

Origin Green Update

20th January 2015



Working
with nature

Bord Bia

Irish Food Board

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

ORIGIN GREEN



**Ireland is on a mission to become a
world leader in sustainably
produced food and drink**

Conditions for success

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...



Working
with nature



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, Grain, Horticulture

Sustainability measures being implemented



Working
with nature

Bord Bia
Irish Food Board

Company Recruitment Pipeline

395 Companies Registered

219 companies at workshop/
plan development phase

92 plans submitted

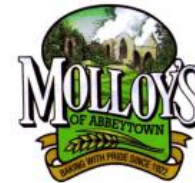
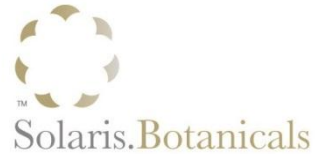
84 plans accepted
Over 75% of exports



Working
with nature

Bord Bia
Irish Food Board

Sample of Verified Members



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Securing International Recognition

The Farm Audit

Carbon Footprint

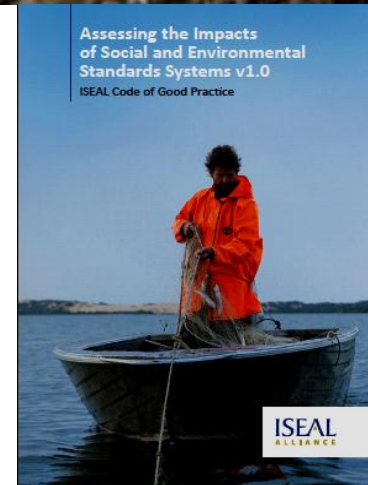
The Charter



ISO 17065



PAS 2050



SGS



Working
with nature

Bord Bia
Irish Food Board



Working
with nature



Home



Members



Calendar



Manage



About

Search



an initiative by **Bord Bia**
Irish Food Board

Invite Colleagues

Add something

FOLLOWED AREAS

Can't find what you're
looking for?

Manage your followed areas

ALL AREAS

COMMUNICATION AND MARKETING

Ambassador Insights
Company Insights
Leveraging your Membership
Marketing
Upcoming Events

Welcome



Working
with nature

Filter by: [Display all](#) [Discussions](#) [Webinars](#) [Documents](#) [More](#)

Highlights

KF

How are Expanded Polystyrene Boxes best managed?



Kara Flannery • Flannery Nagel Environment... • Discussion

Hi all, A problem waste we are aware of with many Origin Green participants and members are the EPS fish boxes arising at fish processing plants/food companies. From talkin...

5 comments

EN SH BH KF

PR

Embracing Sustainability at Derrycamma Farm



Patrick Rooney • Derrycamma Farm • Article



6 Week Online Plan
Development Course:
Starting January

**Irish
CountryMeats**
The Lamb Specialists

What does Origin Green
really mean to Irish Country
Meats?



Working
with nature

Bord Bia
Irish Food Board

Direct Access to Expert Advice and Support



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

GREEN BUSINESS PHASE II
JUNE 2011 - NOV 2014

€6.7 Million

Potential cost savings identified



Energy

€4.7 Million



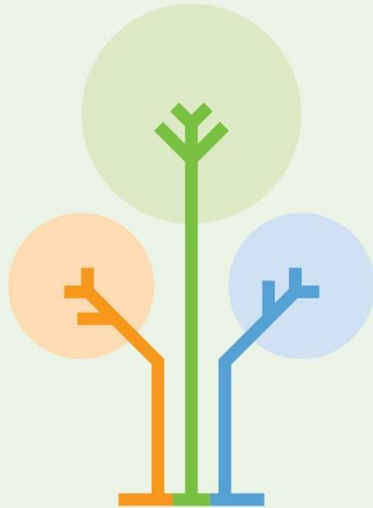
Water

€760K



Waste

€1.3 Million



€37,000

Savings identified per company visited

Green Business
identified average
savings of €37,000 per
company over last 3
years



Working
with nature



Home



Members



Manage



About



an initiative by **Bord Bia**
Irish Food Board

Welcome

Filter by: [Display all](#) | [Discussions](#) | [Webinars](#) | [Articles](#)



Ask John Coleman & Colm Munnelly, Packaging Technology Advisors from Repak, your questions today



Pin

Colm Munnelly | Repak | Discussion

Hi all, My job as a Packaging Technology Advisor with Repak gives me a great insight into how to optimise packaging systems and the best options for reusing and recycling ...



