

Farm Assurance

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BORD BIA
IRISH FOOD BOARD

Sustainable Assurance Schemes

At the farm level, there are **+77,000 members** of Bord Bia's Sustainable Assurance Schemes for beef, lamb, dairy, horticulture and eggs. This infrastructure sees more than **100 auditors** undertake over **800 independent farm audits each week**.



Market Access



Multi-stakeholder Development

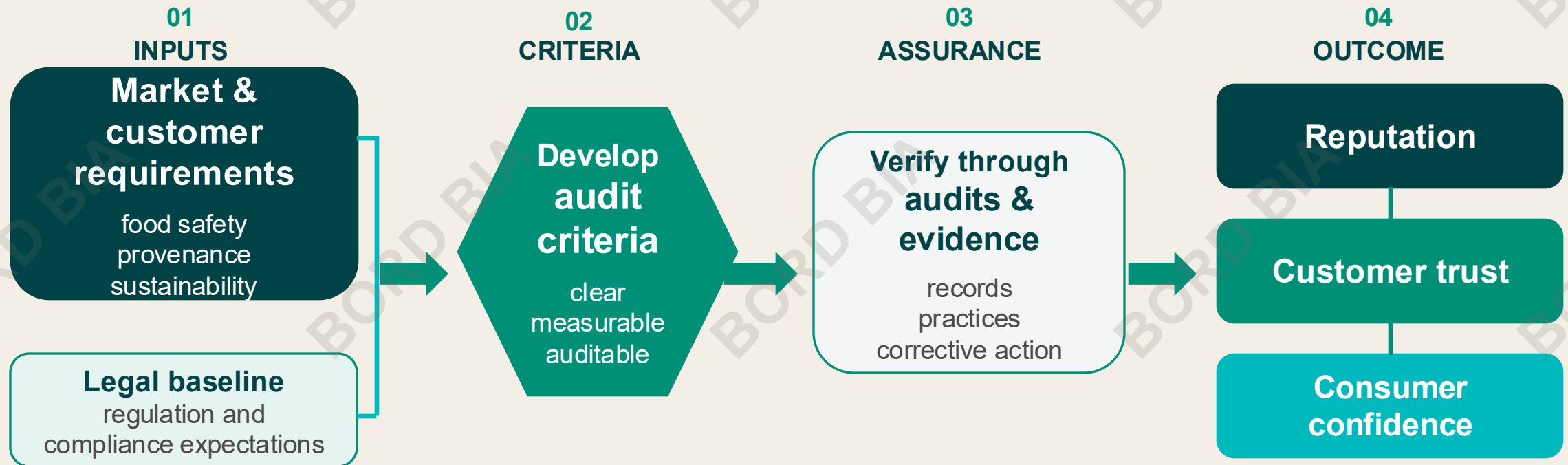


Oversight



Customer needs shape audit criteria that create trust

Market expectations lead; legal requirements set the baseline for credible assurance.



Credible criteria turn external expectations into auditable evidence that customers can trust and consumers can recognise.

Regulations

CSRD
(Corporate Sustainability Reporting Directive)

Corporate Sustainability Due Diligence Directive (CSDDD)

EU Regulation on deforestation-free supply chains

Empowering the Consumer in the Green Transition

Animal Welfare Regulations

EU Nature Restoration

Nitrates Directive



Key Regulation and Associated Topics

Associated Topics

Climate Change & Reporting

Biodiversity & Reporting

Human Rights Due Diligence

Supply Chain Due Diligence & Traceability

Nature Restoration

Nitrates Reduction...?

Green Washing and Responsible Marketing

Labelling

Customer Sustainability Requirements



Animal welfare is an integral component of **'One Planet. One Health' company vision**

1. Disbudding

Any procedures must be carried out by a trained and competent individual using the most humane techniques with appropriate anaesthesia and analgesia used to minimise pain

2. Antibiotic Use

Danone restricts the use of antibiotics to medically critical situations and does not routinely use antibiotics for farm animals in Europe.

3. Welfare Outcome Assessment

Milk can only be sourced from farms that complete Validus Animal Welfare Certification or Danone welfare assessment tool.



Working to **integrate sustainable agriculture** expectations **into sourcing requirements**. Companies stated long-term ambition for its brands include Five Domains model for Animal Welfare, which is designed to enhance positive experiences, aiming to ensure the highest level of welfare throughout an animal's life.



