Origin Green IRELAND

Working with nature

Aidan Cotter

Convention Centre Monday, 9th November 2015

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

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TRANSFORMING AN INDUSTRY

2008

In conjunction with PwC, Bord Bia undertakes initial research to establish the sustainability requirements of trade customers

Bord Bia's Statement of Strategy 2009-2011 is launched with sustainability highlighted as a key long-term priority for the Irish food and drink industry.

Through the launch of Food Harvest 2020, Ireland develops a strategic plan to grow the value of Irish food and drink exports by 50% over a ten year period, with the vision of becoming a world leader in sustainably produced food and drink

2009

Bord Bia undertakes initial carbon footprinting training with the Carbon Trust.

2010

Bord Bia engage Mary Shelman and David Bell from the Harvard Business School to conduct a high-level assessment of the Irish food and drink industry. Results of this study are presented in Pathways for Growth: Building Ireland's largest indigenous industry with key elements incorporated into Food Harvest 2020.

Initial work with The Carbon Trust to develop PAS 2050 accredited carbon footprint models, starting initially with beef

2011

Bord Bia researches fully the sustainability needs of consumers and trade customers internationally to inform the early development of Origin Green with all relevant stakeholders

Carbon Trust Partnership - Bord Bia recieves second accreditation from The Carbon Trust for the Dairy carbon footprinting model

Origin Green Programme launched to Irish Industry with target of 75% of exports coming from verified members by end of 2014

2012

Bord Bia pilots new sustainability charter based on global best practice

Research is undertaken by Cranfield University, UK, in conjunction with Bord Bia, to establish the water footprint for Irish Meat & Dairy produce

300 companies register their interest in Origin Green, representing 60% of Irish food and drink exports

Origin Green formally launched to trade customers at the SIAL Global Food Marketplace in Paris, France

2013

Bord Bia hosts an inaugural Global Sustainability Conference attended by 750 delegates from around the world

Commencement of Origin Green sustainability plan development workshops for registered companies, accompanied with the launch of the Origin Green Step-by-Step Plan Development Guide

Bord Bia Sustainable Dairy Assurance Scheme launched

Bord Bia in partnership with Teagasc, develop the Carbon Navigator to monitor carbon footprint at farm level on a national scale

2014

43,500 beef farms are audited and carbon footprinted on an eighteen month cycle, acounting for 90% of Ireland's beef production.

10 Origin Green Ambassadors are recruited by Bord Bia to help share the Origin Green story globally

The Origin Green Ambassadors complete their first round of placements with leading global organisations including the World Wildlife Fund, Starbucks, Coca-Cola and Walmart

Over 360 food and drink manufacturers have registered their interest with Origin Green, representing 85% of Irish food & drink exports.

128 sustainability plans have been submitted and 71 companies have had their plan independently verified by the SGS group

18,000 dairy farms, accounting for virtually all dairy farms in Ireland, are signed up to the Sustainable Dairy Assurance Scheme currently undergoing their first audit cycle

700 farms are being carbon footprinted each week by Bord Bia

2015

The Carbon Trust Partnership - Carbon footprinting models will be fully integrated into Bord Bia Quaity Assurance Schemes for lamb, pigs and poultry

470 companies have signed up to Origin Green, with 160 plans submitted and 115 plans accepted, representing over 90% of Ireland's food and drink exports.

2016

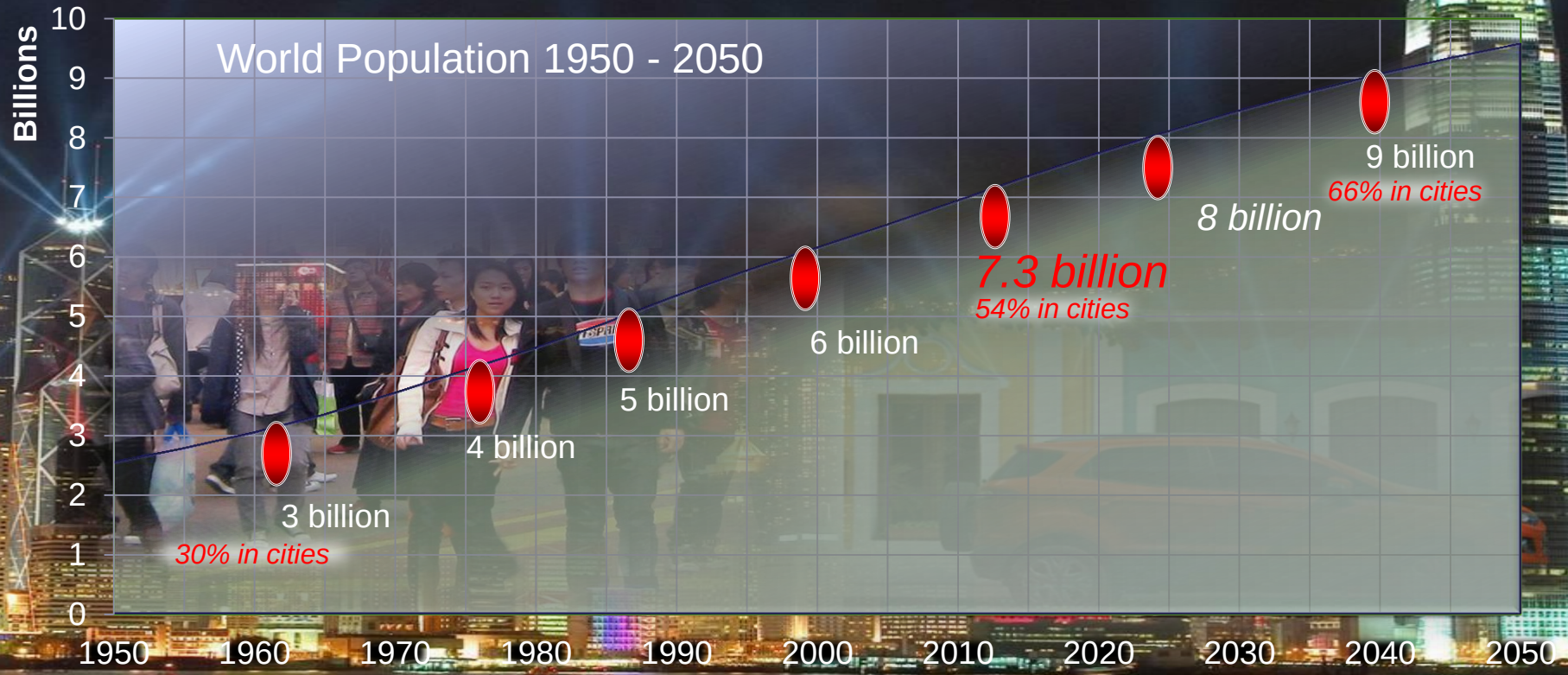
Our Aim: by 2016, all farmers and food & drink manufacturers in Ireland are on the road to sustainability through Origin Green.

