

Origin Green: Securing the Sustainability of your Business

23rd January 2013

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Outline

- ✓ **Sustainability in the Marketplace**
- ✓ **The case for sustainability**
- ✓ **Origin Green Programme**

The
Economist

NOVEMBER 27TH-DECEMBER 3RD 2010

Economist.com

How to live with climate change



The euro crisis, continued
Attacking the Fed
What's up with North Korea
Germany's model Mittel-management
Saving Fiat from Italy



The
Economist

NOVEMBER 21ST-27TH 2009

Economist.com

How to feed the world

Dealing with America's deficit
Obama's timid trip to Asia
Remote control for your car
Peter Drucker, still king of the gurus
The scientist who saw Nessie

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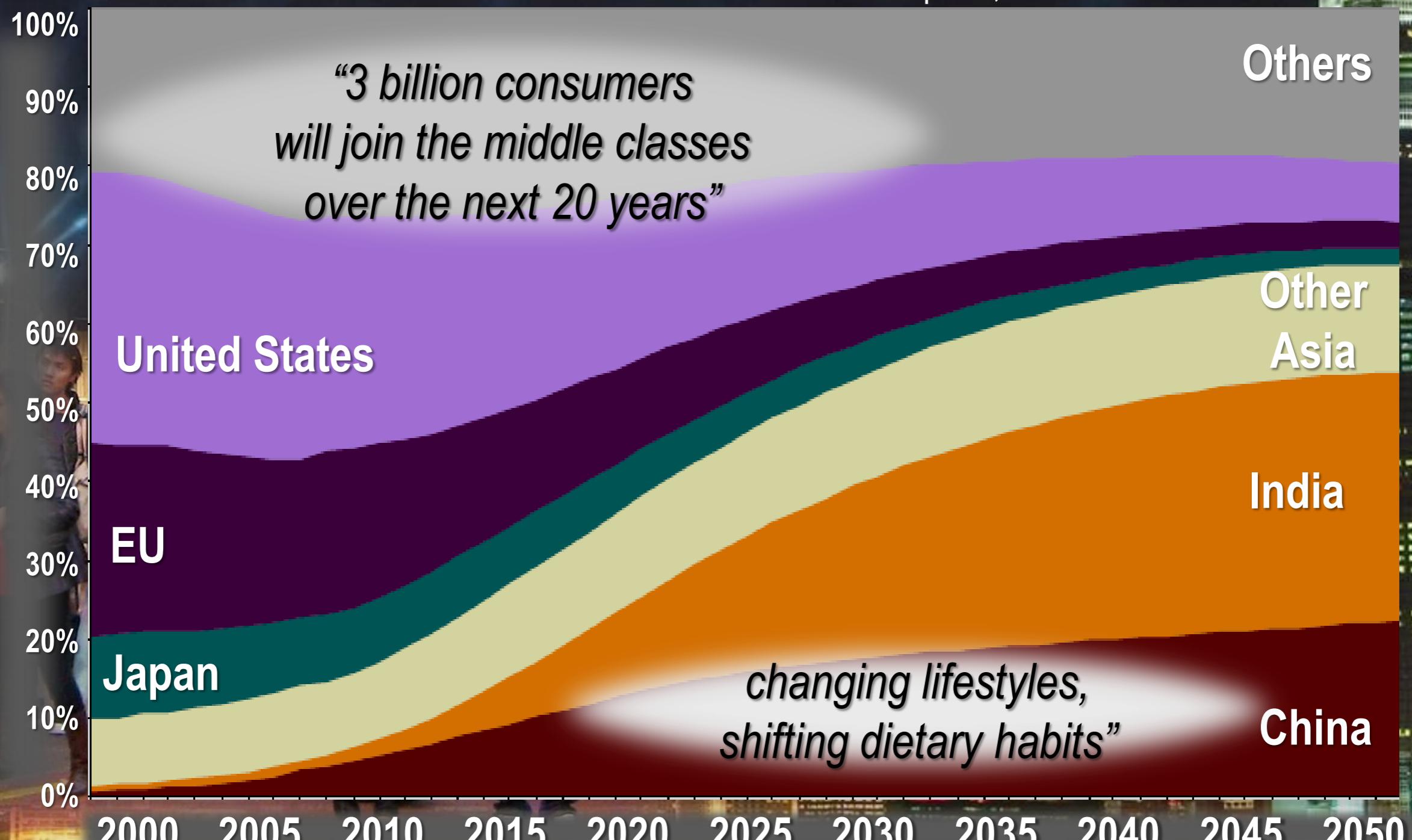
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Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

India and China Make Waves in the Global Middle Class

Shares of Global Middle Class Consumption, 2000-2050



Source: OECD Working Paper

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Climate
Change

Supply Challenges

*Food for Fuel:
40% of US corn
used for ethanol”*

“The most frequent and significant factor causing volatility is unpredictable weather conditions”.

FAO/OECD Agricultural Outlook, 2011-2020

“By 2025, two-thirds of the world’s population could be living under water stress conditions”.

UN



Agriculture uses 70% of the world’s freshwater



**By 2050, the planet will need to
produce 70% more food, with
less land, water and energy while
also reducing greenhouse gas
emissions**



- [What We Do](#)
- [Reducing Impacts](#)
- [Farming](#)
- **Beef**
- [Table of facts](#)
- [Environmental Impacts](#)
- [Better Management Practices](#)
- [Our Solutions](#)

Agriculture & environment: Beef

Cave paintings in France and Spain dating to 30,000 years ago show aurochs – wild cattle – and human hunters. Today's cattle are descendants of the giant aurochs, which were over two metres at the shoulder and had lyre-shaped horns.

