



# Origin Green Update

## *Responding to Rising Market Demand*

Meat Marketing Seminar - 19<sup>th</sup> January 2024

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*Senior Agri Sustainability Manager*

**BORD BIA**  
IRISH FOOD BOARD



# Agenda



Position Update  
Origin Green Member Focus 2024 (Farm)  
Origin Green Member Focus 2024 (Company)

# Origin Green Membership

## Company Members

- Verified members – 307
- Gold Members – 97
- Meat company Gold Members – 19

## Farmer Members

- Beef and Sheep - 60,425
- Dairy – 15,962
- Pig – 355
- Poultry – 552
- Egg – 239
- Horticulture – 260

# Origin Green Progress Report

## Origin Green Progress Update Report 2023

**BORD BIA**  
IRISH FOOD BOARD



# Highlights

77,000 members

61,000 farmers | 300+ companies



The Origin Green programme collaborates with 300+ companies and 61,000 farmers across Ireland, with a cumulative membership of 77,000 across Bord Bia's schemes for beef, dairy, eggs, lamb, horticulture, pig and poultry.

*The 2023 Progress Update Report presents an overview of the latest developments to the Origin Green programme in 2022 and 2023 and provides an update on members in the programme, covering the period of 2020 – 2021. Origin Green member information for this period was verified and audited over the course of 2022 and is now being reported in 2023. This includes progress updates on verified Origin Green members at the producer level, at the manufacturing level and the retail and foodservice level.*

**9%** average reduction in CO<sub>2</sub> per unit of milk from SDAS members.

**43,000+** audits carried out in 2022.

**8%** average reduction in CO<sub>2</sub> per unit of beef from SBLAS members.

**367,000** carbon footprints calculated to date.



Origin Green member companies have set a total of **3,622 sustainability targets** and established **15,390 initiatives** between the years 2012 – 2023.

**54** Origin Green verified members set CO<sub>2</sub> reduction targets in 2022.

**90%** of our total food and drink exports are accounted for by Origin Green members.

**8.2%** average reduction in electricity use per unit of output from manufacturing members.

**76%** of Origin Green companies believe that Origin Green provides a competitive advantage for their business.

**8.8%** average reduction in water use per unit of output from manufacturing members.

**75%** of members say that Origin Green helps them build customer relationships and reputation.

# Sustainability Challenges for Farmer Members

Continued focus on Climate Action Plan targets.  
25% by 2030



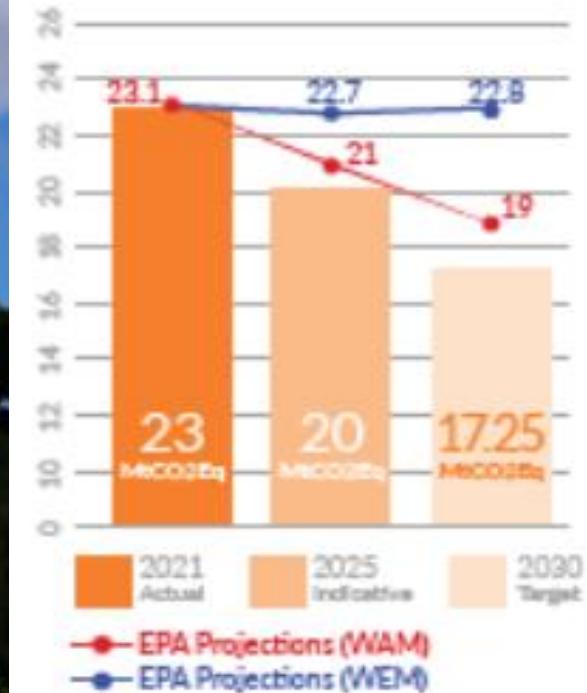
Climate Action Plan 2024

## FARMING

News Agri-business Dairy Tillage Beef Sheep Farm Property Machinery Legal Advice C

**Farmers who don't curb emissions may end up paying more interest on loans, bank warns**

### Gap to Target



# Sustainability Challenges for Farmer Members

## Customer Expectations

**TESCO**

Agriculture accounts for 10% of our greenhouse gas emissions. We are committed to reducing our impact in this area by 50% by 2030. This will be achieved through a range of measures that are aligned with the UN Sustainable Development Goals.

