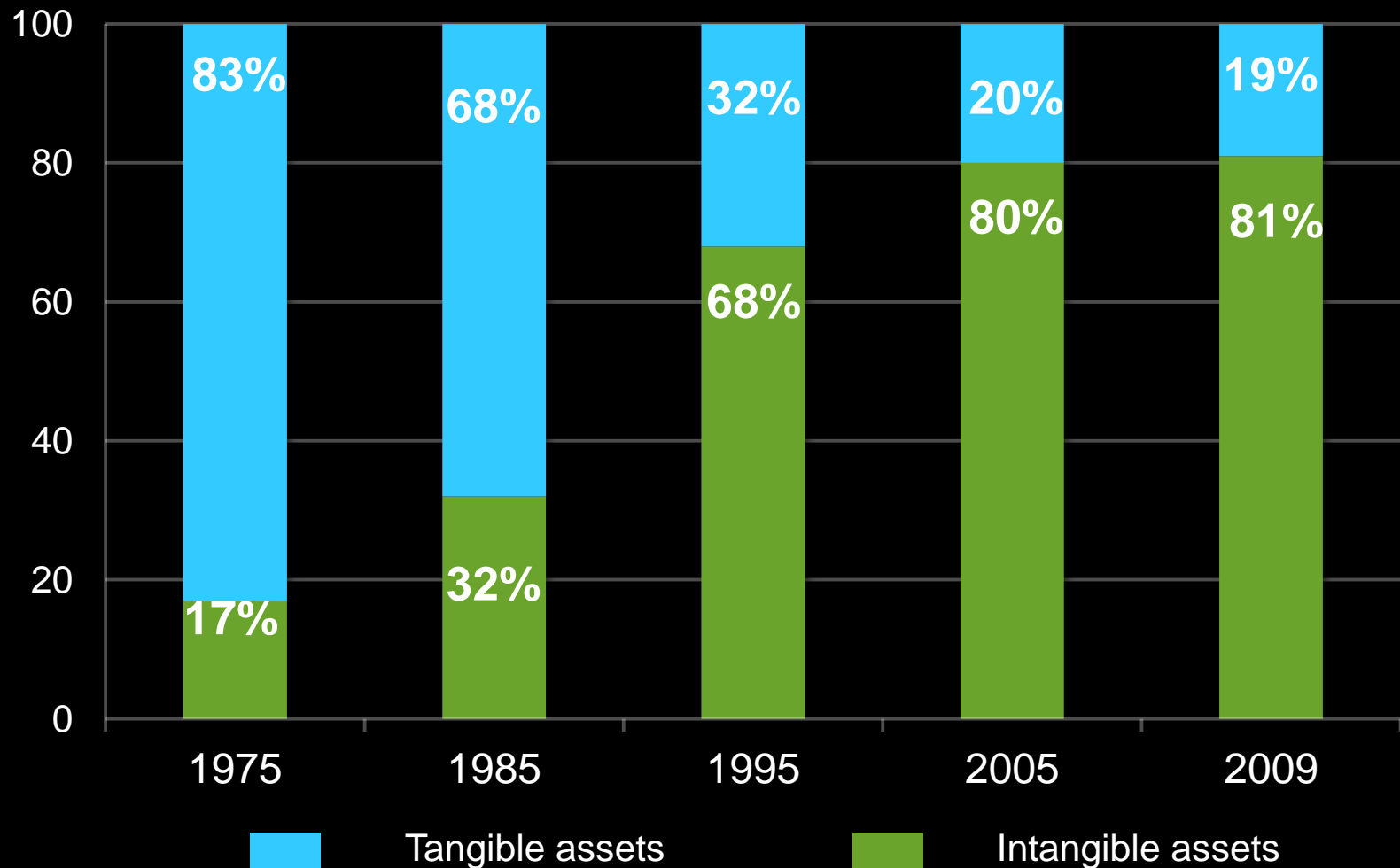


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# REPUTATION is everything.....

## Components of S&P 500 Market Value



# The challenge to produce more from less



**By 2050, the planet will need to produce 70% more food, with less land, water and energy while also reducing greenhouse gas emissions**



# Sustainable Living Plan

## IMPROVING HEALTH AND WELL-BEING

By 2020 we will help more than a billion people take action to improve their health and well-being.

### HEALTH AND HYGIENE

By 2020 we will help more than a billion people to improve their hygiene habits and we will bring safe drinking water to 500 million people. This will help reduce the incidence of life-threatening diseases like diarrhoea.