Two broad species groups

Cattle were domesticated about 10,000 years ago in Mesopotamia, where they were both worshipped and sacrificed in religious ceremonies. World cattle breeds fall into two groups derived from two species.

Cattle of the species *Bos taurus* were first yoked in Mesopotamia and used for traction to pull sleighs and wagons. *Bos indicus* were domesticated about the same time in India. The Indian cattle are better





WORKING
TOGETHER
TO SAVE
FORESTS



COMITÊ BRASIL
EM DEFESA DAS FLORESTAS
E DO DESENVOLVIMENTO
SUSTENTÁVEL

Dear Mrs. President Dilma Rousseff,

YOUR CREDIBILITY IS LIKE THE FOREST.

ONCE IT'S GONE, IT'S GONE.

Tracking Brazilian beef

Monitoring system set for roll-out in 2012

As the second-largest producer of beef and the top global exporter since 2004, beef cattle represent the leading driver of deforestation in the Brazilian Amazon. According to the National Wildlife Foundation, the country is also the world's third-largest emitter of greenhouse gases, nearly half of which are directly tied to deforestation. These factors make the monitoring of our supply chain critical.



2012 Global Responsibility Report

If the planned amendment of the Brazilian Forest Code law goes through, millions of hectares of forest will be lost and billions of tons of CO₂ emitted. This 'reform' also puts at risk Brazil's leading international role in biodiversity and climate protection on the eve of the Rio+20 summit. President Rousseff, during your presidential campaign you pledged to prevent changes in a law that would allow illegal deforestation or give an amnesty to environmental criminals.

Please stand by your word.

For more information: www.wwf.org.br/english
www.comiteflorestas.org.br

The Comitê Brasil is a coalition made up of 163 organizations representing Brazilian civil society.

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Plan A is all about doing the right thing

We've extended Plan A to cover 180 commitments, with the aim of becoming the world's most sustainable major retailer by 2015. Find out more below.



[Home](#)

[About Plan A](#)

[What we're doing](#)

[What you can do](#)

[Register](#)

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Home > About Plan A

- [Carbon Neutral](#)
- [Our Awards](#)
- [Partnerships](#)
- [Newsletter](#)

About Plan A

We launched Plan A in January 2007, setting out 100 commitments to achieve in 5 years. We've now extended Plan A to 180 commitments to achieve by 2015, with the ultimate goal of becoming the world's most sustainable major retailer.

Through Plan A we are working with our customers and our suppliers to combat climate change, reduce waste, use sustainable raw materials, trade ethically, and help our customers to lead healthier lifestyles. [Explore](#) our Plan A commitments for 2010 - 2015.

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Sainsbury's 20 by 20 Sustainability Plan

Sourcing with Integrity

1. By 2020, we'll source all of our key raw materials and commodities sustainably to an independent standard

OUR VALUES
MAKE US
DIFFERENT
j-sainsbury.co.uk/cr

Live
Well
For
Less

Sainsbury's

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THE PLAN

IMPROVING HEALTH AND WELL-BEING

- Health & hygiene
- Nutrition

REDUCING ENVIRONMENTAL IMPACT

- Greenhouse gases
- Water
- Waste
- Sustainable

ENHANCING INCLUSIVENESS

- Better livelihoods

[Home](#) > [The Plan](#) > Sustainable sourcing

SUSTAINABLE SOURCING

GROWING FOR THE FUTURE

Food security is under threat from rising populations, changing weather patterns, water scarcity and unsustainable farming practices. Half our raw materials come from farms and

By 2020 we will source 100% of our agricultural raw materials sustainably

Consumers around the world want reassurance that the products they buy are ethically sourced and protect the earth's natural resources. A growing number are choosing to buy brands such as Rainforest Alliance Certified™ Lipton tea, Ben & Jerry's Fairtrade ice cream, and 'small & mighty' concentrated laundry detergents. A more sustainable brand is often a more desirable brand.

SIGN UP FOR OUR NEWSLETTER

Name (required)

Email (required)

Organisation

Country

SIGN ME UP



The Unilever Sustainable Living Plan





The Road to Sustainability

McDonald's never stops working toward improving our environmental performance...and reaping "double green" benefits around the world.



The Road to Sustainability

Building a sustainable McDonald's involves all facets of our business.

[Learn more about our efforts](#)



Keeping Score

Several years ago, McDonald's worked with Conservation International to develop an environmental scorecard. It drives greater awareness of resource use (energy, water, air emissions and waste) with the ultimate goal of reducing our environmental impacts.

[Watch our video to learn more](#)

Our Story

[Our History](#)
[Leadership](#)
[Our Communities](#)
[Values In Action](#)

[The Road To Sustainability](#)
[Greener Than Ever](#)
[Recycle, Renew](#)
[Animal Welfare](#)
[Corporate Info](#)
[News](#)

Get straight answers to your food quality questions.

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OUR MISSION: TO BE THE UK's MOST SUSTAINABLE DAIRY COMPANY

Environmental Report 2011

Arla House
4 Leasennach Way
Leeds Valley Park
Leeds, LS22 1AB
United Kingdom

www.arlafoods.co.uk



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Sample Initiatives – Sainsbury's

By 2020...

Sourcing with Integrity

1. We'll source all of our key raw materials and commodities sustainably to an independent standard.



2. Our own brand products won't contribute to global deforestation.

6. All our meat, poultry, eggs, game and dairy products will be sourced from suppliers who adhere to independent higher welfare standards.

5. We'll double the amount of British food we sell.

9. We'll double the sales of lighter alcohol wine and reduce the average alcohol content (ABV) of own brand wine and beer.



