



# Dairy Marketing Seminar 2023

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**BORD BIA**  
IRISH FOOD BOARD

Why does  
Origin Green  
need to evolve?

**Origin  
Green**  
IRELAND

What key  
updates can you  
expect in 2023?

# 74%

of investors now more likely to “divest” based on poor ESG performance.

Rialtas na hÉireann  
Government of Ireland

## Food Vision 2030

A World Leader in Sustainable Food Systems

# 73%

of global consumers believe brands have a responsibility to make a positive change in the world.



Future preparedness for rising regulatory requirements and expectations.

Financial performance of top vs. bottom ESG rated companies



# 25%

GHG reduction for the agri-sector.



# The sustainability agenda is accelerating quickly...

**75%**

of consumers globally have made an effort to buy more sustainably-produced food and drink in the last year.

**43%**

Say sustainable production of food and drink is very important or essential when grocery shopping.

# International Buyer Perspective

72%

Important to have suppliers with strong sustainability credentials

64%

Sustainability is an important aspect of their role

# Customer Sustainability Requirements



By 2025, more than 500,000 cocoa farmers in our supply chain will have been lifted out of poverty.

They have set **Science-Based Targets** in line with 1.5°C of global heating by 2025.

Committed to reducing absolute Scope 1, 2, and 3 greenhouse gas emissions by **35% by 2025**.



**Carbon neutral** across their Group operations by **2035 & net zero** across their full value chain, aligned to 1.5°C, by 2050.

Committed to spearheading the UK Soy Manifesto.



**Zero emissions** in their operations by **2030** and net zero emissions across their value chain by **2039**.

Committed to a **deforestation-free** supply chain by **2023**.



Align with the Global Methane Pledge to targets **30% reduction** in methane emissions from fresh milk by **2030**.

By 2025, they aim to have **100%** reusable, recyclable or compostable packaging.



Suppliers that represent 70% of their footprint will be asked to commit to **Science-Based Target** initiative by 2025.

**37%** reduction in Scope 3 emissions by 2030. All their suppliers will be asked to report on Scope 3 by 2025.



They are committed to developing **Science-Based Targets** in line with 1.5°C of global heating.

Reduce Scope 1 and 2 emissions by **25%**, and Scope 3 emissions by **20% by 2025**.

Fully **circular packaging** by **2030**.



By 2040, achieve **net zero emissions** for their entire business and value chain, working with their suppliers & franchisees to have a positive impact on climate.

By 2023, develop a Plan for Change Scorecard to expand and embed ethical and sustainability criteria in their sourcing decisions.



Committed to reducing Scope 1, 2 and 3 emission by **34% by 2025**.

Collaborate with WWF to measure the entire Scope 3 carbon emissions, occurring from activities with their clients and suppliers.



Committed to achieving **net zero emissions** by **2050**.

Sourcing **50%** of their key ingredients through regenerative agriculture methods by **2030** will contribute significantly to emissions reductions.

# Customer Sustainability Requirements



Sustainable Dairy Partnership  
Business to Business



Being part of the Origin Green programme ourselves and working with verified Origin Green members with tangible sustainability targets **gives us confidence that we're driving change and having a real impact.** And this confidence extends beyond the Lidl business in Ireland alone.



JP Scally, Managing Director  
Lidl Ireland & Northern Ireland

We recognise the **uniqueness of the Origin Green programme**, operating at a national scale and providing a common sustainability framework for the suppliers that we work closely with in Ireland. The **transparency and independent verification** that it brings is important for us at Danone, as a customer of Irish dairy.



Paul Kennedy, Global Nature and Sustainability Manager,  
Danone

We're so thrilled to have partnership with the Origin Green team, and suppliers and farmers all over Ireland to achieve our sustainability objectives, **to trust in the Quality Assurance schemes across the country**, and to support a thriving agricultural community for the years ahead.



Jenny McColloch, Chief Sustainability Officer,  
McDonald's

We are **committed to ensuring that we're working with Bord Bia, the Origin Green programme**, the Government and the industry... We think it's vital that we're collaborating with the industry.