### NUTRITION

We will continually work to improve the taste and nutritional quality of all our products. By 2020 we will double the proportion of our portfolio that meets the highest nutritional standards, based on globally recognised dietary guidelines. This will help hundreds of millions of people to achieve a healthier diet.



## REDUCING ENVIRONMENTAL IMPACT

By 2020 our goal is to halve the environmental footprint of the making and use of our products as we grow our business.\*

### GREENHOUSE GASES

Halve the greenhouse gas impact of our products across the lifecycle by 2020.\*

### WATER

Halve the water associated with the consumer use of our products by 2020.\*\*

### WASTE

Halve the waste associated with the disposal of our products by 2020.\*



## ENHANCING LIVELIHOODS

By 2020 we will enhance the livelihoods of hundreds of thousands of people as we grow our business.

### SUSTAINABLE SOURCING

By 2020 we will source 100% of our agricultural raw materials sustainably.

### BETTER LIVELIHOODS

By 2020 we will link more than 500,000 smallholder farmers and small-scale distributors into our supply chain.



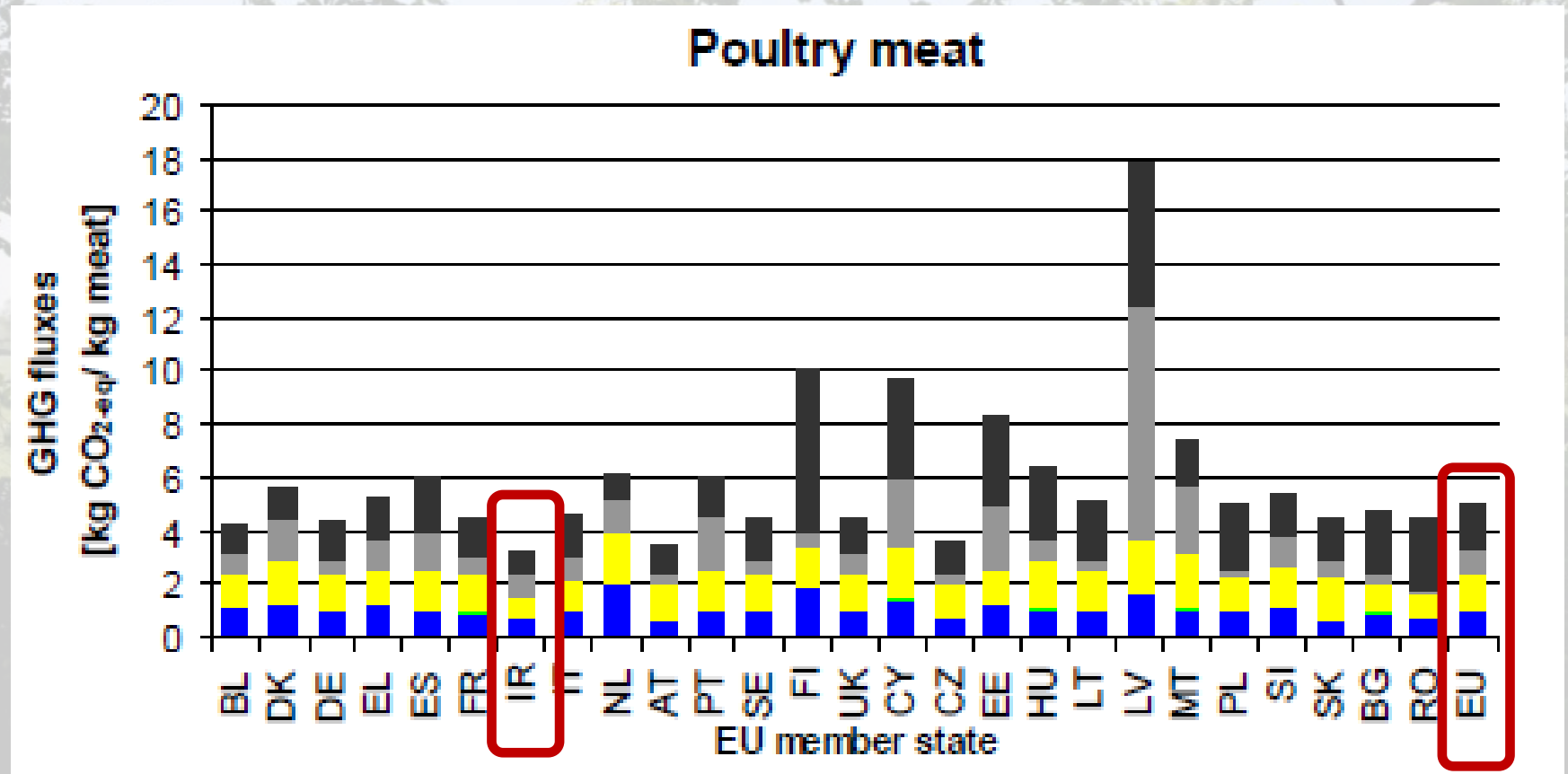
Dependent on suppliers for many of these targets