An Taoiseach (Prime Minister of Ireland), Enda Kenny and former CEO of McDonalds, Don Thompson, reference Origin Green at the UN Global Climate Summit

Origin Green is the theme for the Ireland pavilion at Milan Expo 2015 - the overall theme of the event is 'Feeding the Planet, Energy for Life'

Bord Bia will launch the first Origin Green Sustainability Report showcasing the results to date and commitments made by the food and drink sector in Ireland

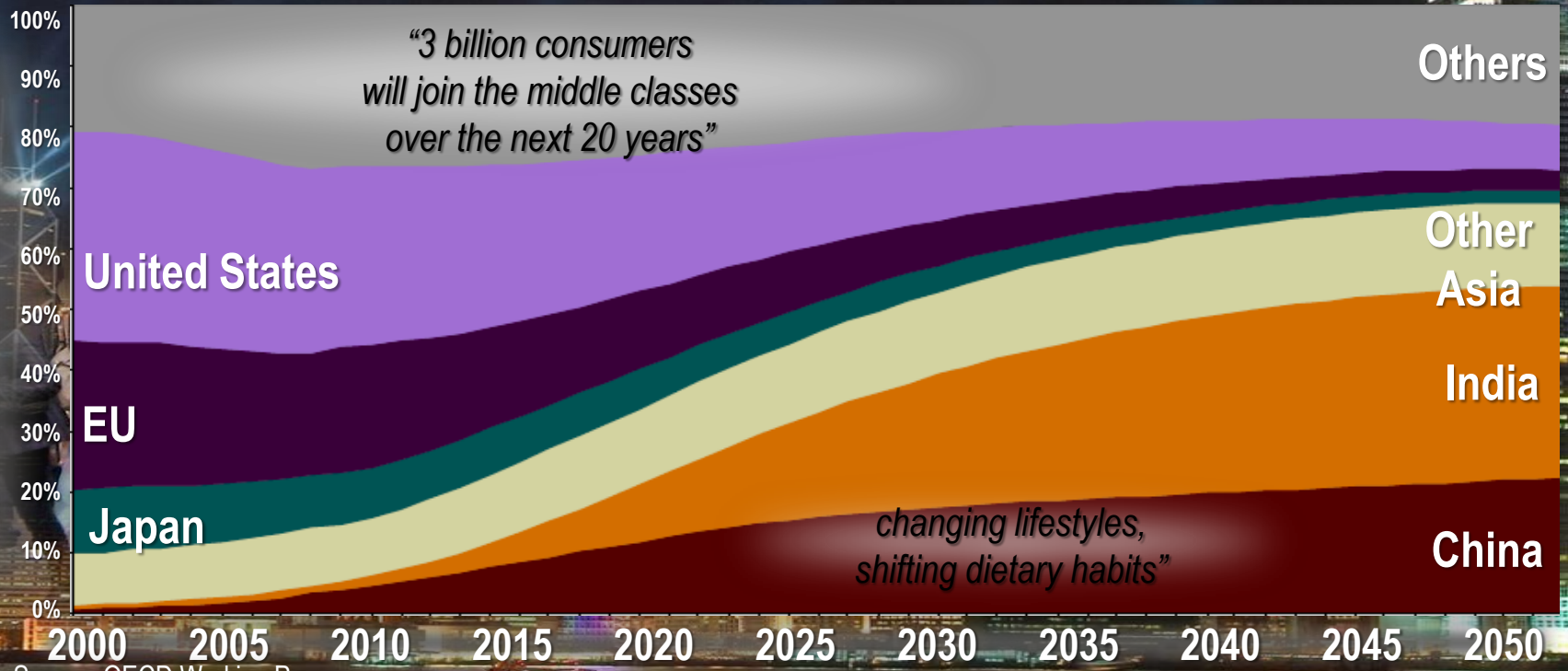
What's Driving Global Demand for Food……



Source: UN World Population Prospects; the 2012 revision

India and China Make Waves in the Global Middle Class

Shares of Global Middle Class Consumption, 2000-2050



Source: OECD Working Paper

Supply Challenges

Climate Change

"The most frequent and significant factor causing volatility is unpredictable weather conditions".

FAO/OECD Agricultural Outlook, 2011-2020

"By 2025, two-thirds of the world's population could be living under water stress conditions".

UN

Food for Fuel: 40% of US corn used for ethanol"

Agriculture uses 70% of the world's freshwater

The Economist
Dealing with America's deficit
Obama's timid trip to Asia
Remote control for your car
Peter Drucker, still king of the gurus
The scientist who saw Nessie
How to feed the world

The Economist
The euro crisis, continued
Attacking the Fed
What's up with North Korea
Germany's model Mittel-management
Saving Fiat from Italy
How to live with climate change