Our strategy is to identify emissions hotspots in our supply chain that will most effectively reduce a farm's emissions. This includes reducing the use of nitrogen fertiliser, improving animal health and welfare, and reducing the amount of organic matter in soil.



**Albert Heijn**

### Our ambition: limit our impact on the climate

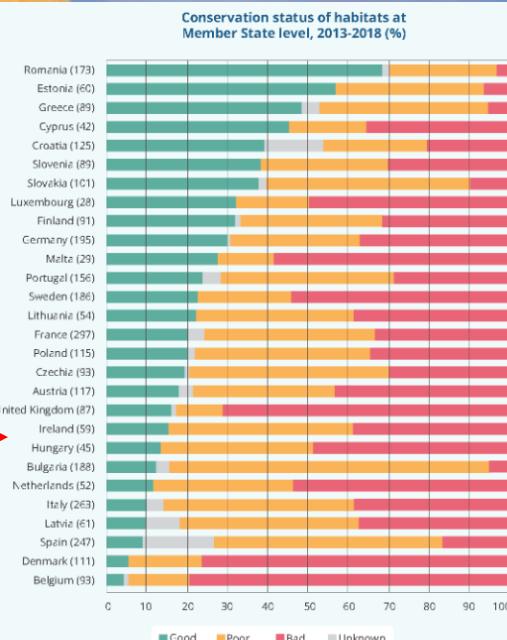
At Albert Heijn we believe it is important to be responsible with our share of environmental taxes. We want to keep the impact of our activities as small as possible.

Albert Heijn has tightened its ambition for reducing CO2 emissions in the chain (Scope 3) from 15% to 45% in 2030 (compared to 2018). 'Making better food accessible together. For everyone.', based on this mission, the company continuously takes initiatives to leave the world a better place. Our own business operations – stores, distribution centers and offices – are already completely climate neutral. Continuous steps are also being taken in the supply chain. The exact emissions in the chicken and pig chain have now been mapped out.

# Sustainability Challenges for Farmer Members

- Market focus

- Animal welfare (pain management, housing and space allowance, AMR)
- Sustainable supply chains
- Biodiversity
- Regenerative agriculture



EU revealed as hub for 'cruel' live animal transport amid fears of disease

## Animal welfare strategies

### Farm to Fork

The Commission is revising the EU's animal welfare legislation, including on animal transport and slaughter

