

ORIGIN GREEN STRATEGY DOCUMENT 2025

Powered by Partnership

BORD BIA
IRISH FOOD BOARD



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Foreword

Since its launch in 2012, Origin Green has brought **unity and purpose to the Irish food and drink industry's journey to a more sustainable future**. In creating a national framework for farmers and processors to embed sustainability into their ways of working, it brought something entirely new to the food industry landscape, here and elsewhere.

A decade of progress has now delivered a recognised competitive advantage to the industry as customers and consumers around the world are looking for assurances that their food is sourced sustainably.

However, against the growing reality of climate change, among other pressing environmental challenges, the agenda around sustainability has seen a decisive shift in recent years. Aspirations are increasingly being translated into legislative action. **The European Green Deal**, published in 2019, has set the EU economy on the path to climate neutrality by 2050. Ireland's Climate Action Plan mirrors this commitment and, in addition, has set out to achieve a 51% reduction in overall greenhouse gas emissions by 2030.

The **Climate Action Plan 2021** requires every sector of the economy to contribute to this. Agriculture has been tasked with reducing emissions by 25% by 2030, a challenge that will bring the environmental performance of every aspect of the agri-food industry to prominence in the coming years.

While the scale of such an undertaking is obvious, the fundamental strengths of our industry should also be clear. The publication of the Department of Agriculture, Food and the Marine's 10-year strategy document **Food Vision 2030 – A World**

Leader in Sustainable Food Systems is a timely expression of collective confidence in our ability to produce food and drink in ways that meet the needs of our environment, our communities and our consumers.

There can be no doubt that a step change is now required in both the scale and scope of our actions around sustainability. **Origin Green – Powered By Partnership** is Bord Bia's strategic response. It reflects our continued determination to lead through the Origin Green programme, while recognising the challenges ahead require a collective approach. Collaboration at domestic and international level will be cornerstone of this next stage of Origin Green's development, maintaining, at the same time, a laser-like focus on growing Ireland's global reputation for food and drink that is sustainably produced.

Origin Green – Powered by Partnership espouses a holistic approach to the challenges ahead, recognising that sustainability can't be reduced to a single issue, or acted upon with a single audience in mind, and that the partnership approach will drive additional innovation and improvements across the supply chain. Recognising the changing expectations of our stakeholders, it puts a greater emphasis on science-based targets, nature-based solutions and integrating circular approaches.



Deirdre Ryan
Director of Sustainability
& Quality Assurance

In this, it will build on components of the programme already core to it – in particular, the commitment of every individual member to work towards measurable year-on-year improvements and the role of independent verification in validating progress.

Through a decade of progress, Origin Green has enabled us to create a significant point of differentiation for our industry. We now look forward to the next era of development, where we partner with those who share our determination and collectively support the ambitions of the food and drink industry to grow sustainably.

Doing the right thing for the planet, our consumers and our industry means doing the right thing together.

Origin Green: A story of success, a case for partnership



Origin Green: A story of success, a case for partnership

Ireland’s food and drink has an established reputation for quality across the world, one strongly linked to its sustainability credentials. Research from 2020 found **89% awareness** among key trade customers in priority markets of **‘Ireland as a source of sustainably produced food and drink’**. It also found 82% agreement that ‘Irish suppliers produce food and drink in a sustainable way’.*

64% of buyers considered **sustainability accreditation** to be **important** or **very important**.*

93% said they were **likely to recommend Ireland** as a source of **sustainably produced food and drink**.*

Bord Bia Trade Customer Research 2020



Origin Green: A story of success, a case for partnership

Actively improved performances

In the 10 years since it was established, Origin Green has played a central role in developing this positive perception of Ireland's food and drink producers as leaders in sustainability. Today, Origin Green collaborates with **55,000 farms** and **over 300 leading Irish food and drink companies** on the shared goal of sustainable food production, providing a platform for sustained, measurable and verifiable progress.

Over 10 years, Origin Green has actively helped to prove and improve the sustainability of the food we produce: farm members of Origin Green's Sustainability and Quality Assurance Schemes have achieved a **6.3% average reduction in CO₂ per unit of beef** since 2012 and a **6% average reduction in CO₂ per unit of milk** since 2013. Among food and drink company members, a 2021 survey found 87% of respondents stating Origin Green has been a catalyst of continuous improvement in their sustainability performance. We can say with confidence that Origin Green's framework approach to best practice, encompassing the multi-dimensional nature of sustainability, has contributed to the more efficient running of Ireland's farms and food businesses, and given us a competitive edge as we respond to the evolving demands of our customers and consumers.

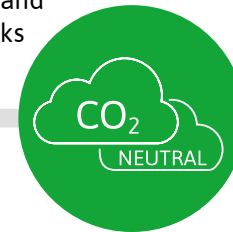
2022



The path to carbon neutrality

However, a decade after Origin Green's launch, the dynamics around sustainability are changing rapidly. Governments at national and international level are firming up their commitments to curbing emissions and calls for meaningful action on climate change are becoming louder. The Climate Action and Low Carbon Development (Amendment) Bill sets out the framework for Ireland's contribution to climate action and sets the country on the road to **carbon neutrality by 2050, with a milestone target of a 51% reduction in carbon emissions by 2030**. Through the 2021 Climate Action Plan, which will be updated every year, targets for cuts in emissions by every sector of the economy have been set out by the government. The target reduction set for the agriculture sector is 25% reduction in GHG emissions by 2030.

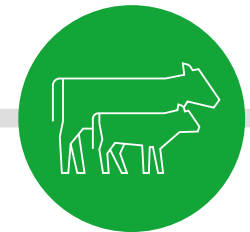
At EU level, a similar level of determination is evident in the European Green Deal – an ambitious and wide-ranging sustainability plan designed to transform the EU economy and achieve climate neutrality by 2050. Underpinning both are intergovernmental commitments on a global scale, most notably the UN's 2030 Agenda for Sustainable Development, which includes the 17 Sustainable Development Goals (of which Origin Green is aligned to 15), and the Paris Climate Agreement, which seeks to limit global warming to 1.5°C.