# Ireland's Sustainability Credentials



# Key factors in Sustainable Production

## *Greenhouse Gas Emissions*

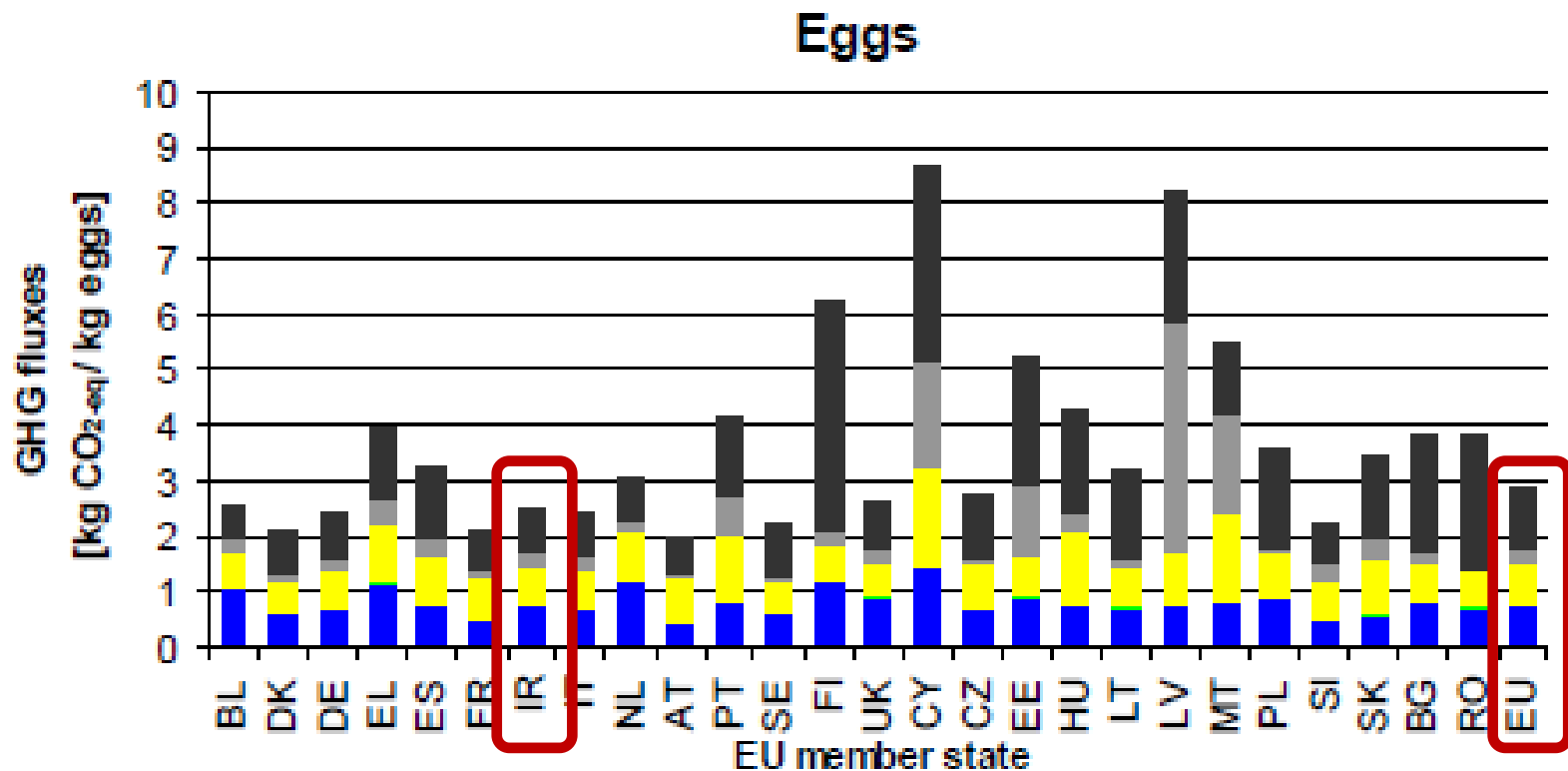


Source: EU JRC Evaluation of the livestock sector's contribution to the EU greenhouse gas emissions (GGELS)



