



Irish Rapeseed Oil ...the
healthy option!

Derrycamma & Origin Green



Working
with nature



Irish Rapeseed Oil ...the
healthy option!

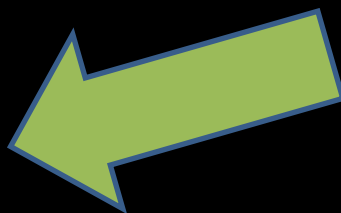
- ✓ Tillage Farm in Co Louth
- ✓ Traditionally growing winter wheat with a high input model
- ✓ 2009 began to focus on value add rather than growing commodities
- ✓ Cold Pressed Rapeseed Oil , Dressings and Mustard
- ✓ Launched at Bloom 2010
- ✓ Transition from farmer to food producer
- ✓ Signed up to Origin Green to give us another point of difference



We Grow It



We Press It



We Bottle It





Irish Rapeseed Oil ...the
healthy option!

Range of Oil



Dressings





Irish Rapeseed Oil ...the
healthy option!

Origin Green The first steps

- ✓ **1st Attempt:** Submitted shortly after the first workshop
- ✓ **Result:** Lots of red Lines
- ✓ **Reason:** Not relevant to our business

- ✓ **2nd Attempt:** Sunday night homework effort
- ✓ **Result:** More red writing
- ✓ **Reason:** Didn't take on board the previous feedback



Irish Rapeseed Oil ...the
healthy option!

✓ **2nd Workshop:**

The excuses

✓ **Why OG doesn't suit us?**

Too small, we grow our own, the guideline manual is for the big boys etc

Spent most of my effort on excuses not solutions/starting to lose interest

Eureka Moment

✓ A Meeting with Padraig Brennan and Kara Flannery

✓ OG can be the vehicle for all the sustainable principles that we believe in.

✓ LEAF principles, Soil Organics, Less Inputs more profit, educational tours etc

✓ Suddenly it was easy



Irish Rapeseed Oil ...the
healthy option!

Eventually we made it

3rd Attempt:

Written on holidays with no interruptions

Result:

Nearly there...

Reason:

The framework was fine, just needed a bit more detail.
Stuck closely to manual but made everything relevant
to Derrycamma

Success!

Reasons:

It was **Relevant**

Realistic

Rewarding



Working
with nature



Irish Rapeseed Oil ...the healthy option!

✓ Raw Material

- ✓ We grow our own so farming techniques are key ie LEAF Principles
- ✓ Eco Till (non inversion farming methods)
- ✓ Use of organic fertilisers / green cover with nitrogen fixing beans
- ✓ Our target is to improve the organic matter in the soil and hence use less fertiliser which means more money for me and less for the fertiliser companies
- ✓ We have managed to cut our N input for spring crops by over half





Irish Rapeseed Oil ...the
healthy option!

✓ **Biodiversity**

- ✓ Forestry and Wild Bird Cover
- ✓ Bees

✓ **Energy**

- ✓ Conservation with Audits and Meters
- ✓ Carbon Emissions

✓ **Social Responsibility**

- ✓ Farm tours with a presentation room
- ✓ Soft Selling our brand and Origin Green
- ✓ Building loyalty
- ✓ Opportunity to do Tastings (NPD)





Irish Rapeseed Oil ...**the healthy** option!

Raw Material Sourcing

Min (Eco) Till	To use non inversion tilling techniques to establish all crops
Organic Manure	To replace artificial fertiliser with organic/green manure wherever possible. Detailed Soil Analysis and Reporting The use of organic/ green manure as a fertiliser
Organic Content	To increase the level of organic matter in the soil to 6-9% over the period
LEAF Marque certification	LEAF membership LEAF Audit LEAF Marque



Irish Rapeseed Oil ...**the healthy** option!

Manufacturing Targets

Electricity Usage	To install meters to record usage per job Analysis of record data Introduce practices and energy saving equipment to reduce usage
Fuel Usage	To install a fuel meter Analysis of record data
Carbon Emissions	Assess carbon footprint of both our farming & processing activities To strive to achieve a carbon neutral footprint



Irish Rapeseed Oil ...the
healthy option!

Social Targets

Farm Visits
2 in 2014. Increase to
24 by 2018

To develop a farm visit to include a factory tour and presentation with a dedicated seated area.



Irish Rapeseed Oil ...the
healthy option!





Irish Rapeseed Oil ...the
healthy option!

Summary

- ✓ OG is an opportunity to kill 2 birds with one stone in many cases
 - ✓ Our LEAF objectives are incorporated into OG
 - ✓ Our HSE requirement to cover our lighting tubes is in OG
- ✓ Keep the plan Relevant to your business
- ✓ Keep the plan Realistic i.e. pick easy targets for yourself
- ✓ Make it Rewarding i.e. save money or as a promotion tool



Irish Rapeseed Oil ...the
healthy option!

In December 2014 we asked a new customer why they bought from us?

“Because you are in Origin Green “