A central role

In many countries, agriculture has been assigned an important role in tackling this challenge. This includes Ireland, where data from 2021 shows the sector was directly responsible for **37.5% of national GHG emissions**, largely due to methane from livestock, and nitrous oxide from nitrogen fertiliser and manure. It is clear then why progress on emissions will be a hallmark of plans to safeguard Ireland's future as a producer of high-quality, sustainable food and drink. Recognising this, the 2021 Climate Action Plan tasks the sector with reducing emissions by 25% by 2030, a major undertaking by any reckoning but one that producers are not expected to achieve alone.

At EU level, the European Green Deal includes a **Farm to Fork Strategy**, a **Biodiversity 2030 Strategy**, the **Fit for 55 Plan** and a **Circular Economy Action Plan**, reflecting comprehensive and significant new resources to drive the sustainability of agriculture across Europe. In Ireland, the Department of Agriculture Food and the Marine (DAFM) has published **Food Vision 2030, a strategic roadmap for the decade ahead**, which espouses the positive view that 'by adopting an integrated food systems approach, Ireland will seek to become a global leader of innovation for sustainable food and agriculture systems'.



Origin Green: A story of success, a case for partnership

Strategic roadmap

Food Vision 2030 sets out 22 goals, grouped into four high-level ‘missions’ the sector will work towards:

- **A climate smart, environmentally sustainable agri-food sector**
- **Viable and resilient primary producers with enhanced well-being**
- **Food that is safe, nutritious and appealing, trusted and valued at home and abroad**
- **An innovative, competitive and resilient agri-food sector, driven by technology and talent**

In doing so, it also sets out ambitions for the continued growth of Ireland’s agri-food exports, from €13.5 in 2021 to €21bn by 2030, a development that will further enhance Ireland’s position as global leader in safe, sustainable food and drink exports. To meet these twin ambitions, Food Vision 2030 singles out an important, evolving role for Origin Green on this journey, recognising that ‘Ireland has built a strong reputation for sustainable food by having the world’s only national food and drink sustainability programme’. In a new period of challenge, it signals that Origin Green ‘now needs to adapt to a higher level of environmental ambition’ and ‘proposes that collaboration between agencies such as Bord Bia, Teagasc, ICBF to name a few must intensify to support the reduction of agricultural emissions, drawing on the respective strengths of both agencies’.



Powered by partnership

Bord Bia shares the ambition, optimism and values expressed in Food Vision 2030 and recognises that fostering collaboration with like-minded organisations is key to Origin Green delivering on the new level of ambition required by industry and intensifying the drive for sustainable export growth.

Origin Green – Powered By Partnership is our three-year strategic response, a commitment to strengthen and empower the Origin Green programme over the period 2022-2025, by developing and building on new and existing relationships with organisation such as Teagasc, the EPA, National Biodiversity Data Centre, SEAI, Repak, and leading academic institutions among others. Strengthened by those relationships and reflecting the new dynamics in sustainability, Origin Green will support an acceleration in progress on sustainability through a structured programme that places greater emphasis on science-based targets, nature-based solutions and integrating circular approaches. Origin Green’s 55,000 farm and over 300 company members will see practical expressions of this partnership-driven approach in the provision of thought leadership, insight and best-in-class guidance, and through standards, metrics and tools that will assist them in bringing a new ambition to their sustainable practice. These will be delivered with the full expectation that the drive to sustainability can bring a range of other benefits including reduced costs, greater profitability and

opportunities for growth in premium markets. For consumers, Origin Green – Powered By Partnership will bring a world-leading focus to the evolving area of sustainable nutrition and put an increased emphasis on proof-points and data that support sustainable choices.

In its first decade, Origin Green has provided a unique infrastructure through which we can measure and guide the improvement of the agri-food industry’s sustainability performance at a national level. As we embrace the next set of challenges, Origin Green will build on that success through a collaborative approach that matches know-how with ambition, allowing us to not only meet the national and international targets set for us but stay ahead of the curve as we respond to the evolving needs of our customers and consumers globally.



2025

Sustainability: Global drivers require a holistic response

Sustainability: Global drivers require a holistic response

Around the world, the **sense of commitment and purpose around sustainability is growing** – a new sense of urgency aided by increasing awareness of the impact of climate change and by recognition of the environmental, social and economic opportunities to do things differently as part of recovery from the pandemic.

For Ireland's export focused food and drink industry, with ambitious plans to forge a path of strong, sustainable growth in the decade ahead, it is increasingly important to understand both the pace of change in international approaches to sustainability and nuances among different stakeholders and in different regions. Recognising the need to capture up-to-date thinking to support industry and inform the strategic development of Origin Green, in 2021, Bord Bia initiated one of the most extensive global surveys of thought leaders', consumers' and trade buyers' attitudes to sustainability ever undertaken.

Spheres of sustainability

The **Global Sustainability Survey** sought to understand attitudes to sustainability and emerging trends among advocacy groups, policy makers, industry leaders, trade buyers, sustainability leads and the public. In doing so, it broadly identified two 'spheres of sustainability' that govern thinking and action in this space internationally: agenda setters and consumers.

Agenda setters (advocacy groups, industry leaders, sustainability leads, etc.) are focused on key environmental issues such as emissions, biodiversity, water quality and regenerative agriculture. Larger retailers and foodservice businesses fall into this category and are among those setting science-based or net-zero targets and putting intense pressure on the food industry to reduce emissions. The research found two thirds of trade buyers globally now say 'having the lowest possible greenhouse gas emissions/carbon footprint is important when choosing a supplier'.

Consumers, on the other hand, tend to view sustainability through the lens of daily living, with issues such as food waste and packaging seen as the most important. The survey found that 61% of grocery shoppers globally say it will become more important to them to buy more sustainably produced products in the next three years, while 73% say they are willing to make changes to their lifestyle to be more sustainable. The survey found less focus on emissions and biodiversity among this group, as it is currently more difficult to link carbon footprint to the product on-shelf.

61% of grocery shoppers say it will become **more important** to them to buy **sustainably produced products**.

73% are willing to **make changes to their lifestyle** to be more sustainable.