The Commission will consider options for animal welfare labelling

EU trade policy is set to commit third countries to animal welfare standards

### CAP

Friendly housing conditions

Compliance with organic farming practices and standards

Access to pastures and longer grazing periods

Regular access to open air areas

Improved feeding plans

Animal health prevention and control plans



Source: European Commission

EURACTIV

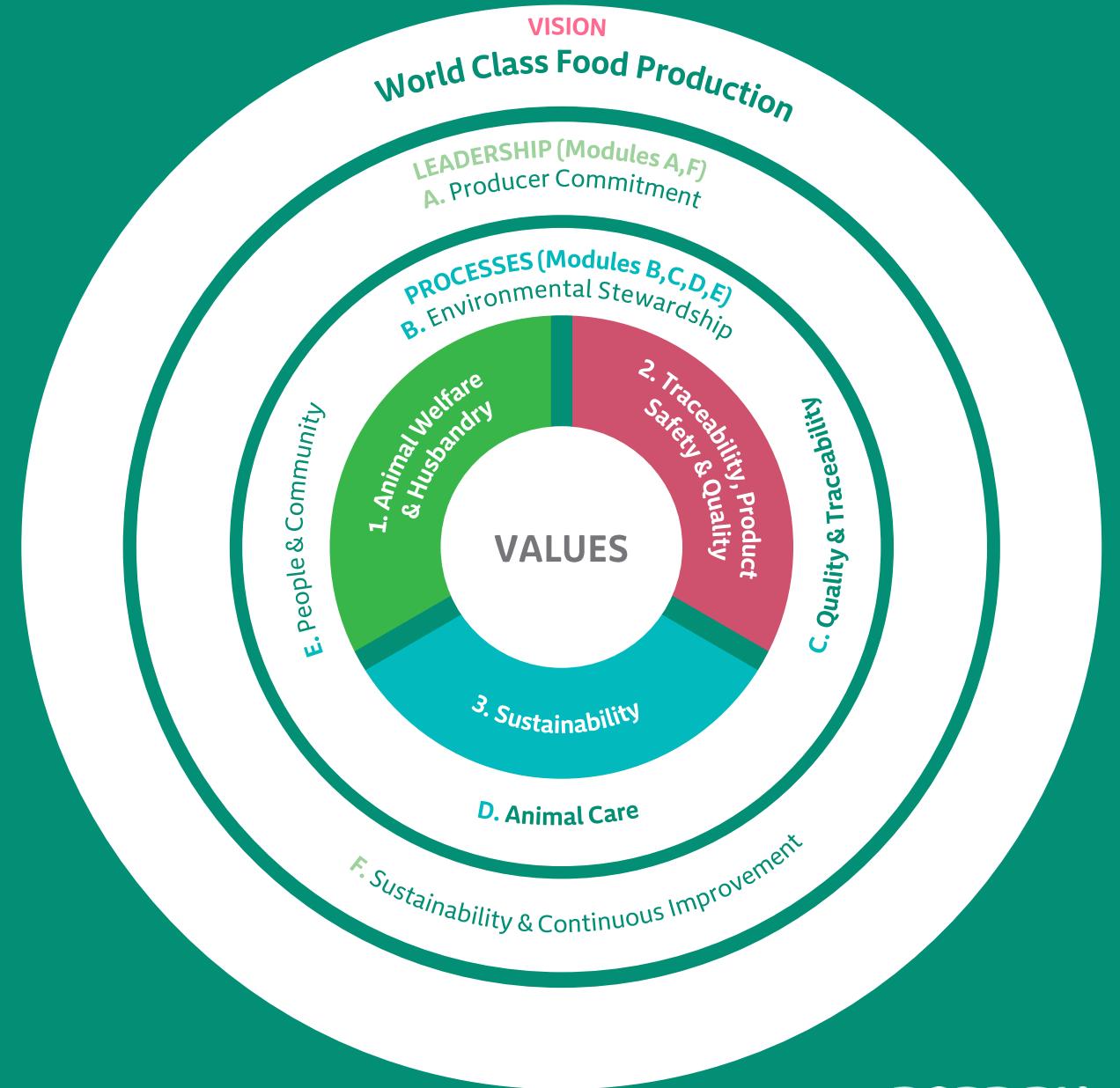
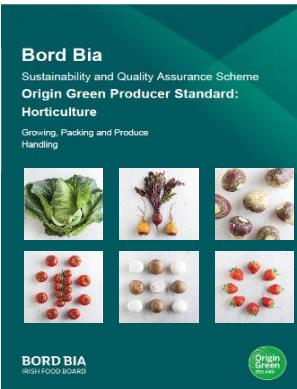
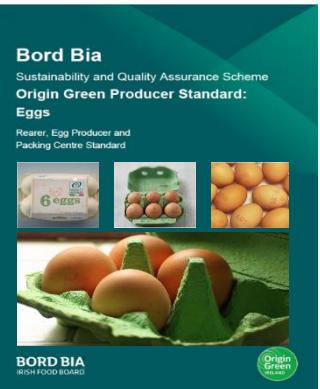
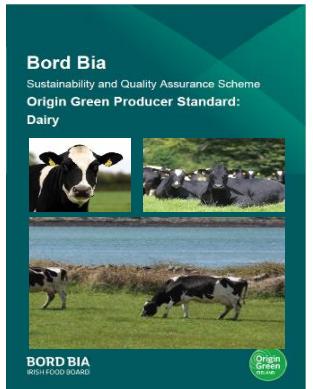
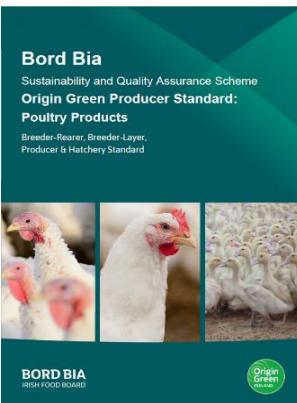
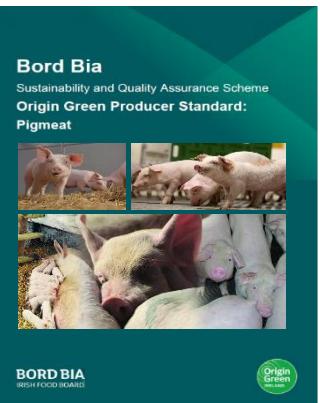
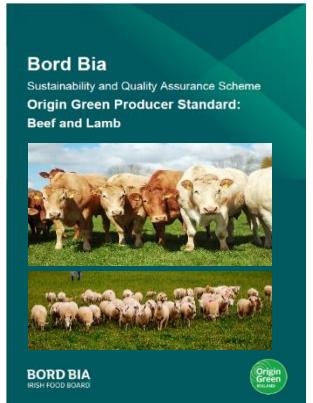
## PIG/POULTRY

84% of Europeans want better protection of animal welfare on farms

A total of 84% of Europeans believe that the welfare of farmed animals should better protected in their country, a...