COP21/ CMP11 | PRACTICAL ARRANGEMENTS | CIVIL SOCIETY | PARTNERS | LET'S TAKE ACTION

IRELAND'S NATURAL ATTRIBUTES

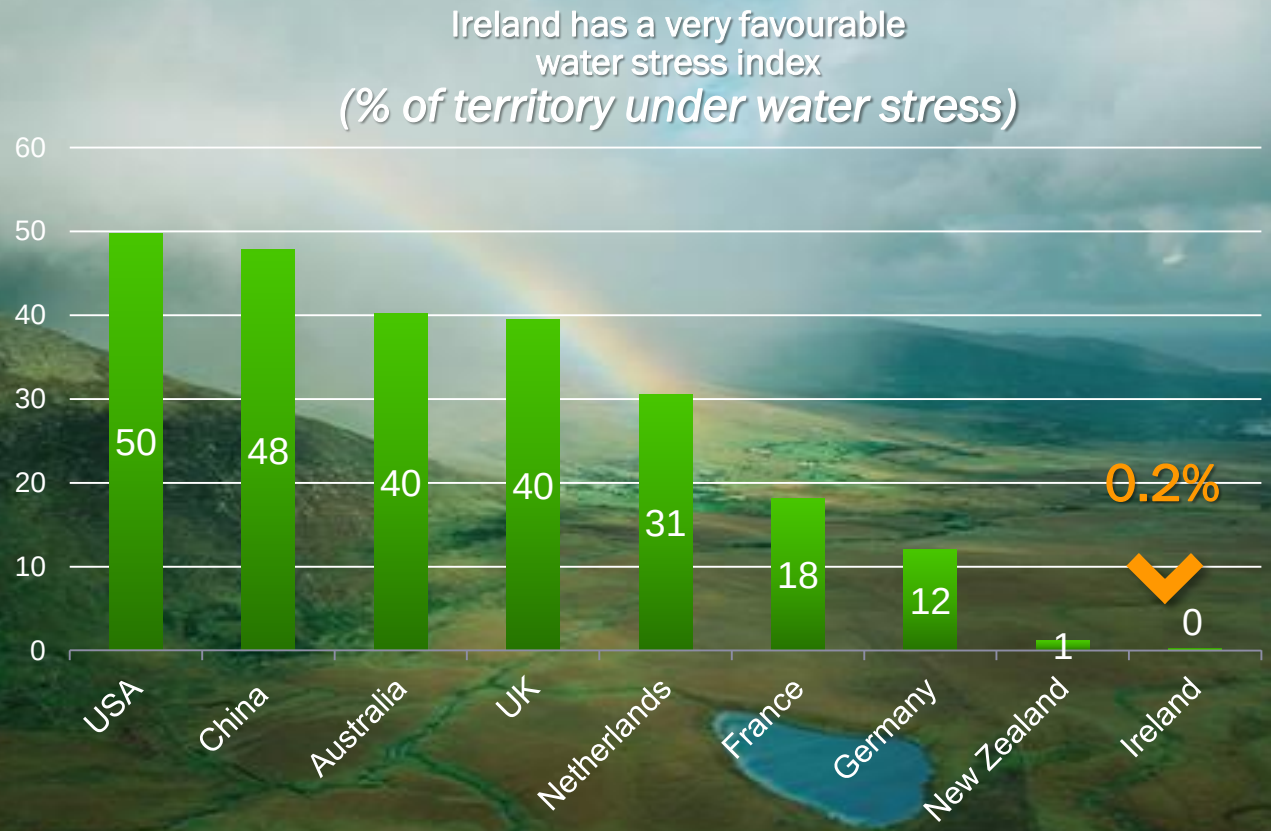
1 GRASS BASED PRODUCTION

Grassland Area	
Ireland	Europe
80%	40%

Production (t DM/Ha)	
Ireland	Europe
15	11

IRELAND'S NATURAL ATTRIBUTES

2 WATER AVAILABILITY

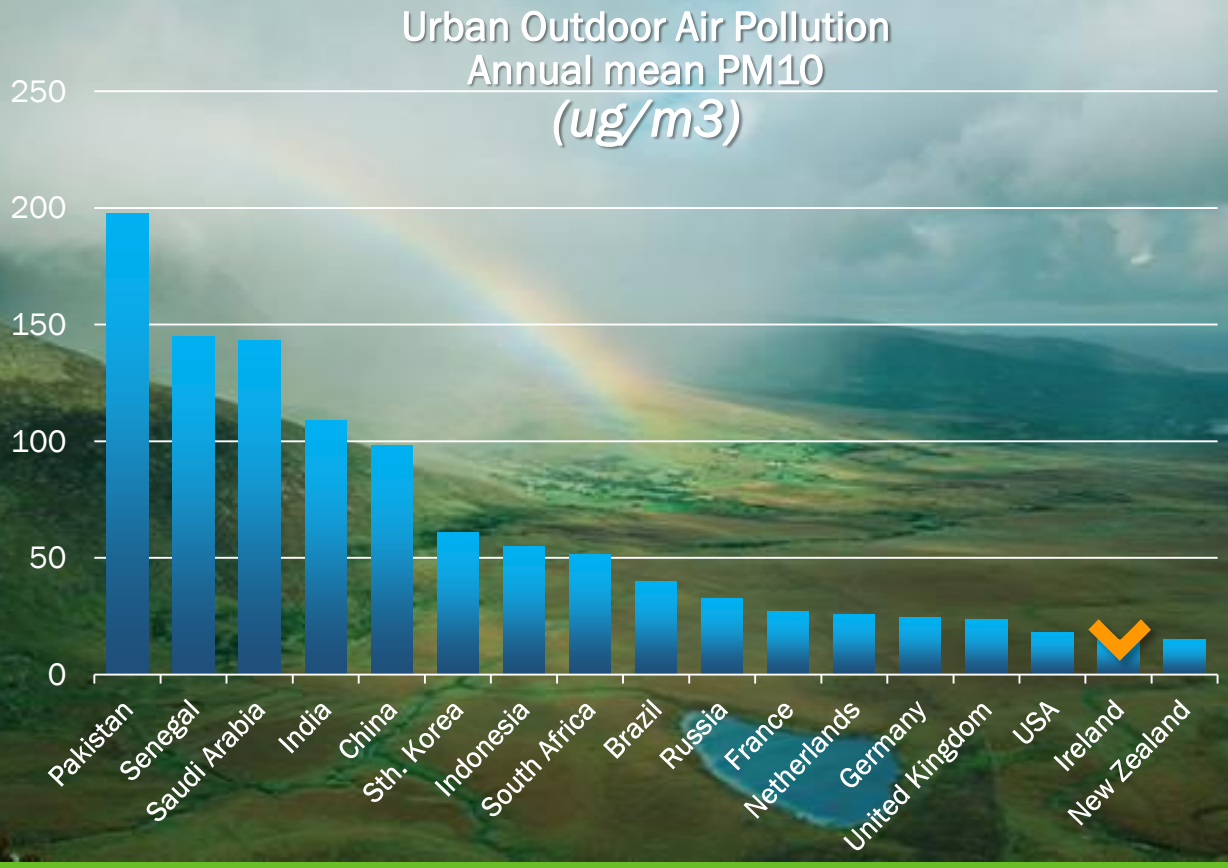


AGRICULTURE USES 70% OF THE WORLD'S FRESHWATER

Source: Growingblue.com