"Having the lowest possible greenhouse gas emissions/carbon footprint is important when choosing a supplier."

Sustainability: Global drivers require a holistic response

Spheres of sustainability *continued*

There are also overlaps between the two spheres: From a trade buyer perspective, high quality and safely produced food are cited as core buying decisions. Similarly, consumers consider Quality Assurance and high food safety standards as appealing attributes.

Taking the holistic view

Understanding these ‘spheres of sustainability’ allows us to have a clearer picture of what’s expected from the Irish food and drink industry by its stakeholders. It also allows us to recognise that, while there are clear challenges ahead, there are also areas where Ireland already performs very well and has a strong competitive advantage, such as grass-fed production of beef and dairy.

The research tells us that while the sustainability agenda is accelerating, it is happening at a different pace in different countries. In Western European markets, there is a greater focus on local food, while animal welfare is closely associated with sustainability. Meanwhile, in Asian markets, where there is more of a concern over consistent, nutritious food supply, the focus is on quality and safety assurance.

These findings underline the importance to take a holistic view of sustainability in the food system, rather than focusing on a single issue or having a single audience in mind. By acting in concert around clusters of inter-related issues (e.g. carbon, biodiversity, water) we can gain the benefits from tackling them in a joined-up way. By understanding how policy makers, industry leaders, trade customers and the public view sustainability in different ways, we can ensure that our actions,

and how we communicate them, support the development and growth of Ireland as a global leader in sustainable food systems in the years ahead.

With consumers looking for particular leadership from food producers on the issues, the survey identified also clear opportunities for those who can demonstrate progress. With its growing emphasis on proof points, data and independent

verification, Origin Green – Powered by Partnership provides the framework for our sustainability practice to develop in response to a shifting array of environmental, market and policy pressures. By collaborating with farmers and industry to produce more sustainably, we can continue to drive their competitive advantage and secure routes to market globally that facilitate the sustained growth of Irish food and drinks exports.

THE WHAT *Focus Areas to Deliver on our Ambition*



CLIMATE NEUTRAL
PATHWAY

ENHANCED BIODIVERSITY AND
REGENERATIVE PRACTICES

INTEGRATED CIRCULAR
ECONOMY APPROACHES

DEEPER FARMER ENGAGEMENT



CHAMPIONING BETTER
HEALTH AND NUTRITION

ENHANCED ASSURANCE
AND PROOF-POINTS

RECOGNISED LEADERSHIP IN
FOOD SUSTAINABILITY

THE HOW *Key Origin Green Enablers*



Market Leading
Standards



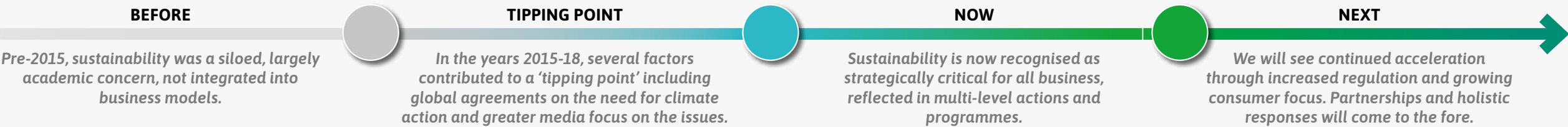
Guidance, Tools and
Metrics



Leadership, Inspiration
and Recognition

Sustainability: Global drivers require a holistic response

The food sustainability landscape: dynamic and accelerating



Key findings from the 2021 Bord Bia Global Sustainability Survey:

- **75% of trade buyers** globally say sustainability is important to their business.
- **60% of trade buyers** globally say that Ireland is a source of sustainably produced food and drink.
- **75% of consumers** globally have made an effort to buy more sustainably produced food and drink in the last 12 months.
- **73% of grocery shoppers** globally say they are willing to make changes to their lifestyle to be more sustainable.
- **61% of grocery shoppers** globally say it will become more important to them to buy more sustainably produced products in the next three years.

Grass-fed - a premium sustainability attribute

The Global Sustainability Survey tells us that animal welfare standards and grass-fed are some of the most important sustainability attributes globally for beef and dairy consumers. Products with these sustainability attributes can command a premium internationally, as consumers see them as both natural and more humane. Globally, grass-fed is the biggest premium driver when it comes to the sustainability attributes of beef. Almost one in four (23%) beef consumers internationally say they are willing to pay more for grass-fed beef.

The grass-fed advantage:

- **23% of beef** consumers will pay a premium.
- **19% of dairy** consumers will pay a premium.

Sustainability - a global issue with regional perspectives

- EU policy is an agenda setter given recent initiatives.
- Northern European markets are leaders
- Other EU markets have a focus on sustainability, but it is often through the lens of local and natural.
- US mainstream consumers have not embraced sustainability to the same extent, but their more global F&D organisations have done so.
- Markets like UAE are focused on sustainability but are constrained by practical realities in food supply.

Consumer puts responsibility for improving food sustainability on the food producer above anyone else

Food producers	63%
Governments/ policy makers	54%
Farmers	42%
Grocery shoppers	42%
Retailers	34%

Prioritising progress - what are we solving for?

Prioritising progress - what are we solving for?

While a range of sustainability challenges lie ahead for the agri-food sector, they are not unique to Ireland. Globally, the agri-food sector – from farm to fork – is responsible for approximately one third of all human-caused greenhouse gas emissions (Nature, 2021) and 70% of terrestrial biodiversity loss (WWF, 2020). This has placed the sector in the eye of the sustainability storm – it is seen as both a significant part of the problem and an essential lever of change in achieving a sustainable solution.