# Key factors in Sustainable Production

## *Greenhouse Gas Emissions*

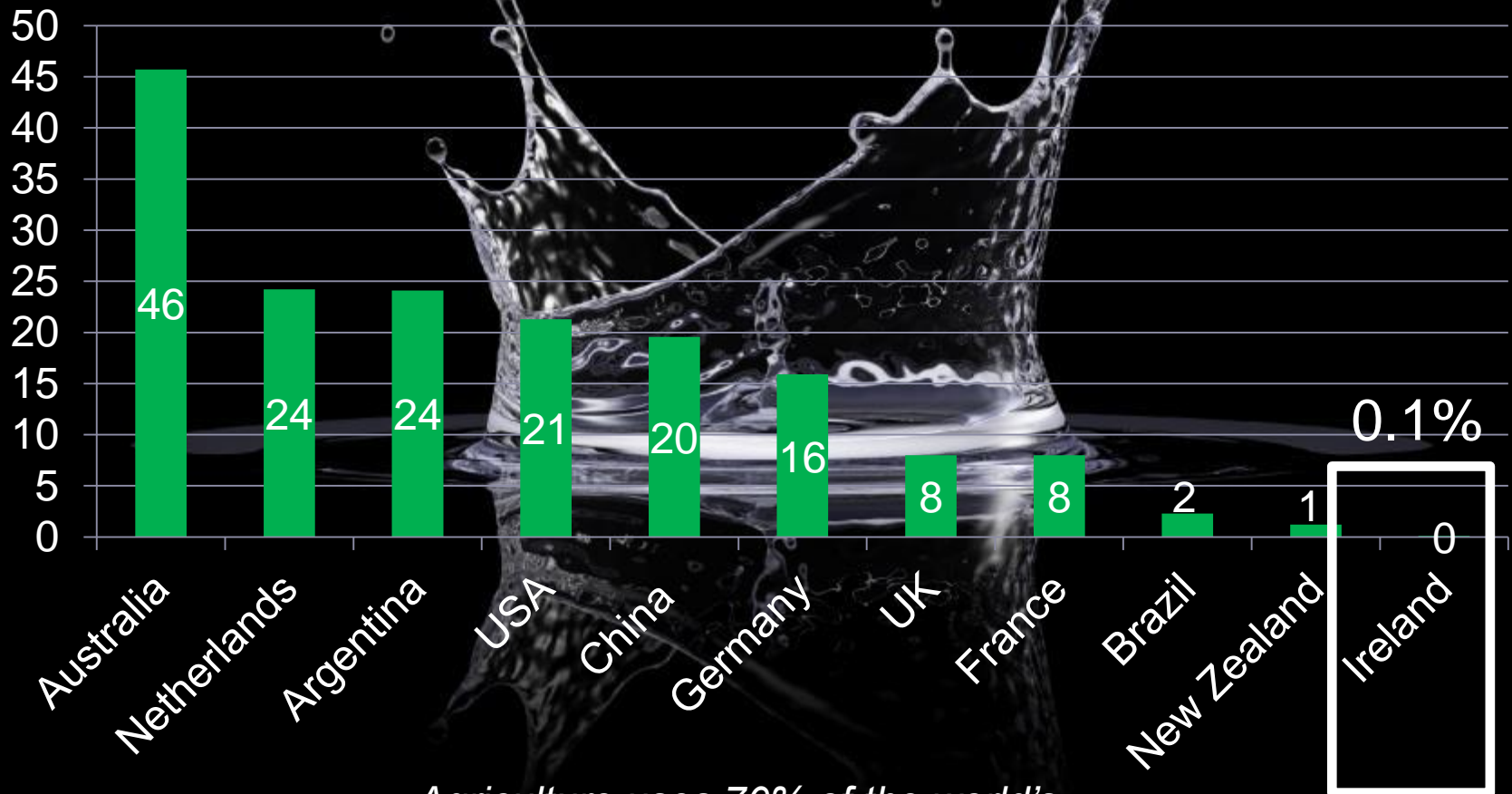


Source: EU JRC Evaluation of the livestock sector's contribution to the EU greenhouse gas emissions (GGELS)