# Origin Green Producer Standard

A world class Sustainable and Quality Assurance Standard that can power and prove the sustainability of Ireland's food and drink sector.



# Origin Green Producer Standard Update

Technical Advisory Committees - All-Sectors, Pig, Poultry, Egg, Horticulture, Beef & Lamb, Dairy.

## Progress to Date

**Module A Management Commitment:** Final stages of sign off by all sectors TAC

**Module B Environmental Stewardship:** Final stages of sign off by all sectoral TACs except Dairy.

**Module C Quality and Traceability:** Final stages of sign off by all sectoral TACs

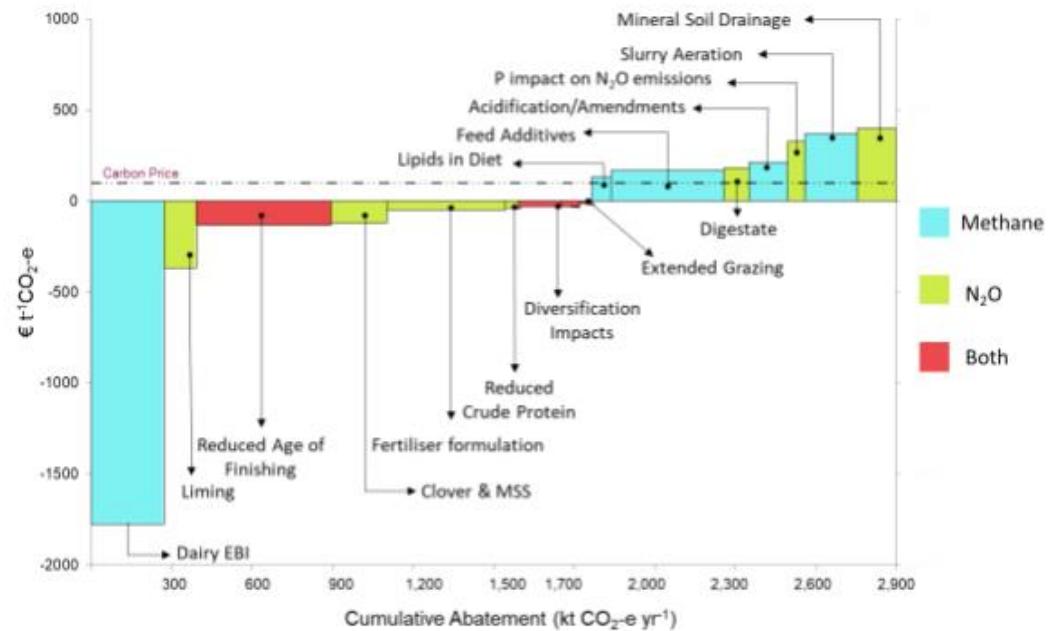
**Module D Animal Care:** Sectoral TAC meetings commencing in February

**Module E People and Community:** Final stages of sign off by all sectors TAC

**Module F Sustainability Action and Continuous Improvement:** Consultation on final detail currently being completed

## Further development of AgNav platform

- **Functionality**
  - New features (finishing age)
  - User management
- **Models**
  - Routine updates
  - Concentrate use
  - Feed additives
- **Integration**
  - Fertiliser database



**Bringing the MACC  
to Life**

## Stakeholder Engagement

- AgNav Stakeholder Group to be established
- Provide feedback and guidance
- One to one engagement to understand stakeholder needs
- Support existing activity



## Communication and Engagement

- Participation in events, - local and national
- Media campaigns, - print and digital
- Working in partnership with stakeholders