Respect for our environment

10. We'll put all waste to positive use.



11. We'll make sure that our own packaging has been reduced by a half compared to 2005.

16. We'll have donated over £100 million to charitable causes in the decade.

Making a positive difference to our community

15. We'll have encouraged over 20 million children to enjoy physical activity in the decade.

20. We'll have provided 30,000 people from disadvantaged groups with work opportunities.



Embraces multiple areas including:
Sourcing, Health, Environment and Community.

Many commitments made are heavily dependent on suppliers.



3. All the fish we sell will be independently certified as sustainable and we'll strengthen our position as the leading retailer for sustainable seafood.

4. Our sales of fairly traded products will hit £1 billion.



7. Our suppliers will also be leaders in meeting or exceeding our social and environmental standards.

Best for food and health

8. We'll continue to reduce salt, saturated fat, fat and sugar in our own brand products and we will lead on providing clear nutritional information, enabling our customers to make informed choices.



13. Through robust water stewardship, we'll ensure that our supply chain approach is sustainable in areas of water vulnerability.



12. We'll have reduced our operational carbon emissions by 30 per cent absolute and 65 per cent relative, compared with 2005.



A great place to work

17. We'll create 50,000 new job opportunities in the UK and at least half of our colleagues will have received externally accredited training.



19. We'll increase the number of colleagues with shares in our business by 25 per cent.

18. 20,000 of our colleagues will have reached 20 years of service at Sainsbury's.

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Unilever: The Business Case

Consumers want it

Retailers want it

It fuels innovation

It helps develop new markets

It saves money

It inspires our people

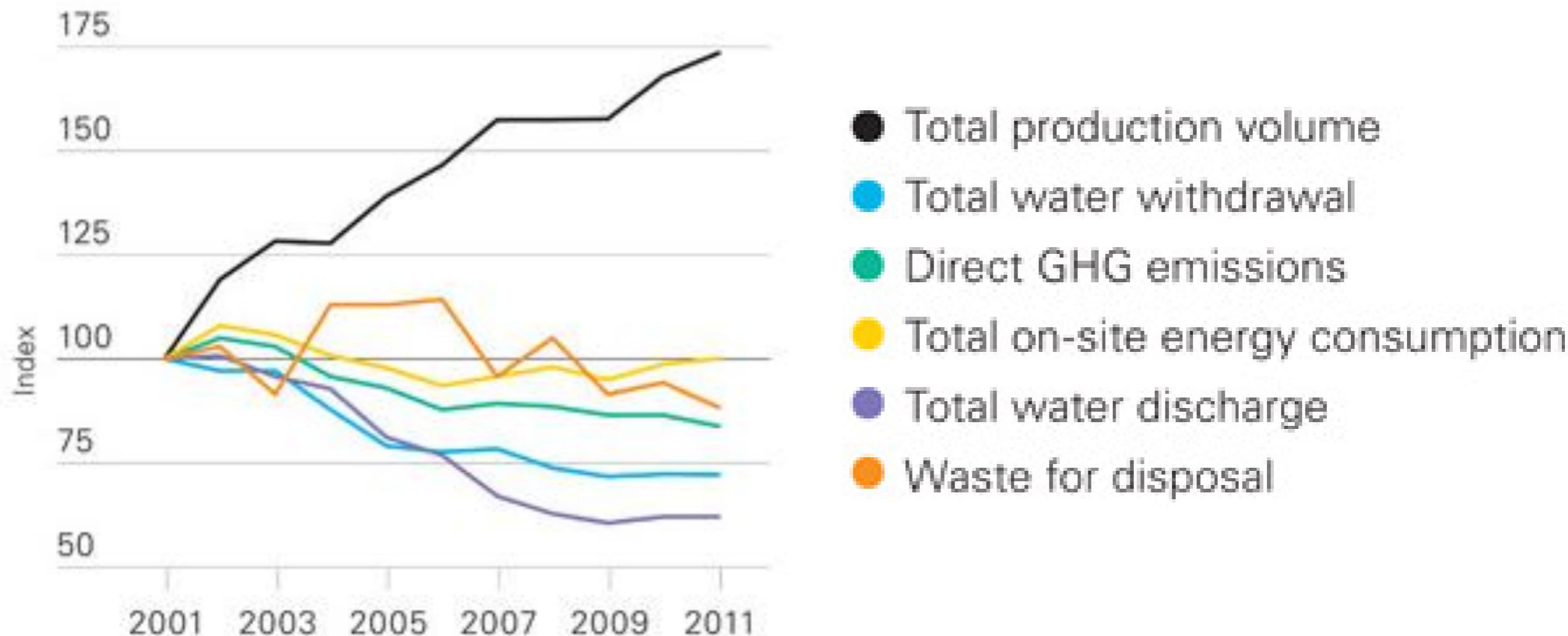


Nestle

Good Food, Good Life

Business Benefits...

Resource consumption and waste generation versus production volume, 2001-2011



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Creating Shared Value at Nestlé

Sustainable development is fundamental to Nestlé's business success and long term development.

In all of our business operations we do as much as possible to ensure that we meet our present needs without compromising those of future generations.