# Key factors in Sustainable Production

## *Water availability*

Ireland has a very favourable water stress index  
(% of territory under water stress)

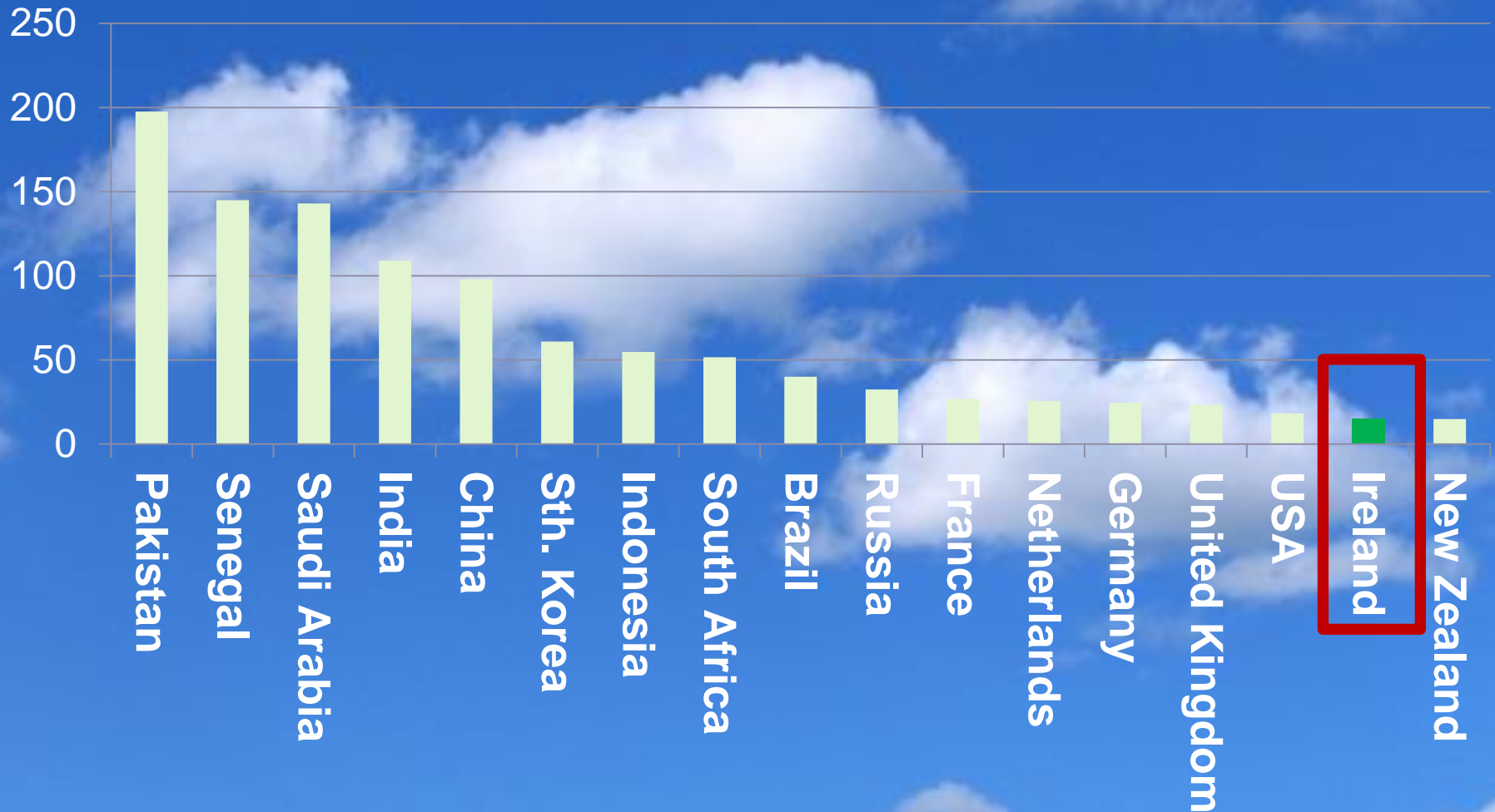


*Agriculture uses 70% of the world's  
freshwater*



# Air Quality very high in Ireland.....

## Urban Outdoor Air Pollution Annual mean PM10 (ug/m3)





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Every farm and food manufacturing business  
signs up to the sustainability agenda...

Measuring what matters...