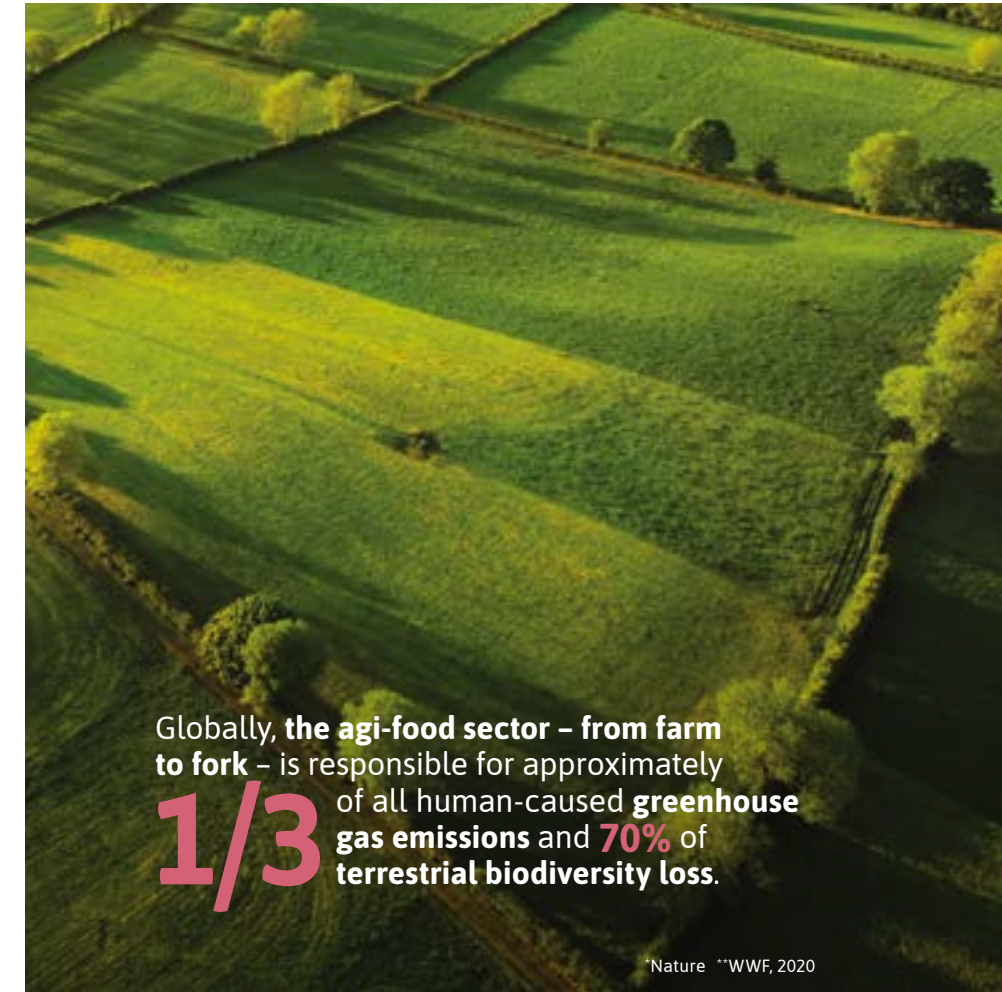
The consensus among thought leaders is that creating a sustainable food system – one that provides adequate nutrition for a growing global population, while staying within ecological boundaries and safeguarding livelihoods – requires a holistic and systemic approach. This will avoid the pitfalls that come from over-emphasis on a single issue and instead allow us to think in terms of clusters of inter-related issues, intensifying the co-benefits and positive feedback loops that come from tackling them in a joined-up way.

In order to be effective, however, this approach requires us to recognise and prioritise the actual issues confronting us. Not all challenges are comparable, and not all global concerns have resonance in Ireland. Internationally, for example, deforestation and food security are major issues, but each has less direct relevance to Ireland than other priority concerns such as emissions and biodiversity.

Issues identified

In 2021, Bord Bia undertook a materiality assessment of the environmental, social and economic issues relevant to Ireland's agri-food sector and categorised them according to their role in the development of a sustainable food system.

A total of 80 potential issues were identified, with 25 ultimately shortlisted for review and investigation by external and internal stakeholders. The resulting assessment led to a 'top 10' priority list of the issues that the Irish agri-food sector must address in order to be a sustainable food leader. While some have already received significant attention, others are less well appreciated by the public. This assessment of priorities has directly shaped the strategic approach of Origin Green – Powered By Partnership, allowing us to ensure that, in being holistic, we are targeting our resources at the real issues and positively influencing change.

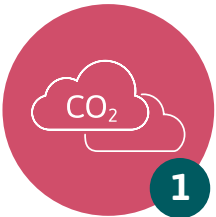


Globally, the **agri-food sector – from farm to fork** – is responsible for approximately **1/3** of all human-caused **greenhouse gas emissions** and **70%** of **terrestrial biodiversity loss**.

*Nature **WWF, 2020

Prioritising progress - what are we solving for?

Issues identified continued



GHG emissions

Reducing GHG emissions from the food system is, unsurprisingly, top of the agenda now and set to remain a key issue so long as the sector remains a significant source of emissions. Carbon and other GHG gases will be on the agenda until the industry reaches net zero.



Biodiversity

A secondary position on the sustainable food agenda reflects growing awareness of the global biodiversity crisis and the inherent risks for the agri-food sector if natural ecosystems continue to decline. Ireland needs to take action to improve its performance on the biodiversity-agriculture interface.



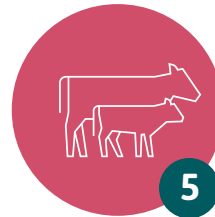
Human health and nutrition

The conversation on food and human health is shifting from a focus on quantity and availability, towards nutritional value. In the coming decade, the health-environment nexus will drive systemic thinking about how to create a sustainable food system and a move to 'nutritional value per acre' rather than yield per acre. This is an area where Ireland has a strong base on which to build, and where Origin Green – Powered by Partnership will offer direction and leadership.



Water availability and quality

Water quality is arguably the most material issue for Irish agriculture, with deteriorating quality linked to poor and inefficient agricultural practices. A crisis around water quality has the potential to scale up quickly into a major public concern and demand for action.



Animal health and welfare

Animal welfare is seen as non-negotiable and Ireland is generally viewed as having a strong reputation and good regulations, albeit with a recognised issue around the export of calves. While not a risk area for Ireland, customers and consumers will not tolerate suppliers who show disregard in this area.