## Farm Sustainability Learning Hub

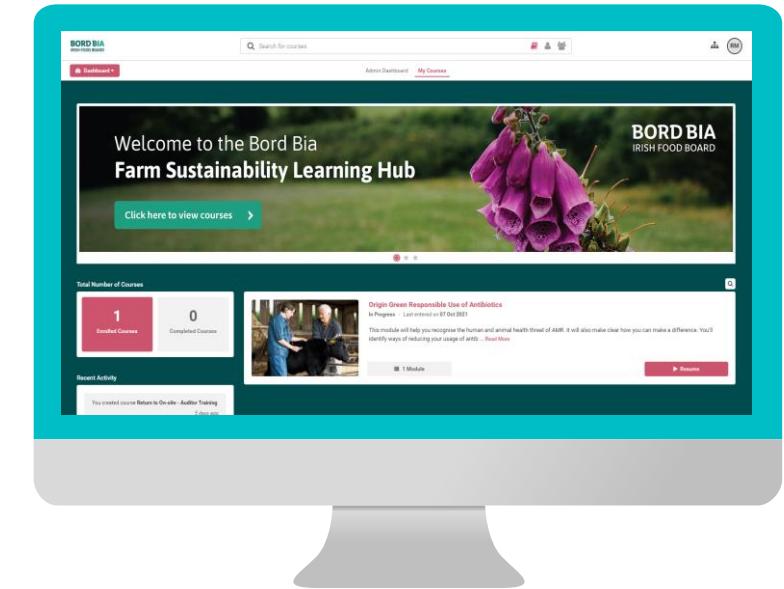
9400 users



5060+ modules completed



- New Beef, lamb and dairy welfare modules due to be launched in mid February.
- Farmland Pollinators module to be launched by end of February.
- Update to Teagasc MACC module as per new 2023 MACC launch.
- Plans to create content relevant for new Producer Standard's training requirements underway.



# Sustainability Challenges for Company Members

- Sustainability Reporting

- SBTi (FLAG)
- CSRD
- TCFD
- CSDDD
- EU Taxonomy



- Sustainable Sourcing

- Supplier GHG emission factors
- Animal welfare verification
- Sustainability activation with suppliers
- Deforestation free supply chains
- Regenerative agriculture

Category	kg CO2e per kg FPCM	Asses sed	Include d in core categori es	Carbon dioxide compone nt	Biogenic methane compone nt	Fossil methane compone nt	Nitrous oxide compone nt	Non- broken down compon ent
	kg CO2e per kg FPCM			kg CO2e per kg FPCM	kg CO2e per kg FPCM	kg CO2e per kg FPCM	kg CO2e per kg FPCM	kg CO2e per kg FPCM
Enteric methane	0.000	Yes	-					
Manure management	0.000	Yes	-					
Feed production and energy use, input of resources	0.000	Yes	-					
Other (e.g. capital goods)	0.000	Yes	-					
'Basic' Carbon Footprint (may include LUC, PS; never include C-Seq)	0.000			0.000	0.000	0.000	0.000	0.000
Land Use Change	-	No	Yes					
Peat Soils	-	No	Yes					
Carbon Sequestration	0.000	Yes						
Overall 'net' Carbon Footprint (incl. LUC, PS and C-Seq)	0.000			0.000	0.000	0.000	0.000	0.000

# Origin Green Response - Company

## Beef and Dairy Double Materiality Assessment

- Required to complete accuracy in approach to sustainability reporting
- Considers two elements
  - 1) Impact Materiality - a company's effect on people and the environment
  - 2) Financial Materiality - effect external factors can have on a company (risk and opportunity)
- Origin Green Team will be engaging with stakeholders to develop for beef and dairy sectors



# Origin Green Academy: Structure & 2024 Activities



## Sustainability Guidance

Developed in conjunction with sustainability experts, Origin Green has developed 15+ sustainability target guidance documents and 20+ sustainability webinars.

### Key 2024 Activities:

- Employee Wellbeing and Community Engagement
- CSRD: Double Materiality Assessment Guidance – Beef & Dairy Sectors
- Product Health and Nutrition
- Biodiversity Strategy



## Training Programmes

Bord Bia has partnered with Sustainable Enterprise Skillnet to secure funding from Skillnet Ireland to develop a series of sustainability training programmes.