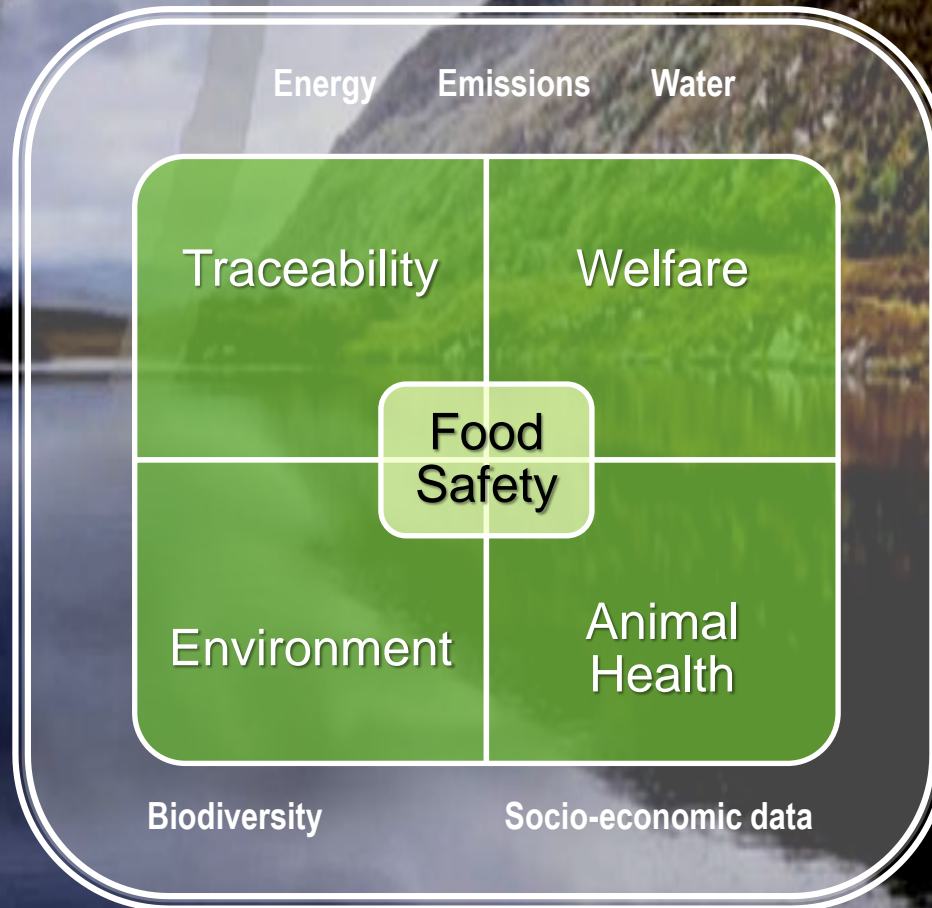
Accreditation, independent verification...

Performance based on science innovation and best  
practice...





# Measuring What Matters



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# Farm Quality & Sustainability Assessments



43,500 Beef Farms

90% of Beef Exports, Audited & Carbon Footprinted

18,000 Dairy Farms

100% Milk production, participants entering audit cycle

Pigmeat, Poultry, Eggs, Grain, Horticulture

Sustainability measures being implemented



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# Poultry – Carbon Footprinting Model