Prioritising progress - what are we solving for?

Issues identified continued



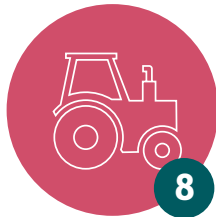
Product traceability and transparency

Food traceability and transparency are seen as vitally important, with strong consensus that consumers want more information about where their food comes from, and that digital technology will enable this. The future prominence for this issue is not simply around assuring provenance but assessing carbon footprint.



Soil health and regenerative agriculture

While not yet well understood by the public, this may be one of the most critical developments in sustainable food systems, with the potential to ease the climate and biodiversity crises. There remains uncertainty about financial viability and the speed at which practices can be adopted, but this may hold the key to farming meet net-zero targets.



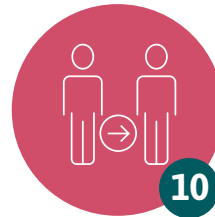
Sustainable livelihoods and a ‘just’ transition

Recognising the connection between decarbonisation and the economic prosperity of the agri-food sector requires the opportunity for sustainable livelihoods and a just transition. The shift to a low carbon economy needs to show future generations of farmers that this career choice represents opportunity and the rewards of producing increased sustainable products sought by the market place are shared across the supply chain to enable farm families to achieve economic security.



Food safety and quality

The safety and quality of food is of paramount importance and an area where Ireland’s reputation as best in class is key to its export growth. Food safety and quality is something the industry can never cut corners on.



Skills and training

The transition to a sustainable food system will need to be supported by high quality training and education to equip farmers and food producers with the skills they need. There is currently perceived to be a lack of in-depth knowledge on sustainable practices and a lack of coordination among the organisations that can offer training.*

*Bord Bia Trade Customer Research 2020

Prioritising progress - what are we solving for?

An industry in evolution

The assessment of priorities has played a direct role in shaping the strategic development of Origin Green – Powered by Partnership. It has also led to some broader reflections on the case for how and why we need to intensify our industry response:

1 The need to re-frame the future

Ireland has a robust and efficient food system, but a more **holistic and systemic approach** is key to continue its development as a sustainable food leader.

2 Understanding data is everything

There will be increased demand for **robust data** to quantify a sustainable food system. This needs to be increasingly transparent and accurate, and to sit within a holistic and harmonised measurement system.

3 Adapt or decline

If we don't adapt to the sustainability challenges ahead, we risk being **left behind** by our customers and our consumers. We can maintain our sense of continuity – for example, the family farm ethos – while innovating in new areas, such as responding to the growth of plant-based nutrition.

4 Scaling for impact

Agri-food can be part of the climate solution through **regenerative agriculture and ecosystem services**. While questions remain on whether they can be scaled up at the pace required to achieve significant impact, the opportunity must continue to be investigated.

5 Essential enablers

Digital technology as well as sustainability skills and training are essential enablers of our future progress. They need to be developed in parallel with and given equal investment to systemic changes such as regenerative agriculture.



Origin Green: A firm foundation to build on

Origin Green: A firm foundation to build on

To understand how Origin Green is set to evolve, it's important to reflect on where it is now and what it has achieved to date.

Established in 2012, Origin Green remains the only sustainability programme in the world to operate on a national level. Today, it **collaborates with 55,000 farms** and over **300 Irish food and drink companies** to prove and improve the sustainability of the food they produce.

Farm level involvement

Farmers participate in Origin Green through the **Sustainable Beef and Lamb Assurance Scheme (SBLAS)** and the **Sustainable Dairy Assurance Scheme (SDAS)**, which are built on best practice in farming, current legislation, relevant industry guidelines and international standards and are accredited to ISO 17065:2012.

Participation means farming practices are monitored and measured on an individual basis, with data fed back to farmers to help them make sustainability improvements on an on-going basis.

On-farm assessments or audits are key to this, providing the data to monitor and drive performance improvements. More than 100 auditors undertake over 650 independent farm audits each week.



Industry level involvement



At manufacturing level, participating companies commit to developing a multi-annual sustainability plan that sets out to achieve robust, measurable targets in three key areas:

- Raw material sourcing
- Manufacturing processes
- Social sustainability

In addition, four out of the five major retailers in Ireland, representing 75% of the retail market, are members of the programme and have developed five-year sustainability action plans which are reviewed annually.

Origin Green: A firm foundation to build on

What we've achieved to date:

PROGRESS AT FARM LEVEL

Origin Green's 2021 progress report provided real evidence of Origin Green farm members taking measurable action on their carbon footprint. It found:

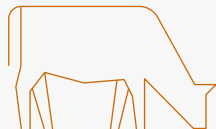
6.3% average reduction in CO₂ per unit of **beef** from SBLAS members since 2012

6.0% average reduction in CO₂ per unit of **milk** from SDAS members since 2013

The research also points to the broader benefits that sustainability can bring to farm businesses: Bord Bia identified 400 'Carbon Footprint Champions' – SDAS members who had reduced their carbon footprint result over three consecutive audits. It found strong correlations between these reductions and increased outputs and profitability. These farms:

- **Decreased** their average carbon footprint by 18%
- **Increased milk production by 10%** year-on-year
- **Increased** their dairy gross margin by 35% over a three-year period.

400
Carbon
Footprint
Champions



PROGRESS AT INDUSTRY LEVEL

In the years 2012-2021, Origin Green member companies set a total of 2,779 sustainability targets and established c. 13,600 initiatives. Over that time, food manufacturers have reduced energy usage by 11% and water usage by 17% per kilogram of output.