Owen Keogh, Head of Sustainability,  
Musgrave

# Customer Alignment on Sustainability



**Sustainable  
Dairy  
Partnership**  
Business to Business





The modules are given below:

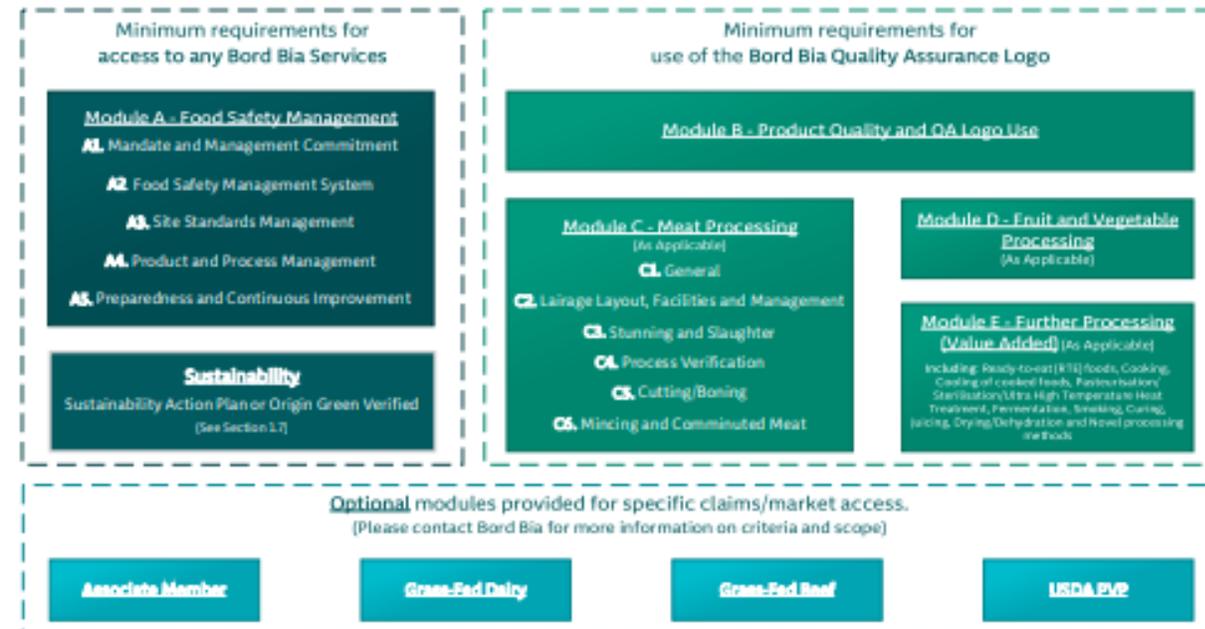


Figure 3: Standard Structure and Module Inter-relationships

# Diversity & Inclusion

Gender diverse companies are

**15%**

more likely to outperform competitors\*



**BORD BIA**  
IRISH FOOD BOARD

**AON**  
Empower Results®

in partnership  
with



\*McKinsey report 2018



Primary Producer  
Standards Update

Origin  
Green  
IRELAND

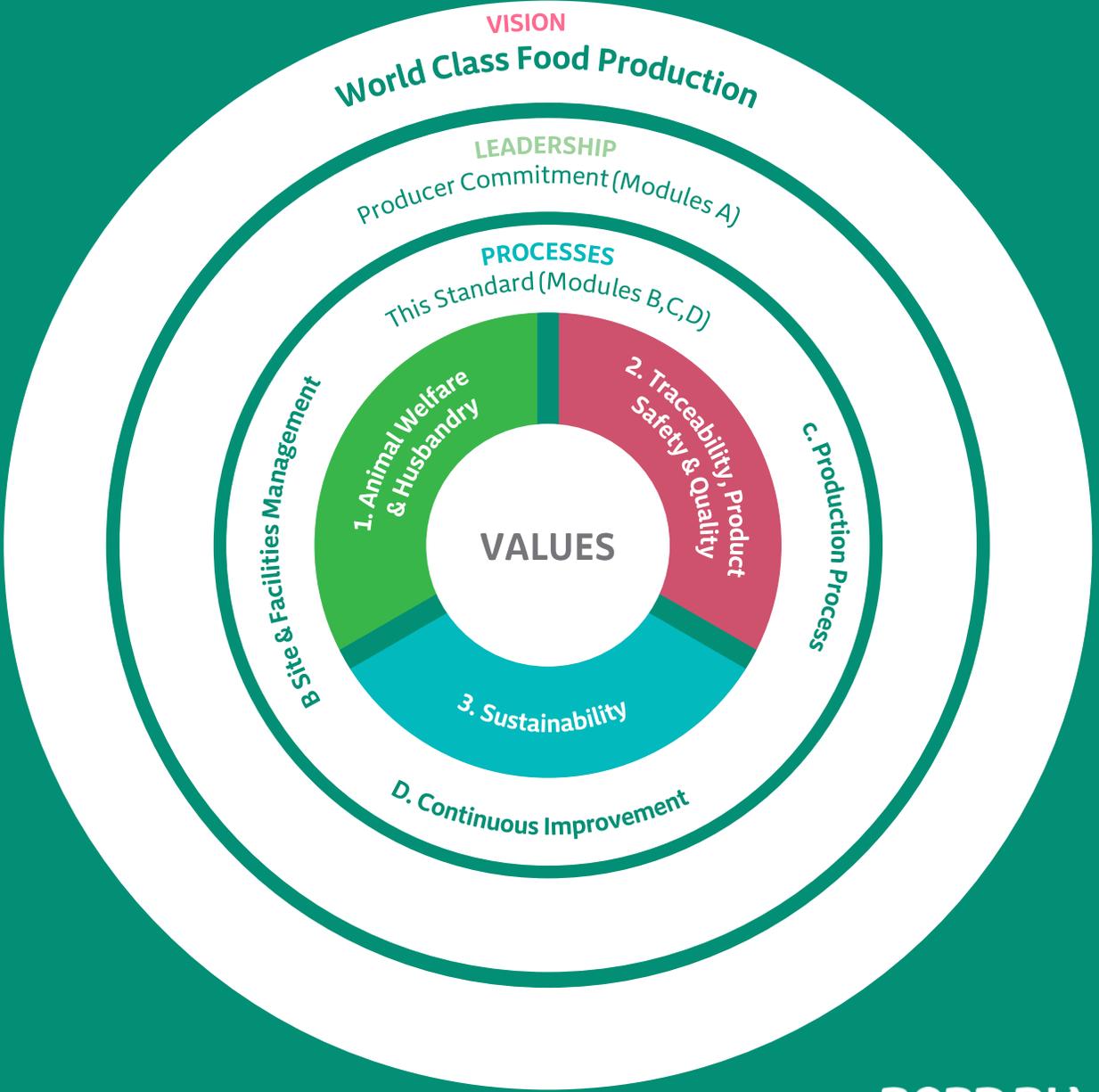
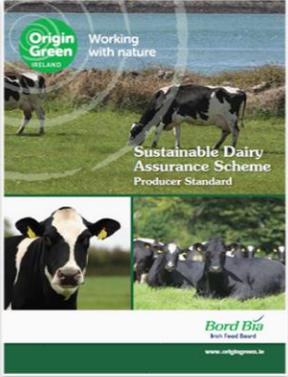
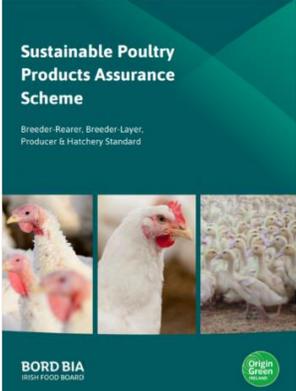
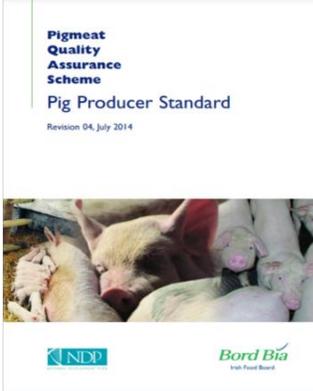
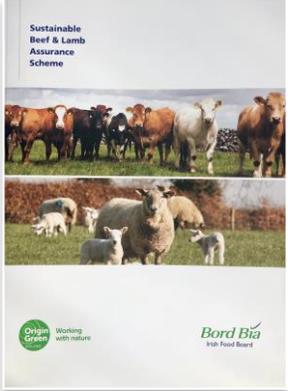
Sustainability  
Digital Platform

AGNAV

eagasc  
Origin Green  
IRELAND  
icbf

# Bord Bia Primary Producer Standards

A world class standard that can power and prove the sustainability of Ireland's food and drink sector.



# Projected Primary Producer Standard Timelines



# Benefits to new Standard Development Approach

- Easier for smaller trained team to manage all auditing and helpdesk functions
- More considered and professional communications to the industry and producers
- More consistent auditing
- Less overall time required to update Standards
- Easier to carry out cross-species reporting and benchmarking
- Potential reduced audit time for multi-species sites
- Easier to benchmark the entire programme against international Standards
- Ensures Bord Bia standards are updated and released on a more frequent and consistent basis, thus facilitating a more responsive and proactive approach to ever-evolving market conditions.

# AGNAV

## Trusted Solutions, For Everyday Farming



# AGNAI

Delivers science led, support and planning tools with specific, accurate and verifiable data to farmers to deliver on climate action.