Nestlé

Nestlé
Professional
Brands

Sourcing

Packaging

Energy &
Emissions

Nutrition,
Health &
Wellness

Transport &
Distribution

Water
Usage

Creating
Shared Value
Nutrition, water,
rural development

Environmental
sustainability
Protect the future

Compliance
Laws, business principles, codes of conduct

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Dow Jones Sustainability Indexes

In Collaboration With SAM

Home

Sustainability Assessment

Dow Jones Sustainability Indexes

Review

Index Values

› DJSI - Setting the Standard for Sustainability Investing

Annual Review 2011

SAM and Dow Jones Indexes announce the 2011 results of the Annual Review



Factsheets

The monthly factsheets provide snapshot of each Index

Food Producers
HIGHLIGHTED CRITERIA

ECONOMIC DIMENSION

- Health & Nutrition
- Corporate Governance
- Risk & Crisis Management
- Strategy for Emerging Markets

ENVIRONMENTAL DIMENSION

- Climate Strategy
- Environmental Policy/ Management System
- Environmental Reporting
- Raw Material Sourcing

SOCIAL DIMENSION

- Human Capital Development
- Labor Practice Indicators
- Occupational Health & Safety
- Talent Attraction & Retention

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Ireland's Sustainability Credentials



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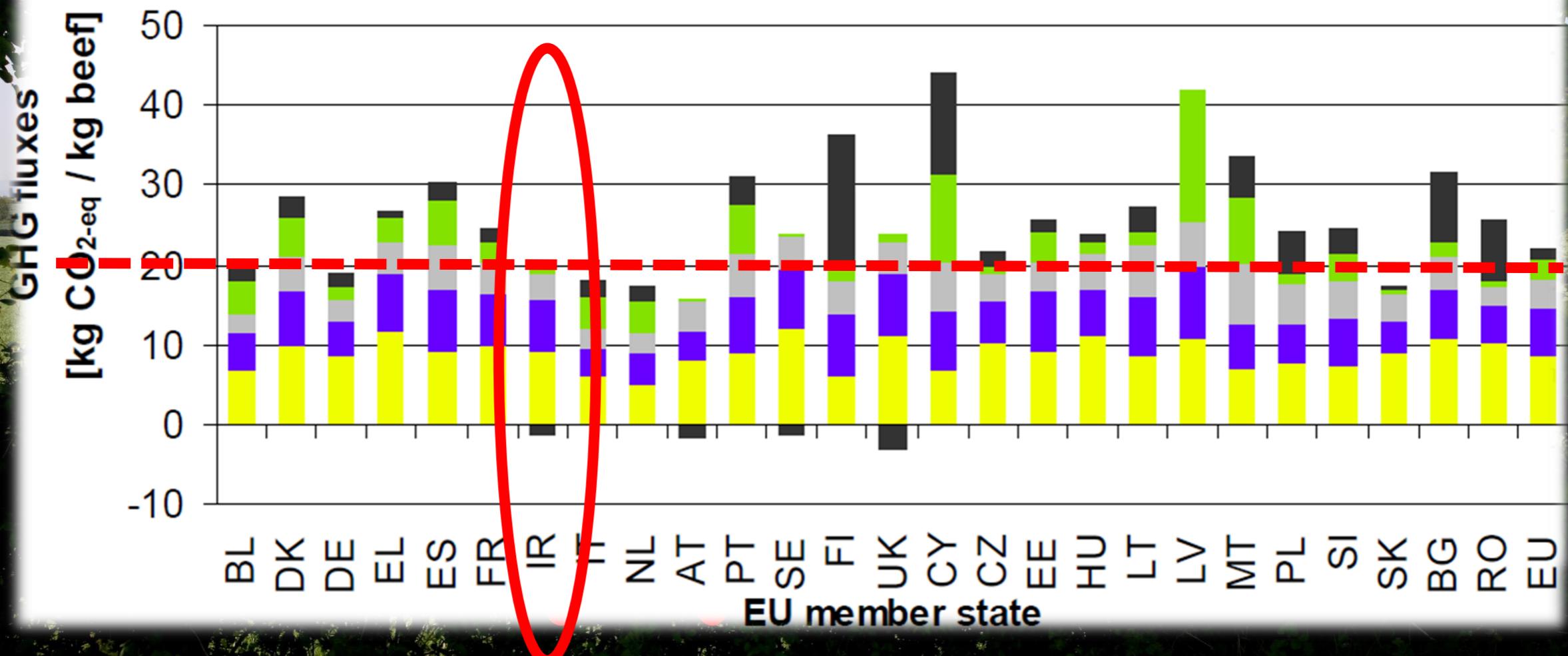