Colm Munnelly | Repak | 108 minutes ago

Hi Kieran, Unfortunately this is still a very messy material to deal with as no-one wants to tackle the recycling of it due to its contamination. From your customers point ... [More](#)

[See all 2 replies](#)



Introduce yourself and meet other new members



Pin

Andrew Mullins | Bord Bia | Discussion

Welcome to the Origin Green Platform! A great way to get started is to introduce yourself to other members of the community by posting below

Highlights



Introduce yourself and meet other new members



How to integrate biodiversity into your business



INVITE COLLEAGUES

ADD SOMETHING

MY INTERESTS

Can't find what you're looking for?

Select your interests now

ALL AREAS



PINBOARD



How important is sustainability for buyers in international food markets?

6 May 2014



[See all](#)

Invite Colleagues

Add something

FOLLOWED AREAS

Can't find what you're
looking for?

Manage your followed areas

ALL AREAS

COMMUNICATION AND MARKETING

Ambassador Insights
Company Insights
Leveraging your Membership
Marketing
Upcoming Events

DEVELOPING YOUR PLAN

Origin Green Online Course
Step 1-3: Plan Initiation
Step 4 & 5: Setting Targets

Edit Delete Hide More ▾

Related to this



Week 1: Completing Section 1 of your Origin Green Plan

Andrew Mullins • Bord Bia • Community manager • Plan Development Course • 8 Jan

Follow Share Pin Like ¹

Welcome to the Origin Green Plan Development Course.

Week 1 is all about setting the foundations for your Plan, identifying your key stakeholders and ensuring they are clear on how and why you are going to make Origin Green a part of your business.

If you need any support, you can **post a question** to our sustainability experts and fellow Platform members or **get in touch** with me directly.

Below are your **3 actions for the week**; they should take **1.5 - 2 hours** to complete.

To do list

1: Get your Plan Template

First you will need to **download the plan template**.