- Scientific expertise & Research outputs
- Validate low carbon assessment models & tools
- Advisory Services & Signpost demonstration farms
- Relevant datasets



- IT Infrastructure & Resource
- Data processing & Analysis
- AIMs
- Relevant datasets



- QA Scale and Infrastructure
- Farm Sustainability Survey
- Carbon Footprints (Farmer Feedback Report)
- E-Learning, Sustainability Planning Tools

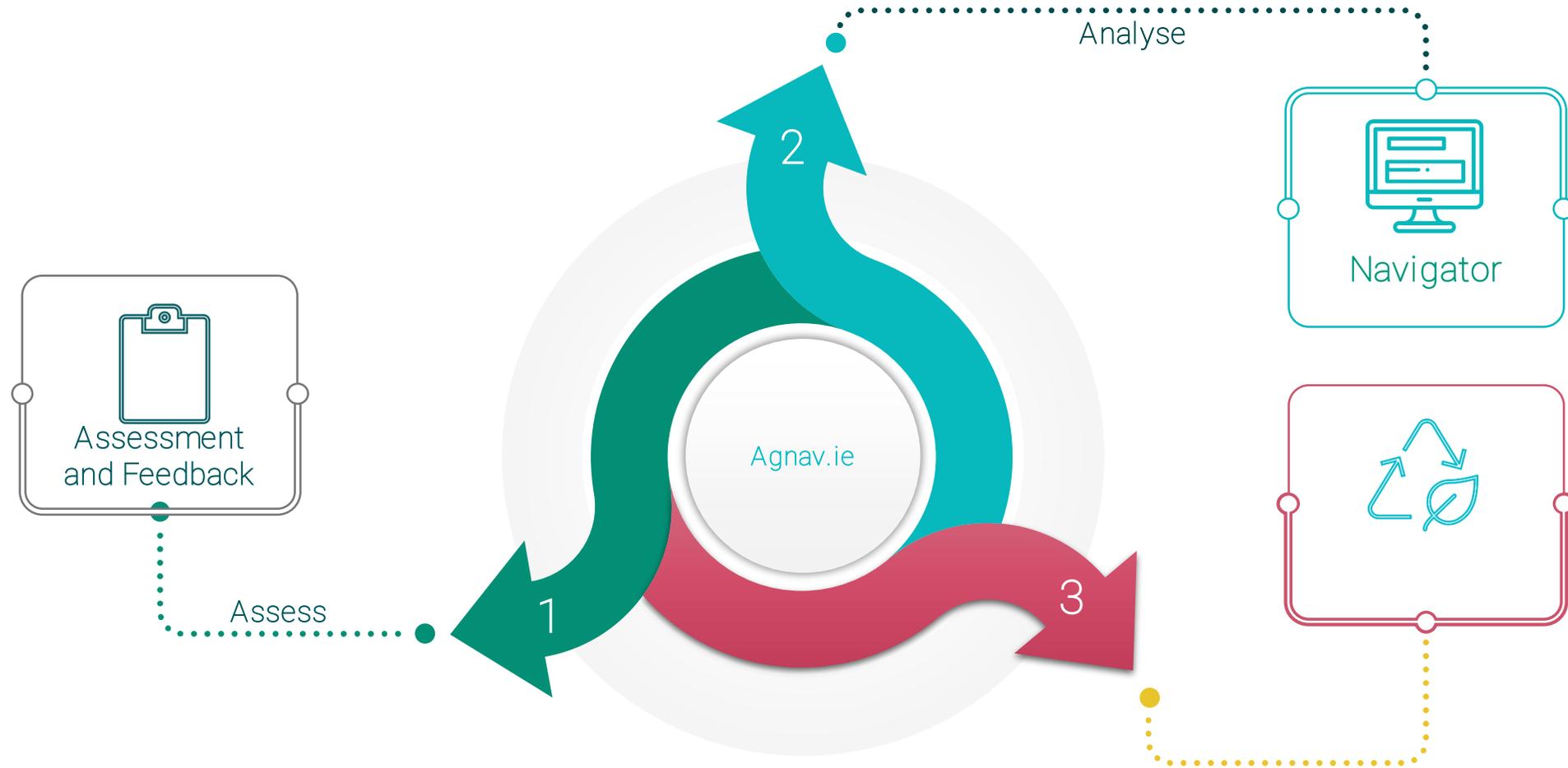


# Trusted Support, Driving Powerful Progress

AGNAV is a digital platform that enables farmers to improve productivity and set new standards in sustainability.