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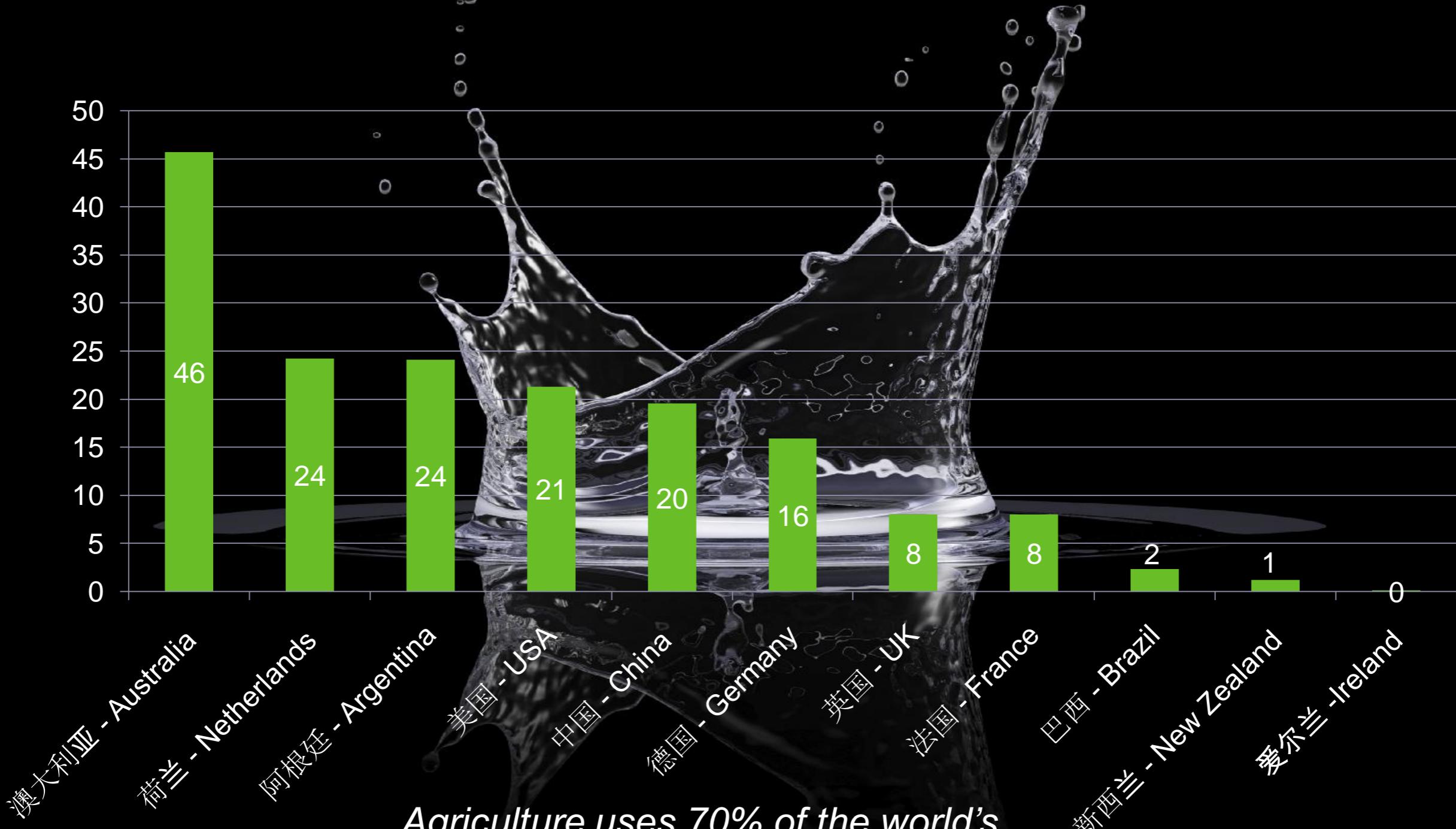
Ireland is at a good starting point.....

EU Beef GHG Emissions



Source: EU JRC Evaluation of the livestock sector's contribution to the EU greenhouse gas emissions (GGELS)

Ireland has a very favourable water stress index (% of territory under water stress)



Source: Yale University

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The two elements of Sustainability.....





Working
with nature

ng
A World Leader in Sustainability

Every farm and food manufacturing business
signs up to the sustainability agenda...

Measuring what matters...

Accreditation, independent verification...

Performance based on science
innovation and best practice...

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Building the Proof – On Farm



Key Areas

Carbon



Water



Biodiversity



Welfare



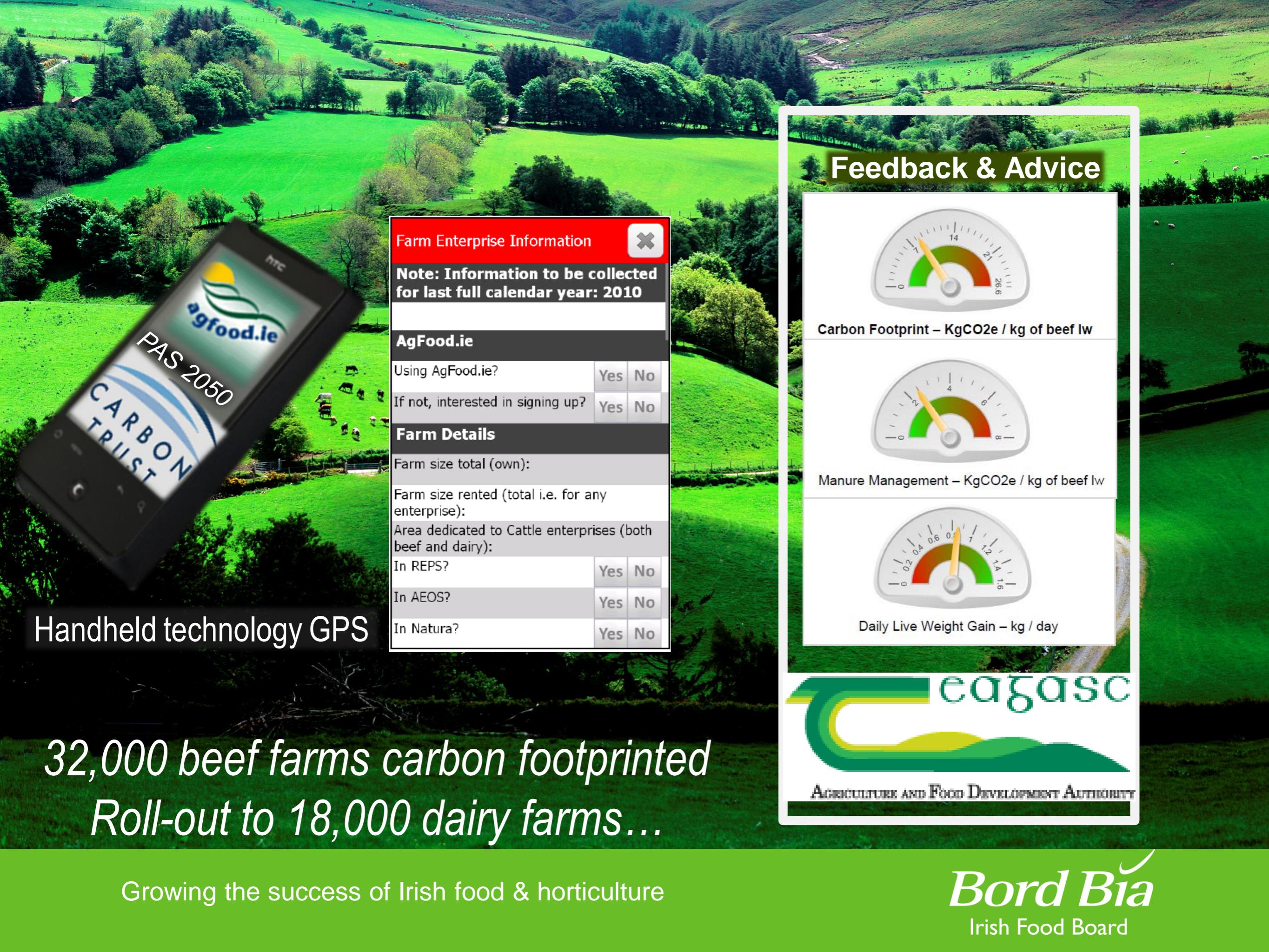
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The infrastructure is in place.....