Committed to phasing out prophylactic use of antibiotics

Record medicine usage to allow the monitoring of **trends** in antibiotic usage over time

Develop a **written health plan** in consultation with a **veterinary surgeon** that includes disease risks, treatment protocols and preventative measures



Committed to **continuous improvement** in the markets in which they operate. Tesco approach :

- 50% of Fresh food from areas with sustainable water management
- Certification to LEAF Marque – soil health, water usage and biodiversity
- Animal welfare requirements based on 5 freedoms



Barry Callebaut has set out 15 ambitious principles as part of the **Dairy Sustainability Charter**

First 7 principles relate to animal welfare



All farms supplying milk to M&S must be **RSPCA Assured**

All Calves must have sight/contact with other calves from **birth** and not in individual housing from **21 days**

Producers required to partake in BVD and Johnes control programmes



Nestlé Commitment on Farm Animal Welfare sets out sourcing requirements focused on:

- Dehorning
- Tail docking
- Disbudding & castration without pain relief
- Calf crates
- Tethering



McDonald's Planet Positive – Our Plan for Change strategy sets out ambitious targets in relation to sustainability with a key focus on animal welfare;

By 2027, eliminate the use of High Priority Critically Important Antibiotics

Establish targets for use of medically important antibiotics



100% of Fresh meat (beef/ poultry and pig) must meet Haltungsform level 3 or above by 2030, similar for Dairy

Source – Rewe Guidelines on Animal welfare November 2025

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04

OUTCOME

Reputation

Customer trust

Consumer confidence

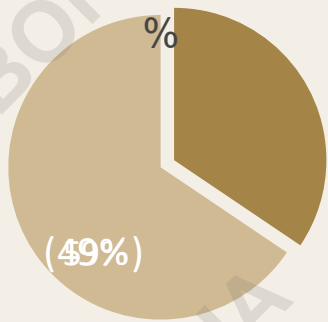


Credible third party approvals provide evidence to customers that standards can be trusted, which allows brand building that consumers can trust.

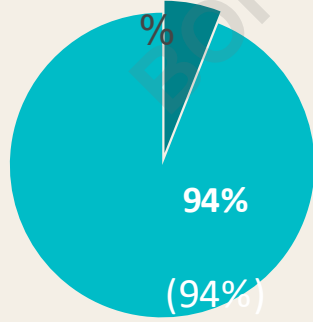
Summary of Bord Bia Quality Mark Performance

Base: All Adults aged 18+ - 1,000

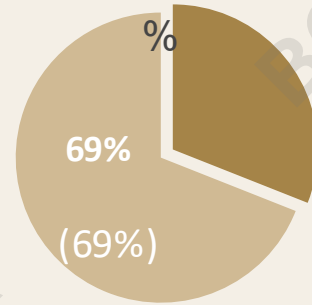
Spontaneous Awareness



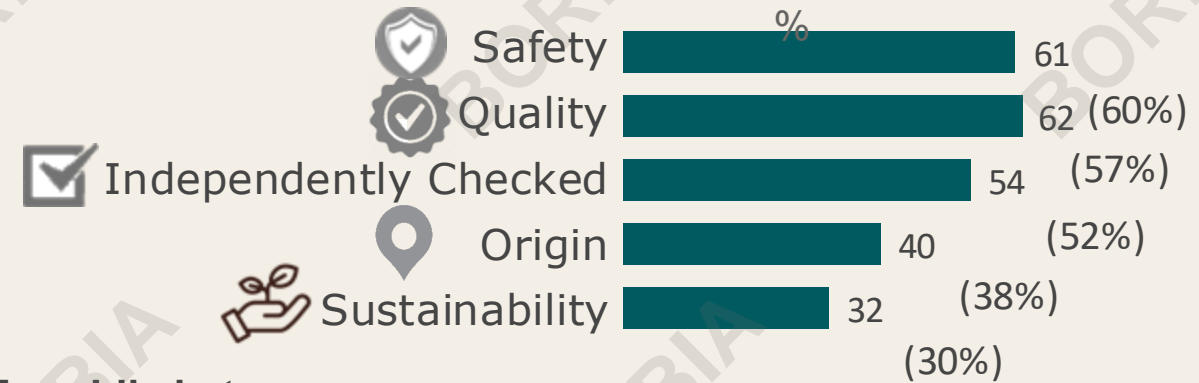
Prompted Awareness



Would Encourage Purchase



The Most Reassuring Mark in Terms of...