[View Products](#)

A platform guided by science to assist farmers in achieving on-farm sustainability.





Progress: 23%



- Introduction
- Scope
- Housing**
- Manure
- Feed
- Silage
- Fertiliser
- Energy
- Dairy
- Water
- Soil
- Pesticide
- Biodiversity
- Economic
- Social

For surveys completed in 2023, answers should be for 2022.

## Part 1 - Housing and Turnout

1. Please complete the table below for the relevant cattle categories

	Housed Full Time All Year? <i>(i.e. where no outdoor grazing at any time)</i>	Grazing Full Time All Year? <i>(i.e. no housing at any time)</i>	Average Turnout <i>(Date)</i>	Average Housing <i>(Date)</i>	
<input type="checkbox"/> Suckler Cows	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	DD/MMM <input type="text"/>	DD/MMM <input type="text"/>	<input type="checkbox"/>
<input type="checkbox"/> Weanlings/Yearlings/Stores	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	DD/MMM <input type="text"/>	DD/MMM <input type="text"/>	<input type="checkbox"/>
<input type="checkbox"/> Finishing cattle (steers and heifers)	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	DD/MMM <input type="text"/>	DD/MMM <input type="text"/>	<input type="checkbox"/>
<input type="checkbox"/> Finishing cattle (young bulls)	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	DD/MMM <input type="text"/>	DD/MMM <input type="text"/>	<input type="checkbox"/>
<input type="checkbox"/> Dairy Cows	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	DD/MMM <input type="text"/>	DD/MMM <input type="text"/>	<input type="checkbox"/>

Assess



Analyse



Act



# AGNAV

AGNAV

BORD BIA  
IRISH FOOD BOARD

Teagasc  
AGRICULTURAL RESEARCH & ADVICE

icbf

Nitrogen Fertiliser

Slurry Spreading

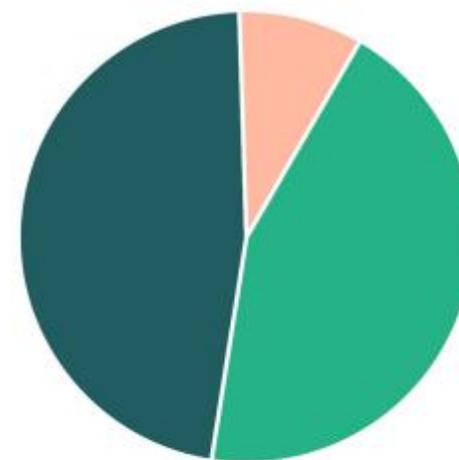
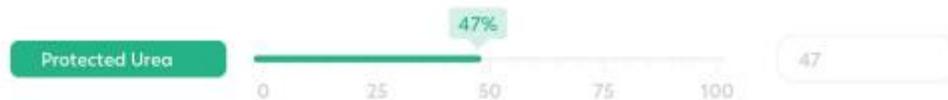
Graving Season

Reduce Fertiliser Use



Change Fertiliser Type Use

Progress:



Available: 100%  
Used: 109%  
Left: -9%

Urea Protected Urea Other N Fertiliser

Assess

Analyse

Act



# AGNAI

Assess



Analyse



Act

A screenshot of the AGNAI web application interface. At the top left, there are logos for 'BORD BIA IRISH FOOD BOARD' and 'eagasc'. On the top right, there are navigation links: 'MY FARM PLAN', 'ADD ACTIONS', 'LOG OUT', and 'Profile' with a user icon. The main header area has a dark green background with the text 'Sustainability actions' and a background image of a coastal landscape. Below the header is a search bar with the placeholder text 'Search for sustainability actions...'. To the right of the search bar are two filter buttons: 'Hide filters' and 'Reset filters'. Below the search bar are two dropdown menus: 'Select a theme' with the selected option '1. Gaseous Farm Emissions', and 'Select an action area' with the selected option '6. Forecasting Tool Actions'. Below the filters is a 'Key/Legend' section with two items: 'Environmental Benefit' represented by a leaf icon and 'Economic Benefit' represented by a Euro symbol (€). The main content area shows a list of actions. The first action is 'Implement Practices to Achieve Optimal Grazing Season Length'. It has three Euro symbols (€) and three leaf icons (🌿) next to it. Below the title is the text 'NOT IN YOUR PLAN' in pink. To the right of this text is a button with a magnifying glass icon and the text 'View action details'. The second action, 'Reduce Chemical Nitrogen Usage', is partially visible at the bottom of the screen.



**Thank you.**

**BORD BIA**  
IRISH FOOD BOARD