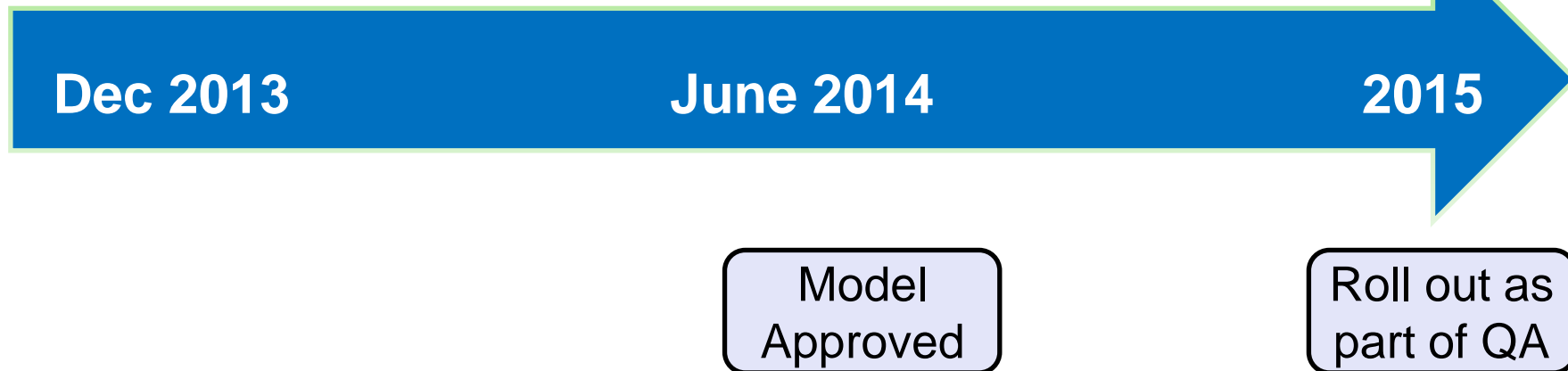
Farm



Processing



## Poultry Completion Schedule



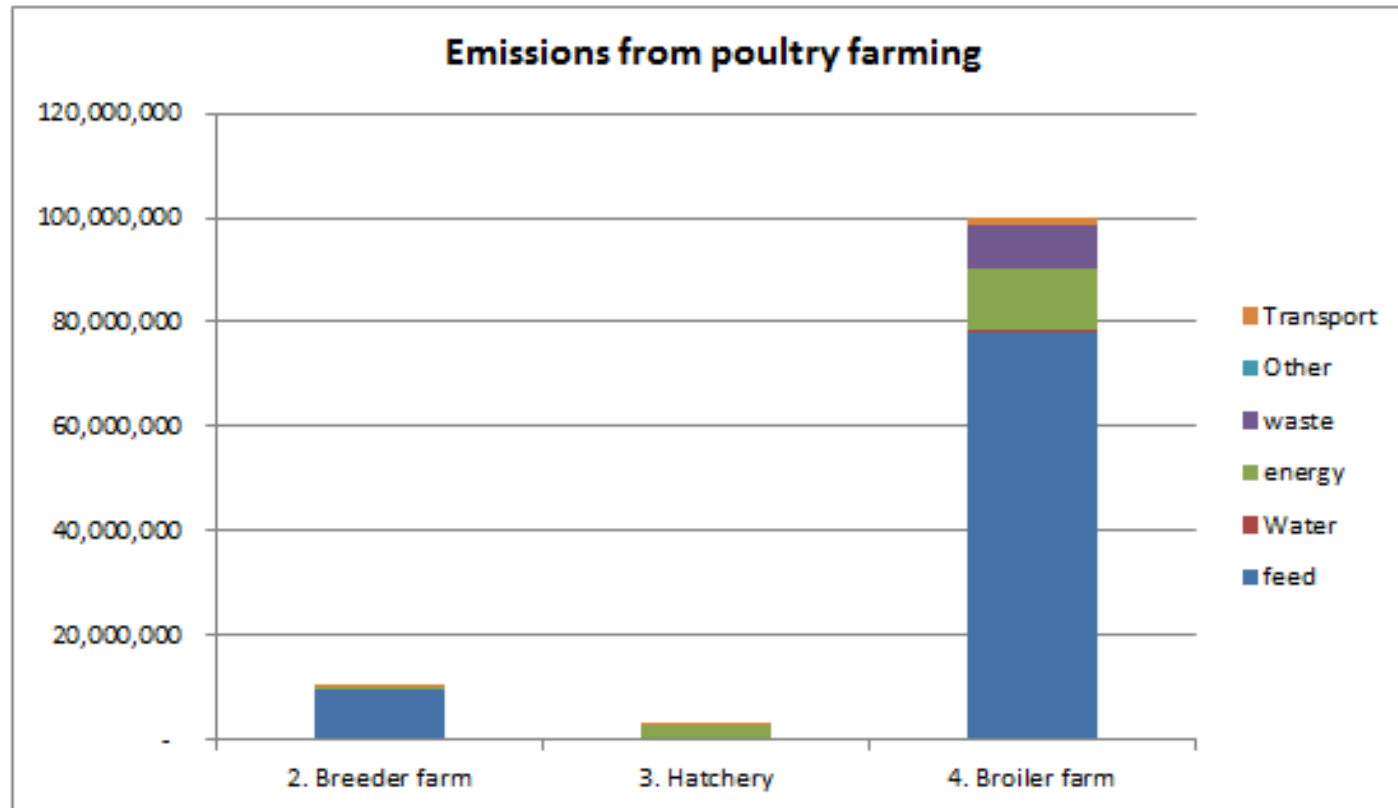


# Carbon footprint at farm level

Chicken Production model summary		
Breeder Farm - kg CO2e	1,400,150	
Waste - kg CO2e	2,130	
Hatchery - kg CO2e	290,510	
Waste - kg CO2e	1,285	
Broiler Farm - kg CO2e	9,985,000	
Waste - kg CO2e	865,500	
Less		
Allocation to co-products - kg CO2e	15,400	
Total emissions from Production - kg CO2e	11,430,030	
Total weight of chickens - kg	7,500,000	
Chicken (KgCO2(e)/kg of live chicken)	1.52	