IRELAND'S NATURAL ATTRIBUTES

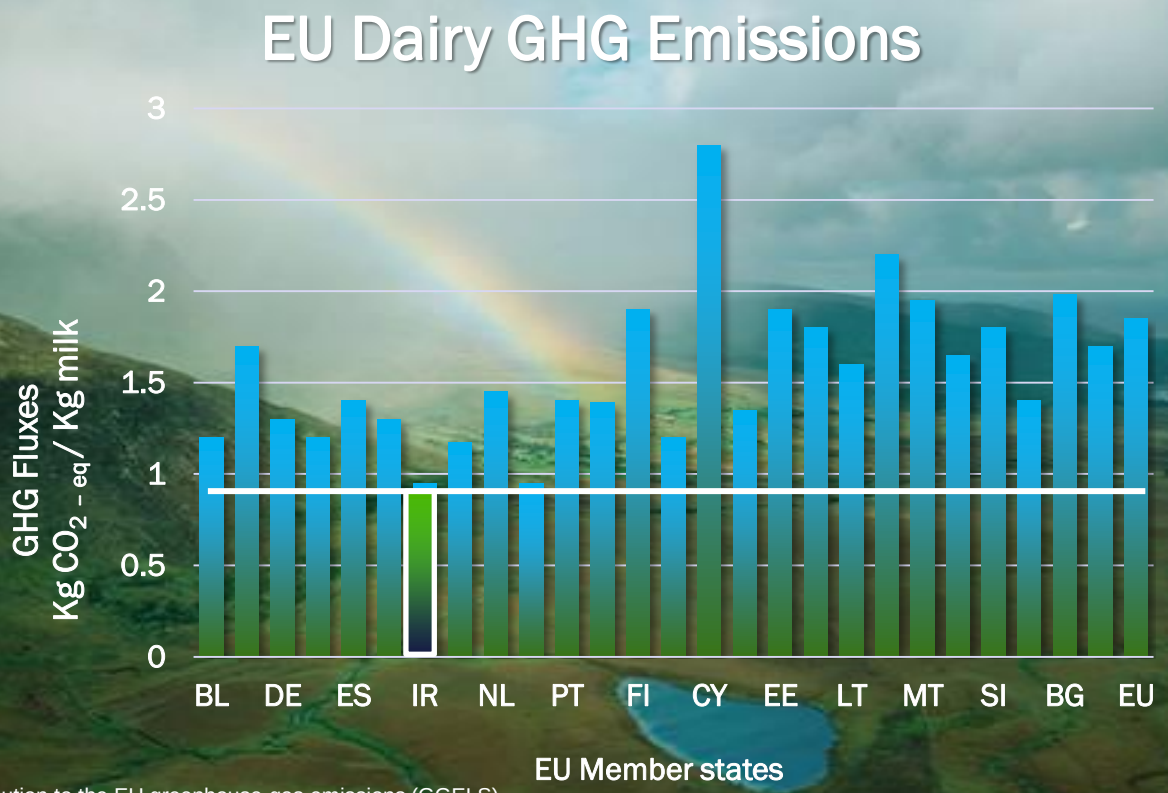
3 AIR QUALITY VERY HIGH



Source: World Health Organisation

IRELAND'S NATURAL ATTRIBUTES

4 LOW GREENHOUSE GAS EMISSIONS



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

Working with nature

Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.

United Nations Brundtland Commission, 1987

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A World Leader in Sustainability