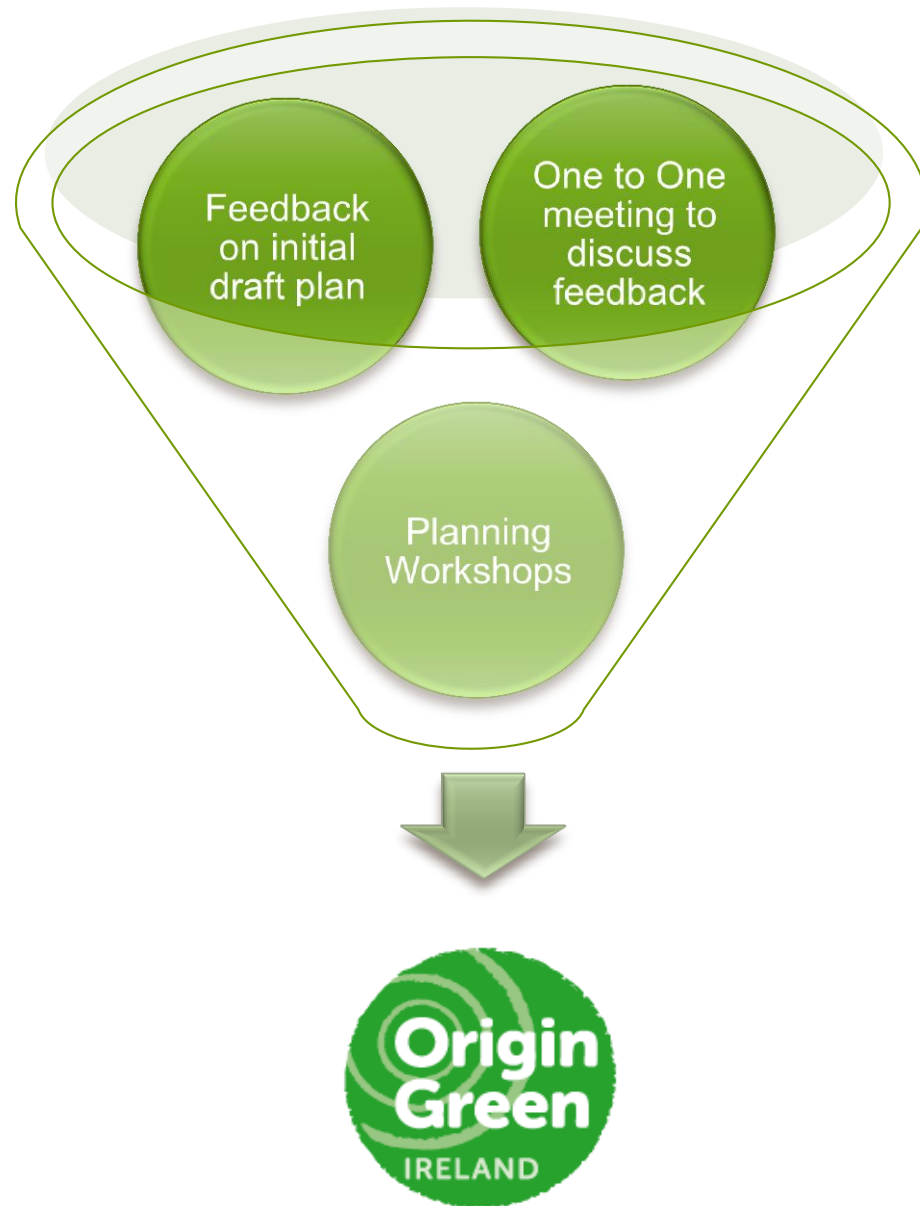
Steps 1-3: What you need to know

Week 3: Completing
Section 4 of your Origin
Green Plan

Step 8: What you need to know

82 companies signed up to course since launch in November

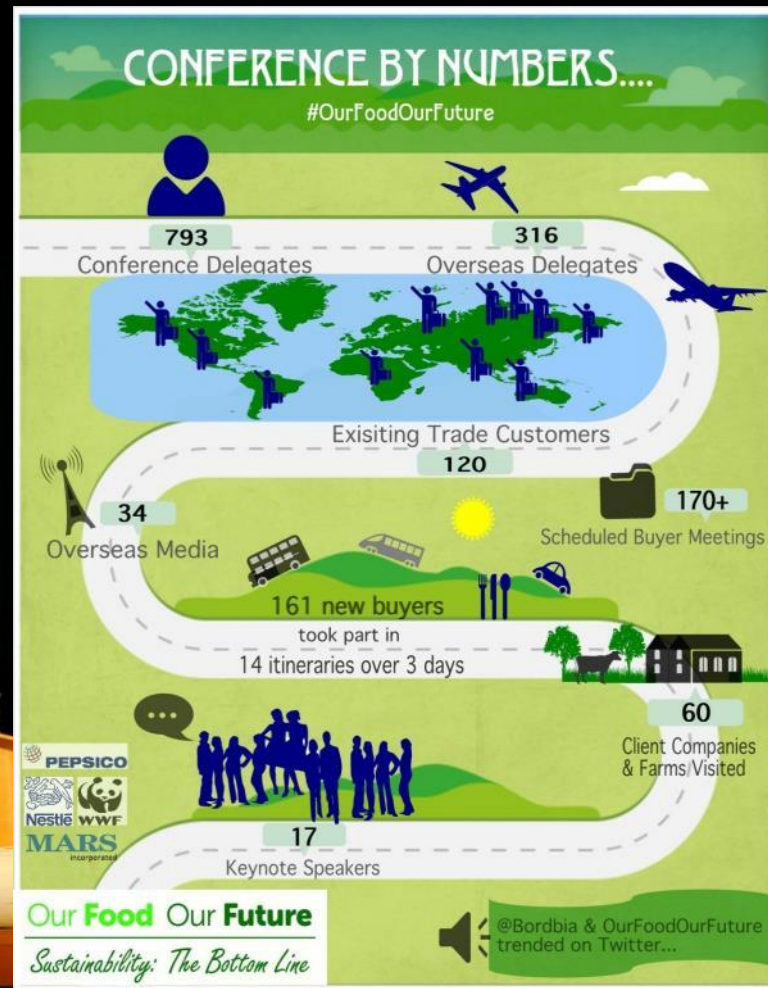
Support during plan development





Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board



Unilever



WWF



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

International Trade Fairs, 2014



London



Brussels



Paris



Kortrijk



Amsterdam



Düsseldorf



Berlin



Nuremberg



Cologne



Beijing



Qingdao



Shanghai



Vigo



Dubai

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

The Origin Green Report 2015

Origin Green

Ireland is forming a new contract with nature. Be part of it >> [Learn more](#)

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Building awareness of Origin Green among Irish consumers



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board



ORIGIN GREEN Integrated Marketing Plan

Annual Spend of €3.5m



Working
with nature



Growing the success of Irish food & horticulture