### Key 2024 Activities:

- Pathways to Sustainable Packaging
- Pathways to Net Zero
- CSRD Transition Planning Accelerator Programme
- Pathways Climate Action
- Biodiversity Leaders Programme
- Certified Water Steward Training



## Knowledge Exchange

In person platforms for Origin Green Implementers to exchange sustainability knowledge, best practices and lessons.

### Key 2024 Activities:

- Quarterly Origin Green Knowledge Exchange Series
- Soy Sourcing Industry Forum



## Climate Literacy and Communications

Equips client's SLT and commercial teams with the skills to leverage the commercial opportunity achieved through delivering sustainability progress.

### Key 2024 Activities:

- Leaders Sustainability Acceleration Programme
- Sustainability Capability – Marketing & Communications
- Sustainability Communications Guidance

# Driving Capability with Senior Leaders



**BORD BIA**  
IRISH FOOD BOARD

**UCD DUBLIN**  
Smurfit Executive Development  
UCD Michael Smurfit Graduate Business School

## Leaders Sustainability Acceleration Programme

Thriving through inflection points in sustainability for the food, drink and horticulture industry

### Programme Purpose

Accelerating sustainability by aligning boards and executive teams with their organisations to create resilient supply chains, enhanced innovation for growth and distinctive organisations

### The Inflection Point

The commitment to reducing the impact of business on climate change and other Environmental, Social and Governance (ESG) goals has gained momentum. For example, the establishment of the International Sustainability Standards Board (ISSB) at COP26 in Glasgow and the consequent requirement for public and private firms to disclose their climate and other ESG impacts represents one aspect of the inflection point and the momentum of sustainability on the global policy agenda. The gathering and sharing of this information will lead to increased scrutiny of public and private firms in society. One likely impact of this is a change in the ability and increased unwillingness of the investment community to invest in activity which is not climate friendly, regenerative or restorative. This takes place against a backdrop in which the global temperature increase will exceed the 2 degrees celsius ambition of the COP21 meeting in Paris in 2015. The food, drink and horticulture industry is accelerating towards these changes which are having a profound impact on how the industry organises resources and allocates our capital. The central position of agriculture and food in the Irish government's ambition to meet carbon emission goals, both from a reduction and an investment perspective further underlines the looming inflection point.

76 Industry leaders  
Recruiting for April

**John Walsh, Managing Director at Irish Country Meats**  
*"The Bord Bia Programme is an excellent catalyst to cause the participant to reflect on the Sustainability agenda and the impact on our respective business. The format of 3 x deep sessions allows you to concentrate solely on this topic and to discuss with industry peers in addition to the academic staff of the Smurfit School, coupled with the experience of many international expert speakers. The programme is a complete success & the benefits of the learnings will positively impact the Irish ambitions around Sustainability."*

# Regenerative Agriculture Through Origin Green

**Objective** - Leverage the data generated through Origin Green to establish robust regenerative agriculture credentials for Irish production systems aligned with international frameworks



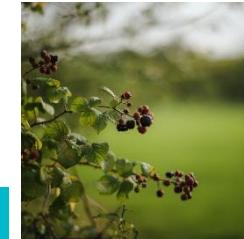
## Soil

- Measures taken to reduce soil erosion Proportion of farm reseeded in last 4 years
- Multispecies / clover incorporated
- Proportion of farm soil tested in last 4 years
- Actions taken as a result of testing (NMP, targeted fertilizer plan)



## Water

- The Q-status of their catchment area
- If they recycle/ collect water
- That animals are excluded from waterways



## Biodiversity

- Permanent habitats present on farm
- Type of habitats
- Quality of habitats
- Actions to promote biodiversity
- Space for Nature

## Climate

# 2024 Annual Report



**Webinar**

Origin Green Webinar -  
Annual Review  
Guidance & Scoring  
2024

Wednesday, January 31st, 2024



SHARE THIS EVENT

## Origin Green Webinar – Annual Review Guidance and Scoring 2024

⌚ Wednesday 31st Jan 2024 10:00 - 11:00

📖 Registration Open

€ Event is free of charge.

Annual Report Deadline for Origin Green Gold Membership - 31<sup>st</sup> May 2024

A wide-angle photograph of a rural landscape at sunset. The sky is a vibrant mix of orange, yellow, and blue, with large, wispy clouds. The foreground is filled with rolling green hills and fields, with a few small buildings and utility poles visible in the distance. The overall atmosphere is peaceful and scenic.

Thank you for your attention