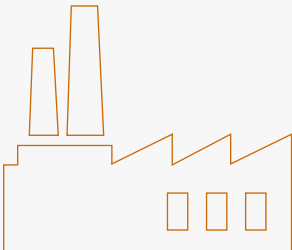
In 2021, Bord Bia engaged EY to undertake a measurement of the impact and value of Origin Green among its 300 plus member companies. The research found consensus among members that Origin Green provides a competitive advantage for business through meeting customer demands, delivering cost savings, and credibility and reputational benefits:

75% agree that Origin Green provides a **competitive advantage** for business

95% believe **Origin Green has supported them** in putting in place a framework to measure & report on sustainability

68% agree Origin Green accelerated **action and progress on sustainability**

Equally noteworthy is the extent to which sustainability now influences buying decisions. Among the larger member companies of Origin Green (revenue > €50 million) it was stated **an average of 54% of turnover was contingent on sustainability credentials.**



Origin Green – Powered by Partnership

Origin Green - Powered by Partnership

Strategy to 2025

IRISH AGRI-FOOD SECTOR TARGETS GOVERNMENT ARE WORKING TOWARDS IN COLLABORATION WITH STATE AGENCIES

Table 1

Climate-neutral food system by 2050	25% reduction in absolute emissions by 2030
Ammonia emissions	To reduce to 5% below 2005 levels by 2030
Biogenic methane	10% reduction by 2030 (on 2018 level)
Nitrous Oxide	Reduce chemical fertiliser by more than 50% by 2030
Biodiversity	By 2030, 10% of farmed area will be prioritised for biodiversity
Food Waste	50% reduction in food waste by 2030
Packaging	All packaging reusable or recyclable by 2030
Organic	50,000ha for organics in 2022
Water Quality	The Food Vision 2030 Strategy commits to reduce nutrient losses from agriculture to water by 50% by 2030
Marine protected areas	Achieve 30% protected areas by 2030



Origin Green: Powered by Partnership

Change isn't easy, but it has the potential to reveal our true capability and our adaptability. Over the last few years, we saw how decades of entrenched beliefs and behaviours around office work could be transformed overnight when the requirement to do so was strong enough. For the agri-food sector, which must reduce emissions by 25% by 2030, change is coming at a scale without precedent.

The next eight years will shape the direction of Ireland's entire agri-food industry for decades to come. Table 1 on page 21 sets out some of the specific targets for the agri-food sector that the Government is now actively working towards in collaboration with state agencies. Addressing these successfully will require a coordinated strategy, a collective sense of purpose and access to new resources, tools and thinking.

The rational for partnership

Over the last 10 years, Origin Green has laid firm foundations for its role as a central driver of sustainability in the Irish agri-food sector, building relationships with 55,000 Irish farms and over 300 leading Irish food and drink companies. These relationships have allowed us to measure and guide improvements in their sustainability performances on an individual basis. Bord Bia's 2022-2025 Statement of Strategy expresses our belief that: 'We have everything we need for a better, more

sustainable food system' and that 'there has never been a better time for the Irish food, drink and horticulture sector to set an example for the world.' However, we also understand that, as a single organisation, we can't deliver the level of transformation needed on our own. The next stage of Origin Green's development will be 'Powered by Partnership'. Through strong collaborative relationships with like-minded organisations, we will provide the leadership and the technical framework that ensures sustainability continues to be a driver of positive change in the food and drink industry. This approach will facilitate higher levels of ambition and greater progress on targets. It will also enhance the industry's ability to reap the rewards from its actions and achievements.

Powered by Partnership - Origin Green strategy 2022-2025

Origin Green – Powered by Partnership sets out two complementary, overarching goals:



Powering a climate neutral, nature positive pathway is a structured holistic response to climate change and other sustainability challenges that face our food producers. It will provide the knowledge, resources and tools that offer the foundation for success and is structured around:

- The climate neutral pathway
- Improved biodiversity and regenerative practices
- The integrated circular economy
- Deeper farmer engagement

Proving responsible choices completes the 360-degree picture, recognising the often overlooked but pivotal role of the consumer in true progress on sustainability. It addresses the need for:

- Championing better health and nutrition
- Enhanced assurance and proof points
- Delivering recognised leadership in food sustainability

Underpinning our determination to deliver on both these goals will be Origin Green's ongoing commitment to market leading standards, to equipping our members with world-class guidance, tools and metrics, and our ability to show leadership and vision, so that our industry's verified achievements in sustainability translate into reputational strengths, safeguarding the role of the agri-food sector for the future.



Powering a climate neutral, nature positive pathway

PILLAR 1

The climate neutral pathway

Origin Green's existing relationships with Irish farmers through the Sustainable Beef and Dairy Assurance Schemes means we are already measuring, monitoring and improving on-farm performances. Through partnerships with organisations such as DAFM, Teagasc, the Carbon Trust, the SEAI, Enterprise Ireland, and farmer and representative bodies, we will bring the broadest possible cross-functional support to the challenge ahead.

A four-point approach will build on these relationships and leverage our shared determination for progress:

1 EVOLVING GHG FOCUSED PROGRAMMES

Producers

- All Bord Bia Producer Standards will be updated in 2023 and 2024.
- Origin Green will contribute to DAFM and other working groups on carbon farming and the development of measurements.
- Origin Green will collaborate with ICBF and Teagasc on the accuracy of data in beef farm carbon footprinting.
- Energy efficiency measures will be incorporated into the Sustainable Dairy Assurance Scheme.
- Origin Green will promote the implementation of Teagasc-developed Marginal Abatement Cost Curve (MACC) measures, which identify the most cost-effective pathway to reduce sectoral emissions.

Processors

- Mandatory emissions targets for tier 1 and tier 2 member companies will be implemented in the Origin Green charter.
- We will work with Enterprise Ireland to support larger food and drink businesses develop decarbonisation implementation strategies.

2 GHG METRICS

Producers

- Carbon footprint models for lamb and egg producers will be rolled out and 2022 and poultry will be covered in 2023.
- MACC measures will be tracked and integrated into methodologies and reporting.
- Learnings from the Signpost Farms and others research initiatives will be incorporated into standards and programmes.

Processors

- Bespoke decarbonisation services will be provided and inspirational examples of best practice shared.

3 BESPOKE DECARBONISATION SERVICES AND INSPIRING BEST PRACTICE

Producers

- A Farm Sustainability Action planner will be offered on the Farm Hub, supporting specific actions to reduce emissions.

Processors

- Bespoke sustainability services will help clients to set science-based targets.

- The uptake of Enterprise Ireland Climate Action Funds and SEAI Grants will be encouraged.
- Enhanced company carbon footprinting tools will be developed.