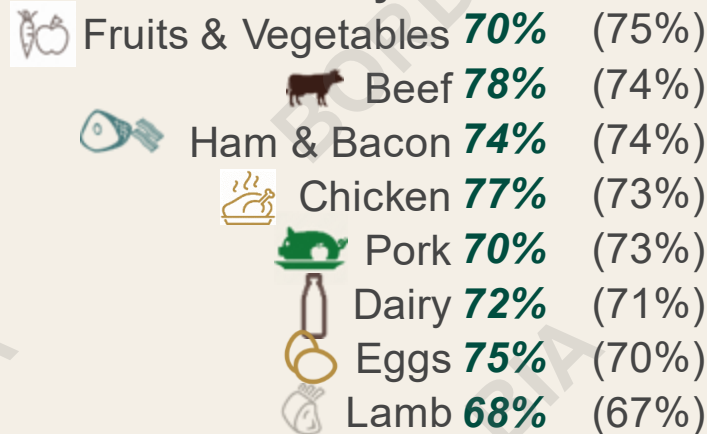
Spontaneous Understanding

1. Irish Origin

2. Can be trusted

3. Produced to highest standards

Would Make Me More Likely to Buy...



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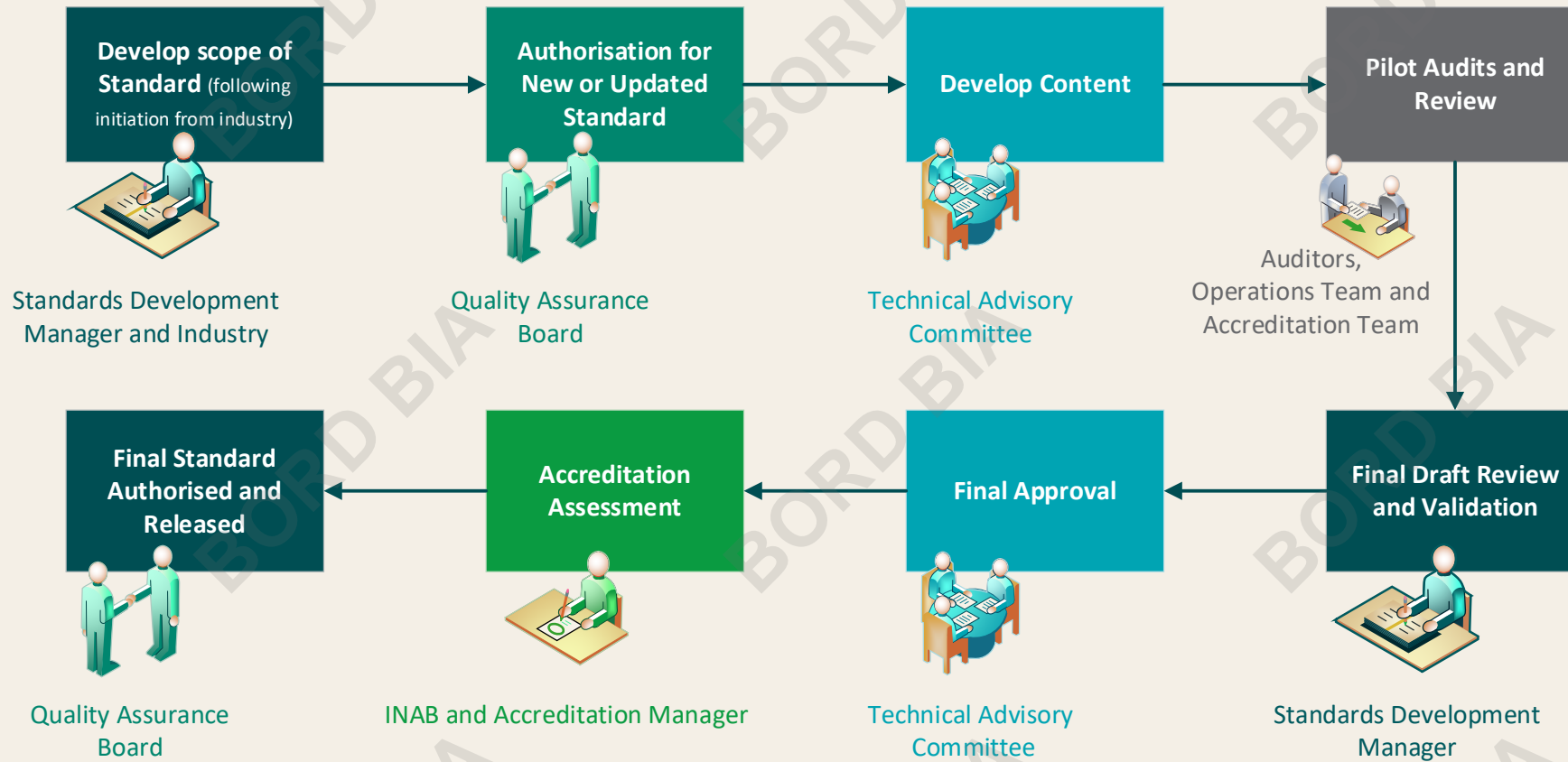
Keeping pace with the competition

If the standards fail to keep pace with our competitors, we risk losing ground to other suppliers in these markets.