Quality Scheme	Farms Certified	Estimated production
Beef	32,000	75%
Lamb	8,500	45%
Pig	360	95%
Poultry	1,200	95%
Eggs	350	97%
Horticulture	300	50%
Dairy	18,000	100%



Handheld technology GPS

32,000 beef farms carbon footprinted
Roll-out to 18,000 dairy farms...

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Feedback & Advice



Carbon Footprint – KgCO2e / kg of beef Iw



Manure Management – KgCO2e / kg of beef Iw



Daily Live Weight Gain – kg / day



AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

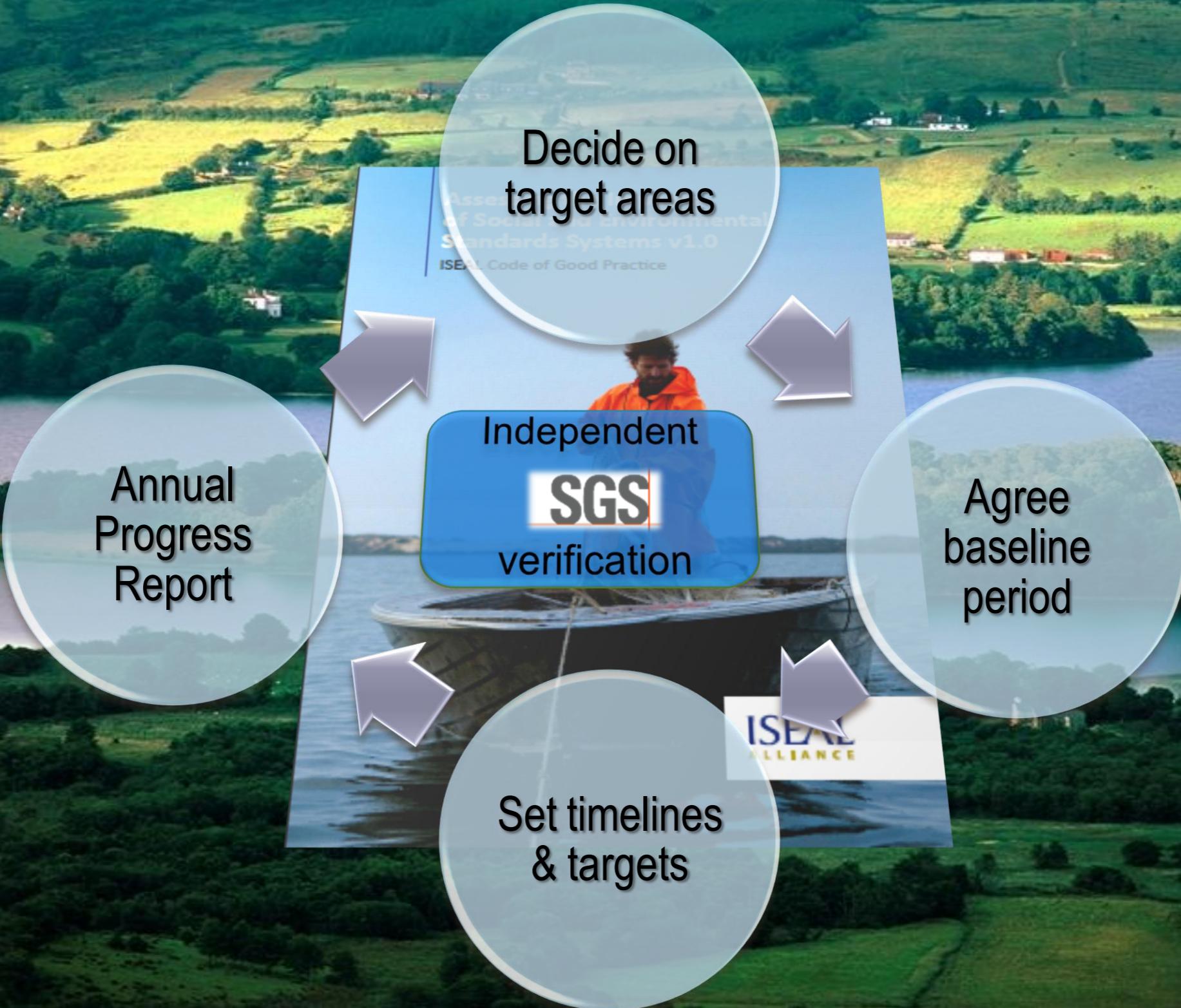
Measuring what matters.....other sustainability criteria