4 GHG GUIDANCE AND TRAINING

Producers

- E-learning modules will be offered to support farmers to reduce emissions.
- Farmer Feedback Reports will be issued to members of the Sustainable Beef and Dairy Assurance Schemes, with increased awareness and uptake of measures through a coordinated communications campaign with Teagasc.

Processors

- Annual net zero emissions guidance webinars will ensure targets are set, maintained and implemented.
- Guidance documents, toolkits and training will be provided on key sustainability topics: Net Zero, Packaging, Biodiversity, and Diversity & Inclusion.
- Supports will be rolled out to other areas including water conservation, food waste etc.
- Training in all areas will have a key focus on emissions.



Powering a climate neutral, nature positive pathway

PILLAR 2

Enhanced Biodiversity and Regenerative Practices

Food Vision 2030 proposes that, by the end of the decade, 10% of farmed area will be prioritised for biodiversity. Origin Green will drive and support the adoption of nature-based solutions with current and potential partners including: European Innovation Projects, Farming for Nature, Biodiversity Ireland, EPA, Sustainable Agricultural Initiative Sustainable Dairy Platform, European Roundtable for Sustainable Beef, Teagasc, National Biodiversity Data Centre, Biodiversity Business Platform and the farming organisations.

A four-point approach will encompass:

1 BIODIVERSITY AND REGENERATIVE METRICS DEVELOPMENT

Producers

- Biodiversity indicators on beef, lamb and dairy farms will be developed and tracked.
- The Grass Fed Standard will see continued development and expansion.

Processors

- Partnership with the National Biodiversity Data Centre will support the development of company biodiversity indicators.
- Collaborating with appropriate bodies will lead to the development of global regenerative/sustainable agriculture metrics.

2 INTEGRATION OF METRICS INTO STANDARDS

Producers

- Bord Bia Producer Standards will include strengthened water quality, biodiversity and soil health measures.
- Greater transparency will be brought into the use of Irish feed

Processors

- Guidance documents will be developed to inform companies how they can support their farm suppliers to adopt biodiversity and regenerative practices.

3 REGENERATIVE PRACTICES - TRAINING AND GUIDANCE

Producers

- We will develop and promote the use of Farmer Learning Hub, with regenerative and biodiversity training modules for farmers on topics relating to fertiliser management, slurry management, grassland management, biodiversity and soil health.
- Support will be maintained for European Innovation Projects focused on biodiversity and regenerative farming practices.

Processors

- National Biodiversity Data Centre to retain resources that will support agri-food companies with their biodiversity targets.

4 ENGAGING MEMBERS IN BEST PRACTICE

Producers and processors

- We will work with the Agricultural Sustainability Support and Advisory Programme to build awareness of local water quality issues and risks.



Powering a climate neutral, nature positive pathway

PILLAR 3

Integrated circular economy approach

The circular economic approach is one that recognises the 'make, use and dispose' approach to manufacturing must end. It seeks to lessen pressure on finite resources, by reducing and simplifying material use and recapturing 'waste' as a resource that can find new use in the economy. In addition to material reuse, food waste is an important focus of Origin Green's action in this area, with partners and potential partners including: Repak, FoodCloud, Environmental Protection Agency, Sustainable Energy Authority of Ireland, Enterprise Ireland and the farming organisations.

The four aspects of this commitment are:

1 BRANDING AND INSIGHT FOR CIRCULAR APPROACH

Processors

- We will share thought leadership and insight to promote innovative approaches.
- We will promote the circular economy in Bord Bia's brand development work.

2 FOOD WASTE MEASUREMENT TOOLS

- Partnering with the EPA to incentivise the uptake of manufacturing and retail/ food service food waste methodologies and accounting tools.
- Enabling the development of sector-specific data points and metrics.

3 MANDATORY FOOD WASTE TARGET

- If applicable, food waste will become a mandatory target for manufacturers above a certain size in Origin Green.

4 CIRCULAR GUIDANCE DOCUMENTS AND WORKSHOPS

Producers

- Encouragement of the use of more Inclusion of waste management practices in new producer standards.
- Promoting partnerships with farmer members on the circular and bio-economy.

Processors

- We will support innovation by highlighting best practice and encouraging collaboration.

PILLAR 4

Deepen farmer engagement

Origin Green's farmer engagement strategy will focus on ensuring that producers understand the benefits of the sustainability programmes they are participating in and recognise the value of the auditing system in ensuring the credibility of its data. More broadly, engagement will demonstrate how Origin Green market development activities support Ireland's food producer base and the Food Vision ambition for continued export growth to 2030.

The farm engagement strategy will seek to:

- Develop communications across multiple channels.
- Improve farmer understanding and experience of the auditing process to deepen engagement.
- Build farmer advocacy through ambassadors, farm walks, agri sponsorships and events.
- Reinforce the importance of quality and sustainability standards.
- Engage and educate farmers on key Origin Green sustainability developments and initiatives.
- Understand farmer member challenges and opportunities through research and feedback.



Proving Responsible Choices

The requirement for a holistic, systemic approach to our sustainability challenges doesn't end at producer or manufacturing level. The nutritional and dietary value of food is increasingly being understood as an important component of its sustainability. Through informed decision making and their purchasing power, consumers can provide the ultimate validation of food systems that work for the common good. Origin Green will dedicate increasing resources to growing awareness of this important issue, side by side with enhanced levels of assurance and proof-points for retailers, foodservice and consumers. Choosing food and drink from Ireland will mean choosing from a country that is providing proven leadership in food sustainability.

Proving Responsible Choices operates over three pillars:

- Championing better health and nutrition
- Enhanced assurance and proof-points
- Recognised leadership in food sustainability

PILLAR 1

Championing better health and nutrition

As the role our food choices play in our health and welfare is increasingly recognised, the conversation is also shifting from a focus on quantity and availability, towards nutritional value. In the coming decade, systemic thinking about sustainable food systems will increasingly reference sustainable nutrition. As priorities change in the food system, the emphasis will move from 'yield per acre' to 'nutritional value per acre'.