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…

Origin Green IRELAND

Working with nature

Energy Emissions Water

Traceability

Welfare

Food Safety

Environment

Animal Health

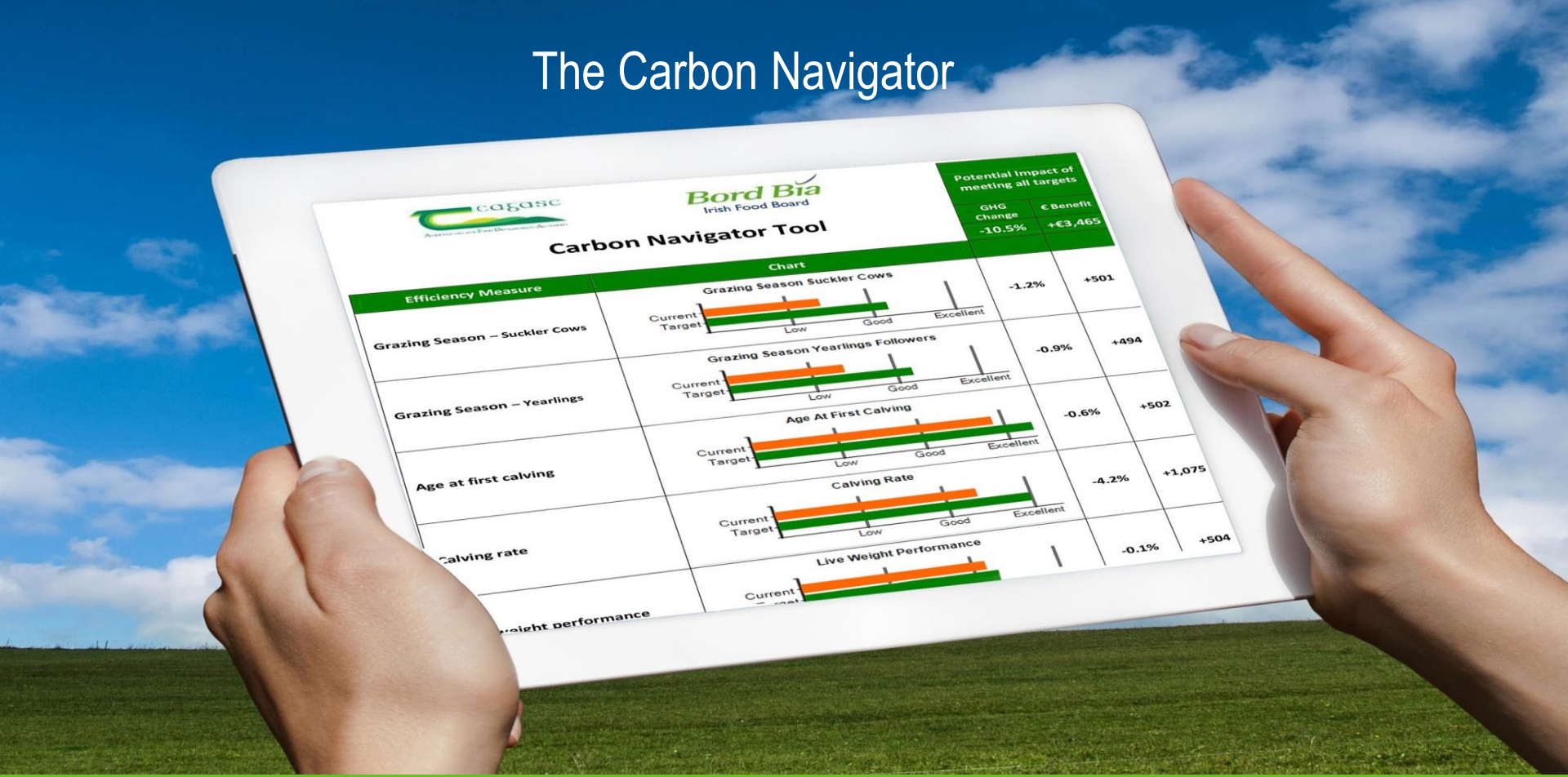
Biodiversity Socio-economic data

Accreditation, independent verification…

ISO
17065

Farm Sustainability Audit - Assessments

The Carbon Navigator



Farm Quality & Sustainability Audits

45,000 Beef Farms

90% of Beef Exports, Audited & Carbon Footprinted

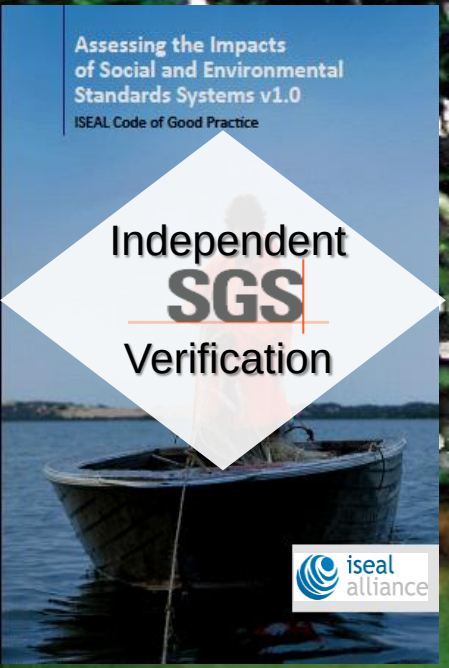
18,000 Dairy Farms

100% Milk production, participants entering audit cycle