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The Sustainability Charter



Companies develop a plan covering at least 3 yrs

Deciding on target areas

✓ **Plans & targets incorporate the following action areas:**

Raw material sourcing

Manufacturing processes

Local environment

Issues to include in sustainability plan

Energy	Emissions	Waste	Water	Biodiversity	Animal Welfare	Social Sustainability
<ul style="list-style-type: none">• Reduction initiatives• Renewables Investment	<ul style="list-style-type: none">• Reduction of GHG emissions	<ul style="list-style-type: none">• Initiatives to reduce waste• Packaging reduction	<ul style="list-style-type: none">• Reduce consumption• Minimise contamination• Prevent Pollution	<ul style="list-style-type: none">• Conservation of ecosystems• Soil biology	<ul style="list-style-type: none">• Practices to enhance welfare	<ul style="list-style-type: none">• Health and Nutrition• Initiatives in community• Employee wellbeing

At least one “stretch target”

At least one “stretch target”

Registration of Interest

Formal Application

Membership



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Green Business Services



✓ **Free Resource Efficiency Audit**

✓ **Focus on**

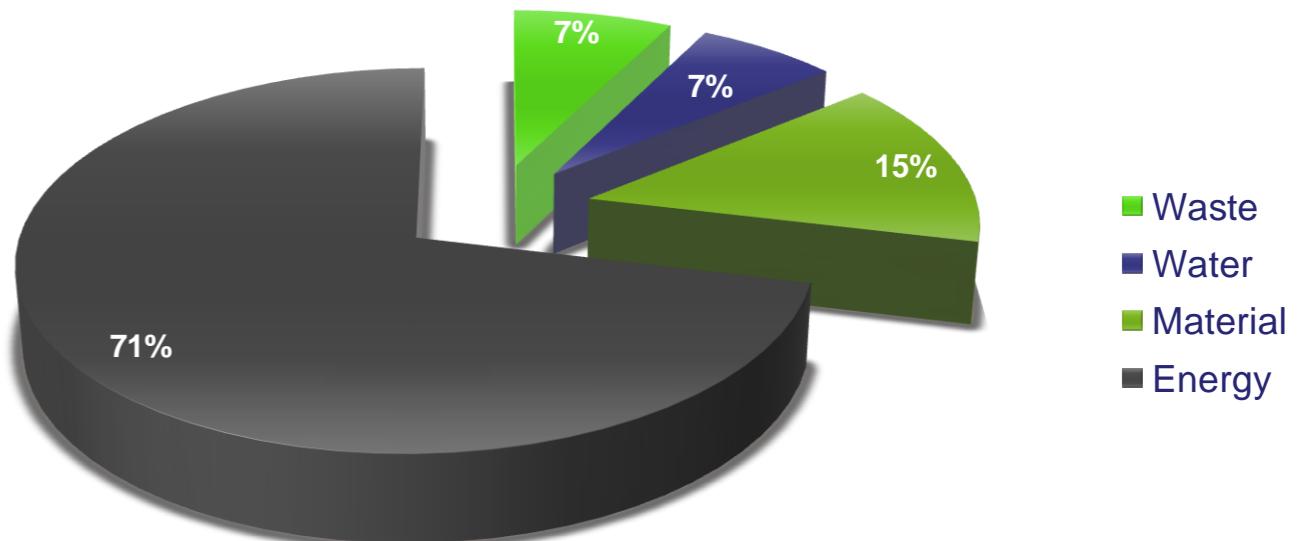
- Energy
- Waste
- Water

✓ **Report on recommendations**



Savings identified by Green Business in 2011/2012

- ✓ Average potential savings of €60,000 identified
- ✓ One third in No/Low cost areas



Freshways, Kerry Group

- Produce packaged Sandwiches and Wraps (200 employees)
- An analysis of waste produced revealed that 112.5 tonnes / annum of bread crusts sent for composting costing €7,500 for waste management
- Possible to sell these crusts to a manufacturer to produce bread crumb



- Cost saving €7,500/ annum
- Income from sale of crusts=€8,000.
- Net benefit the company = €15,500

Efficient
technology/
process change



Large Food Processing Plant

- Company uses 640,000 outer cardboard boxes costing the company €192,000 / annum
- Potentially boxes could be used 5 times before recycling
 - Potential Cost saving €148,670/ annum
 - Investment- €0
 - Payback- Immediate

Atlantis Seafoods, Wexford

- ◆ Online monitor indicated that baseline water consumption on Sunday was 400 litres/ hr
- ◆ Investigation, revealed sound of running water from faulty ball-cock



- ◆ **€Annual
Savings =
€ 4,000**

Efficient technology/
process change



Food Processing Plant

- Replace T8 fluorescent light with T5 fluorescent lights.
- 40% reduction in energy
- > energy reduction in cold storage
- Lamp Cost- €9,000
- Energy Savings - €15,000
- Payback= 7 months



Reporting progress

10

Reduce our operational carbon emissions by 35% and make our operations carbon neutral

	Behind	On plan	Achieved
10.1 Energy use in data centres			
10.2 Video conferencing			
10.3 International logistics			
10.4 Carbon neutral operations			
10.5 Energy efficiency			
10.6 Fuel efficiency			
10.7 Reduce business flights			
10.8 Green company car policy			
10.9 Green electricity			
10.10 On-site renewables			
10.11 Bio-diesel	On hold		
10.12 New transport technologies			
10.13 EURO engines			
10.14 Carbon offsetting policy			
10.15 Store refrigeration			



We've reduced our **operational carbon emissions by 13%** since 2006/07

13%

We've improved our **store energy efficiency by 23%** (after weather adjustment) per sq ft compared to 2006/07

23%

Three objectives (33 commitments)

- 9. Help our customers cut their carbon footprint.
- 10. Reduce our operational carbon emissions by 35% and make our operations carbon neutral.
- 11. Help our suppliers cut their carbon emissions.