# Distribution of emissions at farm level

## Overview of chicken farming GHG emissions



# Poultry & Egg Sustainability Criteria

- ✓ Productivity levels
- ✓ Feeds
- ✓ Manure management
- ✓ Energy use
- ✓ Water use
- ✓ Biodiversity measures
- ✓ Contribution to local community
- ✓ Socio- Economic
- ✓ Land Management (free range)



# Using data to drive performance



Sustainable = Efficient



**Origin Green at  
Company Level**



## Verified Members



Growing the success of Irish food & horticulture

Assessing the Impacts  
of Social and Environmental  
Standards Systems v1.0

ISEAL Code of Good Practice



Annual  
Progress Report

Decide on  
Target Areas

Independent  
**SGS**  
Verification

Agree Baseline  
Period

Set Timelines  
& Targets



# Company Target Areas

## Raw Material Sourcing

Supplier Certification | Sustainability Initiatives



## Manufacturing Processes

Energy | Emissions | Waste | Water | Biodiversity



## Social Sustainability

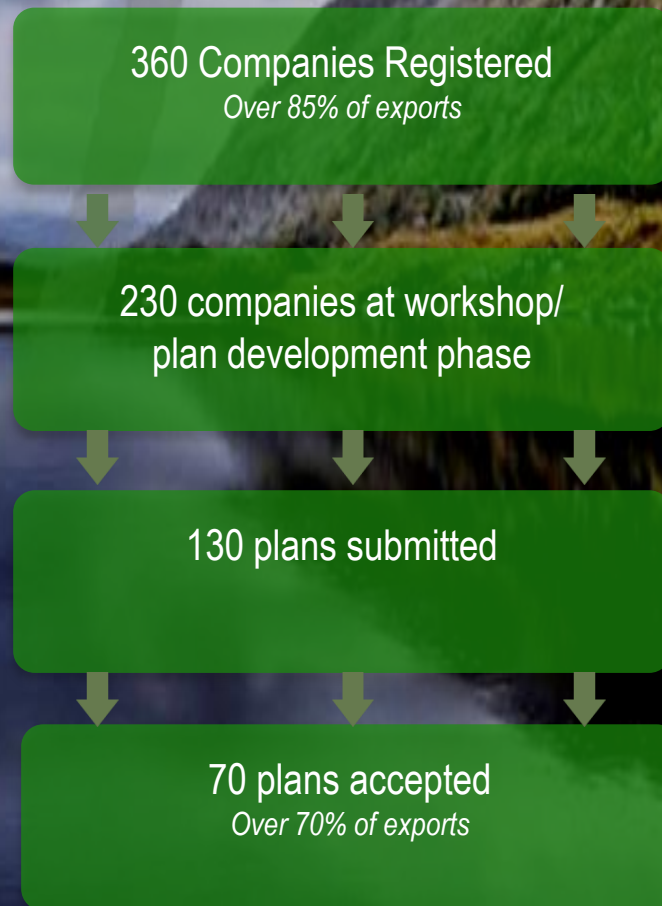
Health & Nutrition | Community Initiatives | Employee Wellbeing



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# Company Recruitment Pipeline



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an initiative by **Bord Bia**  
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## NEW: Mondelez Ireland joins forces with Origin Green to promote sustainability in Irish business

aodhan breen | Mondelez International | Article

Mondelez International is a world leader in chocolate, biscuits, gum, sweets, coffee and powdered beverages, with global brands including Cadbury and Milka chocolate, Kenc...



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## NEW: PepsiCo attend Origin Green Sustainability Showcase



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### Highlights



Webinar: Communicating your sustainability initiatives.





# Building relationships in the marketplace



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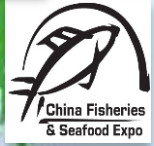


**PROD  
EXPO** 10-14  
February  
2014

Moscow

**CIME 2014**

Beijing



Qingdao



Shanghai



Dubai



Vigo



Paris



Brussels



London

Amsterdam



Düsseldorf



Berlin



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