Pigmeat, Poultry, Lamb, Eggs, Horticulture, Grain

Sustainability measures being implemented

90,000 carbon assessments on farms to date



Raw Material Sourcing

Supplier Certification | Sustainability Initiatives

Manufacturing Processes

Energy | Emissions | Waste | Water | Biodiversity

Social Sustainability

Health & Nutrition | Community Initiatives | Employee Wellbeing

Origin Green Verified Members

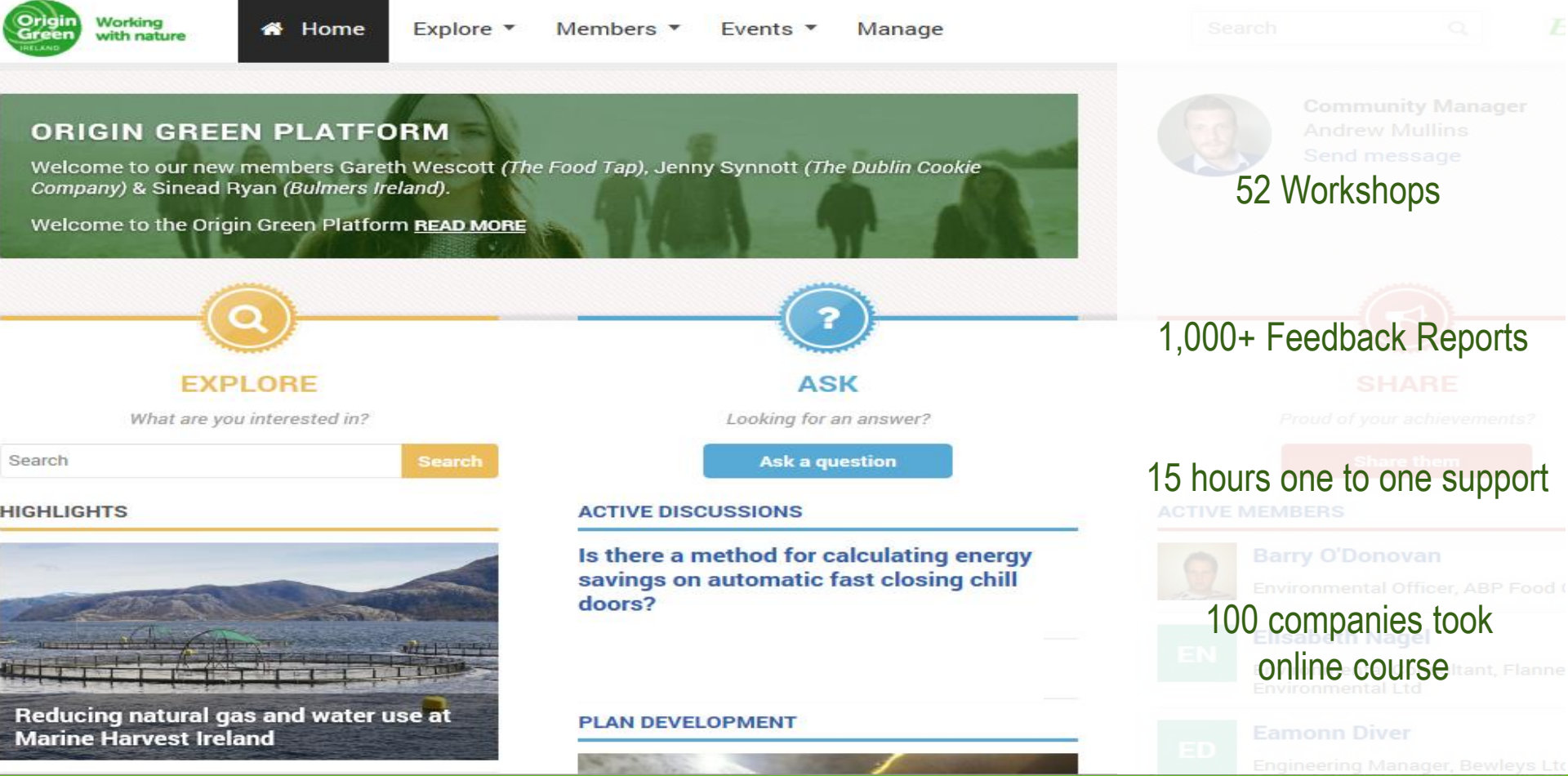
Company Recruitment Pipeline

474 Companies Registered
90% of exports

193 companies at workshop/
plan development phase

159 plans being processed