Standard Development Process

Bord Bia Sustainability and Quality Assurance Scheme



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine

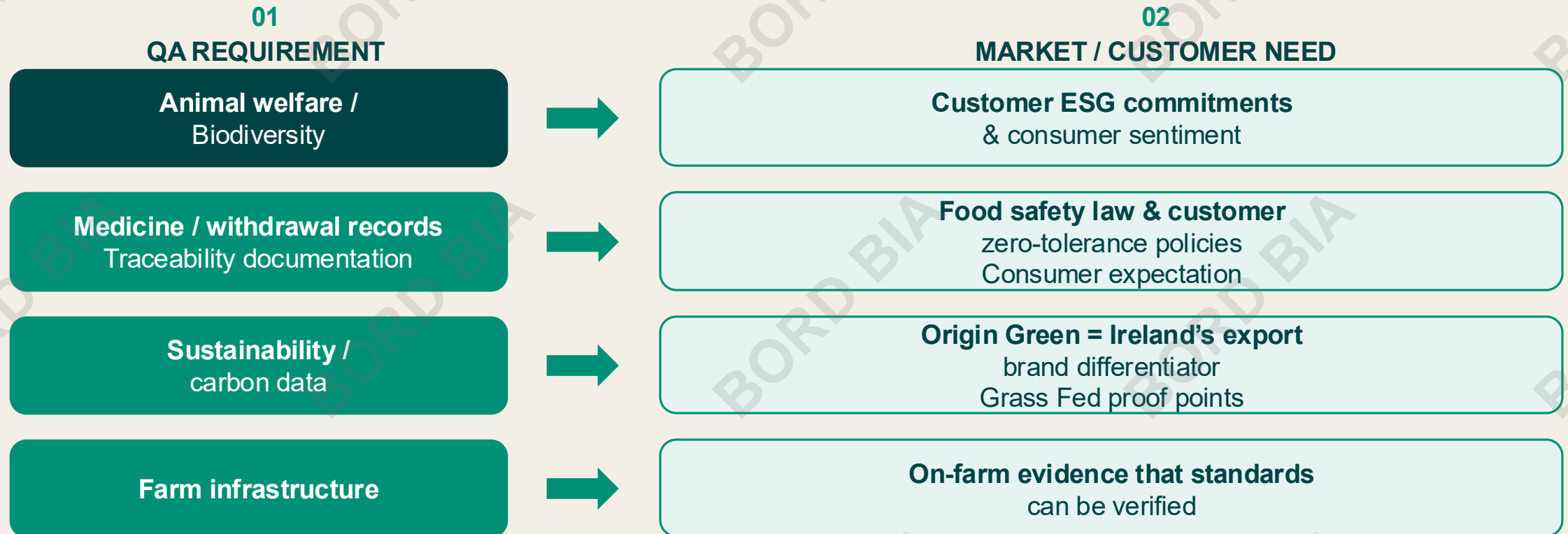


Irish Egg
Association



Matching Criteria to Needs

Each QA requirement links to a customer, consumer or market assurance need.



Criteria become customer value when every requirement answers a clear market need.

Takeaways

How assurance evidence becomes credible customer-facing claims

01 Audit records are regulation-driven

Most records requested are already required for cross-compliance — not created by Bord Bia.

02 Auditors farm-level credibility

Many auditors are actively farming or come from farm families, grounding audit judgement in practical reality.

03 Farm certification is a global norm

Third-party certification of farms is not unique to Ireland; it is part of how customers manage suppliers and assurance for consumers.

04 Claims must be verifiable

If we cannot verify a requirement, we cannot credibly communicate it to customers.

05 Legal compliance is only the baseline

Compliance with legislation is essential, but it is not in itself a differentiating customer claim.

06 Oversight of Bord Bia Assurance

External - INAB, NSAI, USDA
Internal – Quality Assurance Board, DPO.

Credibility comes from evidence that customers can trust — and consumers can recognise.

Group Discussion Questions

Tables 7- 12

1. Farm Assurance helps differentiate Irish food in export markets. From your perspective, what aspects of the scheme are most important to protect?

Tables 2-6

How could we improve the farmer experience of the Quality Assurance Scheme while continuing to meet the expectations of customers and international markets?