With partners and potential partners including Healthy Ireland, Safe Food, the Food Safety Authority, Forum for the Future, Teagasc and Ireland's university system, Origin Green will support the development of industry expertise to deliver sustainable nutrition through a five-fold strategy:

1 DEVELOP THE EVIDENCE BASE FOR SUSTAINABLE NUTRITION

Origin Green will develop partnerships to collate the evidence base for the nutritional value of meat and dairy and their importance for human health. It will support the industry in setting targets and developing initiatives to improve the health and nutrition profile of their products.

2 PROVIDE HEALTH AND NUTRITION GUIDANCE FOR COMPANIES

We will work with Irish companies to provide industry insight on how to link growing awareness of sustainable nutrition with their world-class outputs, for example, advocacy for better meat and dairy as part of the flexitarian diet. We will also conduct research on emerging trends in sustainable

consumption.

3 SUPPORT INNOVATION AND DIVERSIFICATION

This will highlight opportunities in the shift in plant-forward diets, promoting innovation partnerships, organics and the diversification of food systems, including the growing market for functional foods and precision nutrition.

4 BUILD THE NARRATIVE AND POSITIONING FOR SUSTAINABLE NUTRITION

Origin Green's national and global communications plans will develop content and provide focus on sustainable nutrition allowing consumers to make responsible, informed choices in this emerging area.



Proving Responsible Choices

PILLAR 2

Enhanced assurance and proof-points

As we set increasingly higher expectations for the agri-food sector, we need to ensure we are measuring progress accurately and against agreed international standards. Origin Green farm membership will continue to be driven by participation in world-class quality and sustainability programmes. In partnership with organisations such as Teagasc, Animal Health Ireland, Food Safety Authority of Ireland, GFSI, INAB, NSAI, these will deepen and evolve, in tandem with our capacity to measure, report, audit and analyse data. Origin Green’s marketing and communications will share the evidence of the Irish food and drink industry’s success, allowing our global customers and consumers make informed, responsible choices.

A five-point programme will involve:

- 1 QUALITY-FOCUSED STANDARD DEVELOPMENT AND AUDITING IMPROVEMENTS**
Ongoing reviews of quality management systems, auditing operations and implementation of improvement measures will ensure the integrity of the quality assurance schemes are maintain to highest international standards
- 2 QUALITY AND WELFARE METRICS**
A revamp of producers’ standards, a new DNA testing programme and the roll out of the Sustainable Food Processor Assurance Scheme will be undertaken as we continue to maintain the highest food quality and transparency standards

- 3 ENHANCED ANIMAL WELFARE STANDARDS**
New Bord Bia standards will include updated animal welfare criteria and be supported by the development of accurate reporting and analysis of animal medicine use
- 4 FARMER SUPPORTS ON ANIMAL WELFARE AND QUALITY ASSURANCE**
Origin Green will develop and implement additional bolt-on modules for members to drive increased ambition in animal welfare. Increased collaboration with AHI will facilitate the development of training modules on the Farm Hub centred on AMR, mastitis, calf welfare etc.
- 5 LEVERAGING PROOF-POINTS THROUGH FOOD BRAND IRELAND**
Origin Green’s global marketing and communication activities, including the promotion of the Grass Fed Standard and the domestic Quality Mark campaigns will increasingly leverage the evidence accrued



Proving Responsible Choices

PILLAR 3

Recognised leadership in food sustainability

In the decade since it was established, Origin Green has played an increasing role in differentiating Ireland in the global marketplace. Recent Bord Bia trade customer research found 89% awareness of Ireland as a source of sustainably produced food and drink, while 75% of Origin Green members agree it provides a competitive advantage for business.

As we make a step change in our industry’s commitment to sustainability, Origin Green will support the food and drink industry in leveraging sustainability as a key differentiator in the international marketplace. Working with potential partners including SAI, the Consumer Goods Forum, Global Compact, marketing and communications agencies and media partnerships our actions and successes, confirmed by a strong evidence base, will allow us to contribute as thought leaders in the global conversation on sustainability in the food industry.

- A four-point strategy will see Origin Green:
- 1 BUILD THE FOOD SUSTAINABILITY LEADERSHIP CAPABILITY OF THE INDUSTRY**
Bord Bia will build its capacity as a centre of excellence for food sustainability, developing and launching a world class leaders executive education programme to accelerate sustainability action across our industry
 - 2 ACCESSING MARKET BENEFITS**
Origin Green will support members to leverage their sustainability credentials in the marketplace as winning points of differentiation
 - 3 LEADING FOOD SUSTAINABILITY INSIGHT**
We will continue to develop food sustainability insight thought leadership, contributing to, and convening global thought leadership on sustainability
 - 4 POWERING FOOD BRAND IRELAND**
Origin Green will drive awareness of Ireland as a source of sustainably produced food and drink among customers globally, leveraging our sustainability advantage for the benefit of our producers and processors



Conclusion

A national programme with global ambition

Origin Green is a national food and drink sustainability programme with a global ambition: to make Irish food and drink the first choice internationally because it is trusted as sustainably produced by people who care.

Developed over time, Origin Green has become a dynamic, evolving programme of measurement and improvement and a best-in-class framework, designed for suppliers in partnership with customers, to meet the latest global sustainability challenges and requirements, in line with the UN Sustainable Development Goals.



Recognising that consumers around the world are more concerned than ever about how their food is farmed and produced, from its carbon footprint to how it is packaged as well as the nutritional value it brings, Origin Green – Powered by Partnership brings a new level of ambition to our sustainability journey. It will offer the gateway to access the detailed and verified scientific data needed to credibly answer the growing range of sustainability demands of our stakeholders – policy makers, customers, consumers and society in general.

With over 90% of Irish food and drink exports coming from Origin Green members, we are sending a powerful signal that partnering with Irish suppliers enables businesses around the world to prove to their consumers that they are buying high quality, sustainably produced food and drink.

As global demands around sustainability are accelerating, Origin Green – Powered by Partnership will offer, through a national-scale, verified, comprehensive and progressive programme, partners of excellence for a sustainable future.



2025