122 plans accepted
85% of exports



52 Workshops

1,000+ Feedback Reports

15 hours one to one support

100 companies took online course

Irish Distillers
Pernod Ricard

glanbia

Ornua
THE HOME OF IRISH DAIRY

KERRY

DAWN FARMS

abp

DAWN MEATS

KEPAK GROUP

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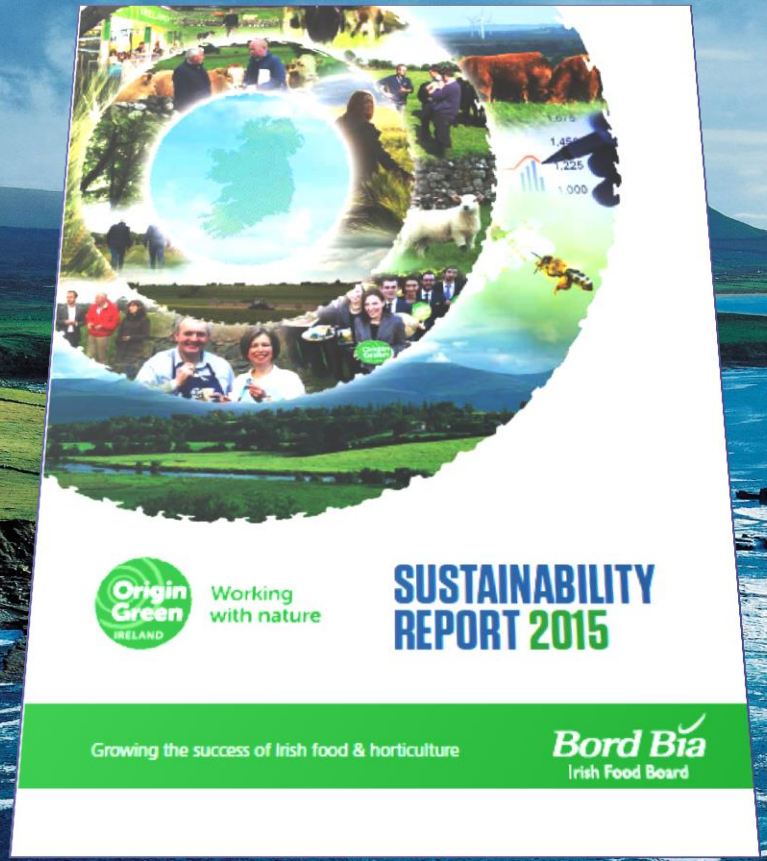

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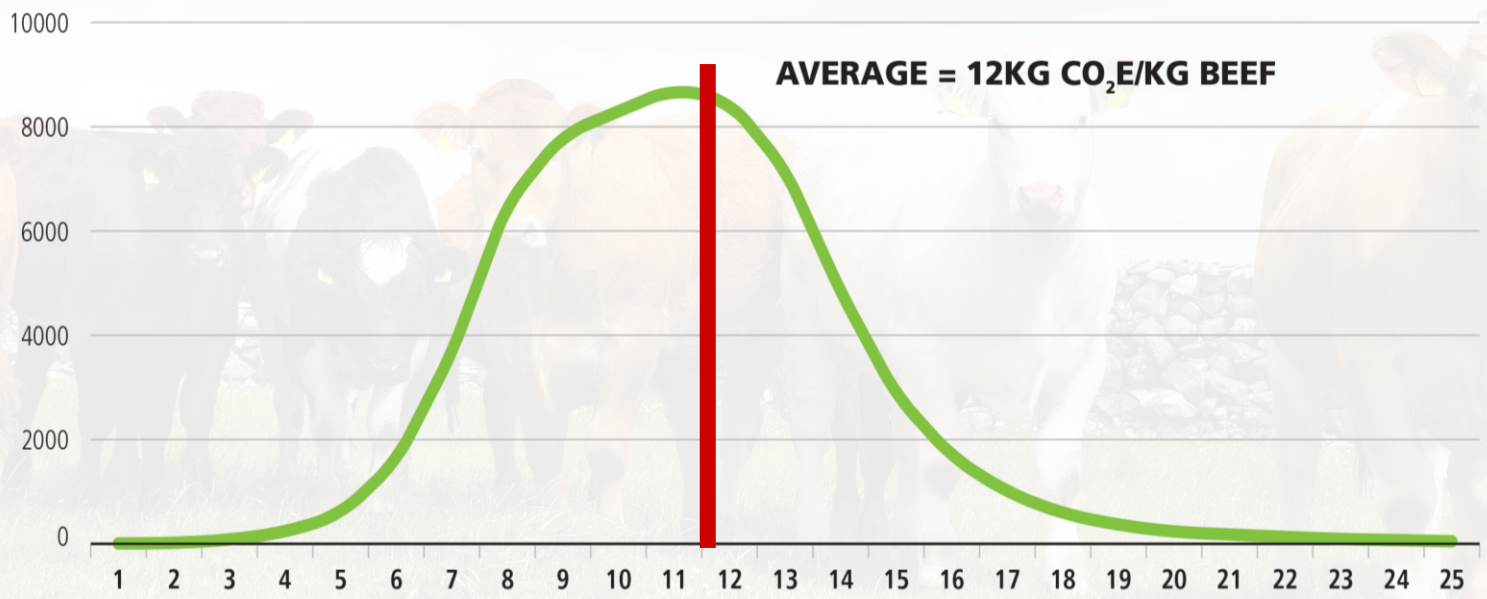
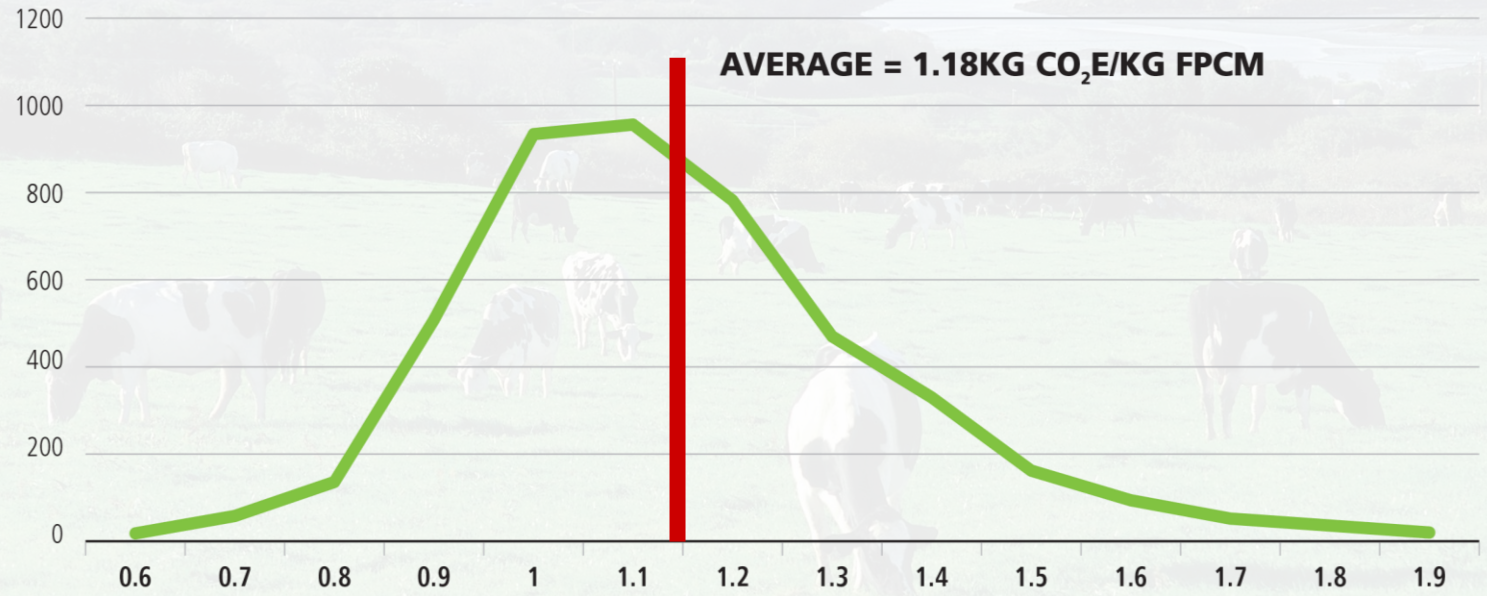
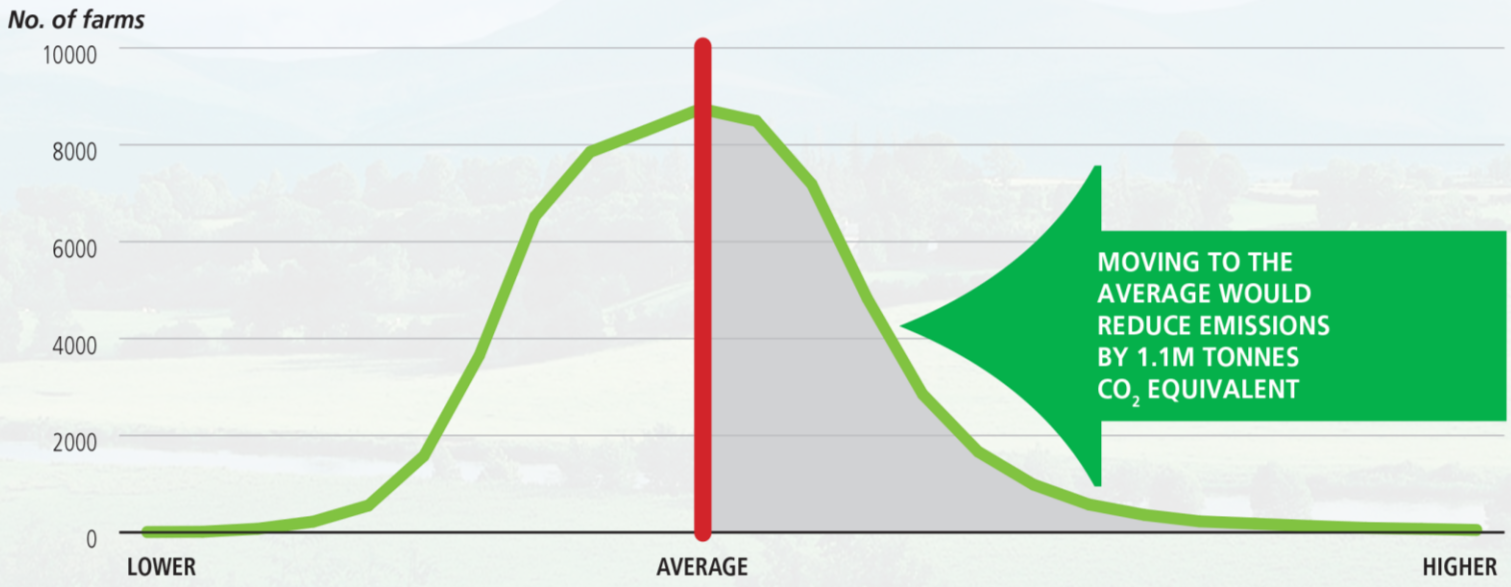
DISTRIBUTION OF BEEF CARBON FOOTPRINT RESULTS (KG C02/EKG BEEF LIVE WEIGHT)



DISTRIBUTION OF MILK CARBON FOOTPRINT RESULTS (KG C02/EKG FPCM)



RANGE OF CARBON FOOTPRINT RESULTS ACROSS BEEF AND DAIRY FARMS



FARM CASE STUDIES

William Morrow, Co. Donegal

Bord Bia Sustainable Beef Producer Winner, 2014: Dairy Calf to Beef

Pat Murray, Co. Wexford

Bord Bia Sustainable Beef Producer Winner, 2014: Weanling/Store to Beef

Tim Joyce, Co. Galway

Bord Bia Sustainable Beef Producer Winner, 2014: Suckler to Weanling/Store

Jonathan Greene, Co. Kildare

Bord Bia Sustainable Beef Producer Winner, 2014: Suckler to Beef

WATER CONSUMPTION OF IRISH BEEF & DAIRY SYSTEMS

NATURAL RAINFALL 99%

ABSTRACTED WATER 1%

99%

99% of water consumption comes from natural rainfall.

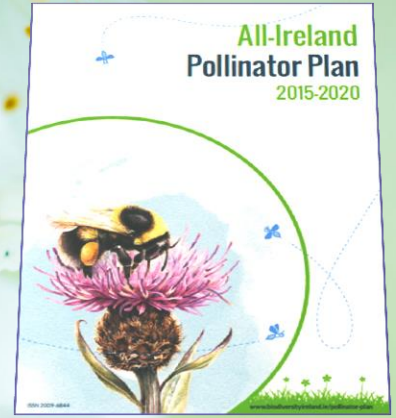
Environmental Scheme Participation

Biodiversity

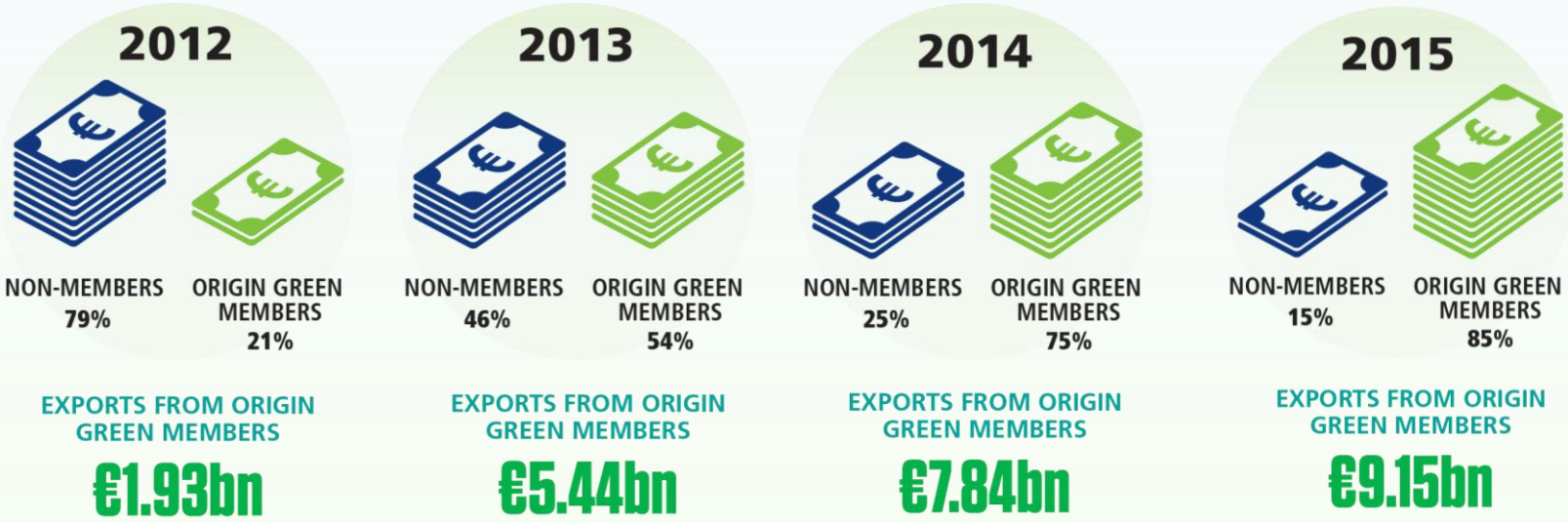
Habitats/ Areas of Conservation

Tree Planting

Hedgerow Management



PERCENTAGE OF EXPORTS FROM ORIGIN GREEN VERIFIED MEMBERS



KEY FACTS

€12m

Reduction in energy usage by 2017.

14,000 tonnes

Less general waste by 2017

€17m

Reduction in water usage by 2017

RAW MATERIAL SOURCING
KEY METRICS

164

Raw material sourcing targets

83

Members committing to source from suppliers with recognised certifications.

39

Members committing to specific sustainability initiatives with suppliers.

6.5bn litres

Milk sourced from the Sustainable Dairy Assurance Scheme (SDAS) by 2017

Member Case Study

marineharvest

FIRST SITE IN IRELAND TO ACHIEVE ASC CERTIFICATION OTHER SITES TO FOLLOW

ENERGY
KEY METRICS

11%

Reduction in energy usage per unit of output by 2014.

16%

Reduction in energy usage per unit of output by 2017.

€12 million

The reduction in energy usage projected by 2017.

26%

Largest reductions in the Horticulture and Meat sectors.

Member Case Study

Dairygold Food INGREDIENTS

2,700 TONNES REDUCTION IN GREENHOUSE GASES

EMISSIONS
KEY METRICS

37 million kg

Annual reduction in emissions by 2017.

3.9%

% reduction by 2017.

10% Reduction

Per unit of output by 2014 relative to the 2012 baseline.

26%

Reduction per unit of output by 2017.

Member Case Study

DIAGEO

60% REDUCTION IN GREENHOUSE GASES BY 2020

WATER
KEY METRICS

1,856,000 cubic metres

Annual reduction in water usage by 2017.

24%

Reduction in water usage per unit of output by 2017.

€17 million

Annual savings by 2017.

21%

Largest reduction in prepared foods companies.

Member Case Study

IslandSeaFoods Ltd.

DAM POWERS HYDROELECTRIC PLANT

WASTE
KEY METRICS

38%

Less waste to landfill in 2014.

57%

Less waste to landfill on a per unit of output basis by 2017.

14,000 tonnes

Less general waste generated by 2017.

Member Case Study

Slaney FOODS

DRY MIXED RECYCLING
76,000 KGS RECYCLED IN 2014

BIODIVERSITY
KEY METRICS

31 members

46 targets

Habitats
Development
Protection

Trees / Shrubbery
Planted

Member Case Study

Irish Distillers
Pernod Ricard

17,000 TREES, 15 DIFFERENT NATIVE SPECIES

SOCIAL SUSTAINABILTY
KEY METRICS

208

Targets

132

Community based targets.

27

Health and nutrition targets.

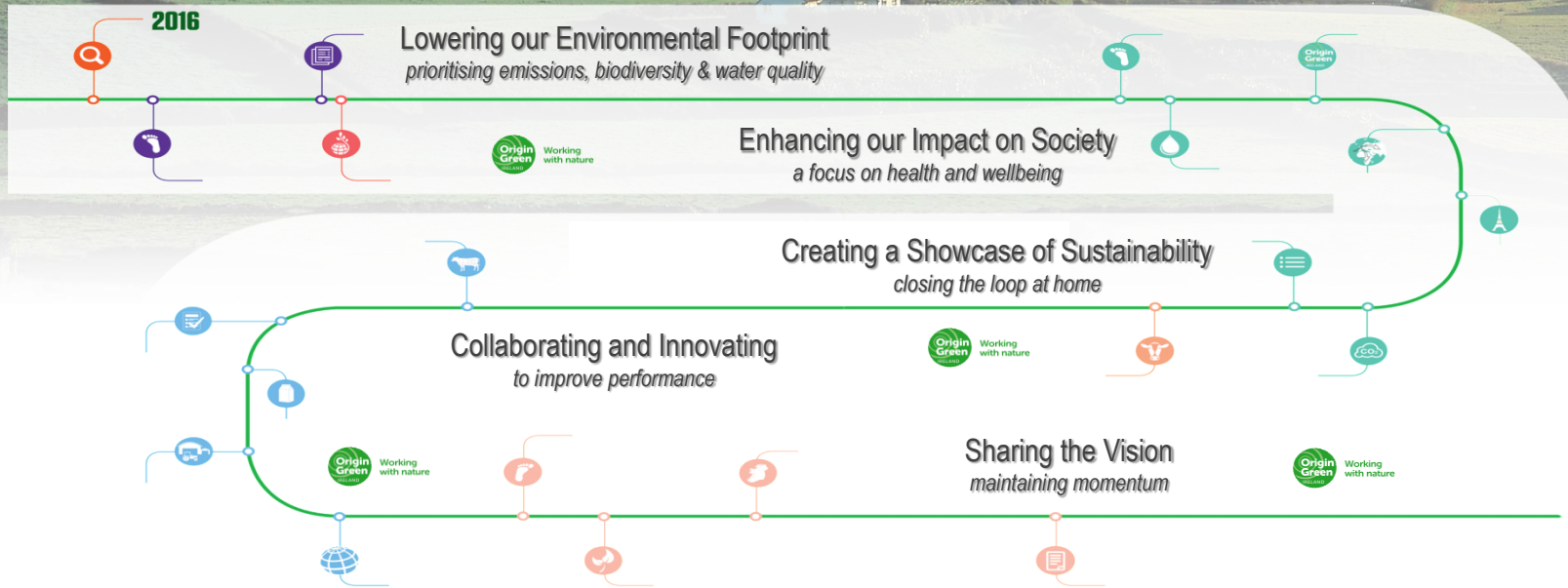
49

Employee wellbeing targets.

Member Case Study

NUTRITION AND HEALTH TARGETS

Origin Green: The Road Ahead



Lowering our Environmental Footprint

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Enhancing our Impact on Society

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Ireland: A Showcase of Sustainability

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Collaboration and Innovation

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Sharing the Vision

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