18 commitments achieved, 14 on plan, 1 on hold

18/33

Progress to date

174 companies registered

Account for almost 60% of exports

- Target of 75% by end of 2014

33 companies with plans submitted

7 Full members to date



Irish Distillers
Pernod Ricard

marineharvest
excellence in seafood



FOOD EXCELLENCE



DIAGEO



Targets being set by companies

Energy

20% reduction in energy by 2015
Anaerobic digester by 2016

Emissions

12% reduction over next three years
30% reduction by 2020

Waste

Zero waste to landfill by 2015
70% reduction in waste to landfill due to increased recycling

Water

20% reduction by 2015
Implementation of rainwater harvesting by 2014

Biodiversity

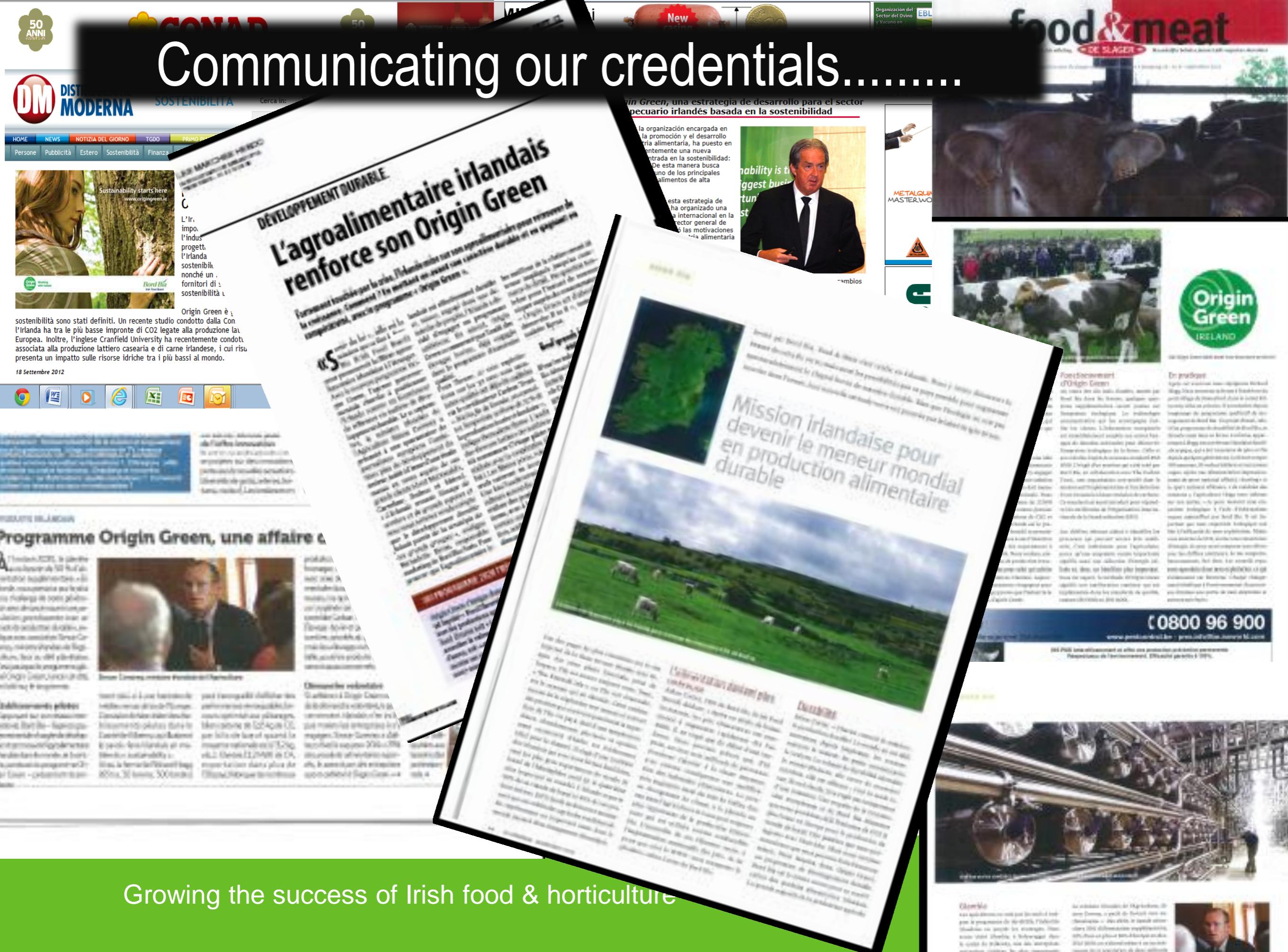
Implement biodiversity register and species enhancement programme by 2015

Welfare

Advice and feedback programme to farmer suppliers on welfare initiatives

Social

Reduce salt content of products by 15% by end of 2013
Removal of artificial colourings
Develop and implement Health & Nutrition Policy from 2013.





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[Origin Green home](#)

[What is Origin Green?](#)

[Register your interest](#)

[Get your business involved](#)

[Sustainability Charter](#)

[Pilot companies](#)



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Working
with nature

For more information or to register please visit:

www.origingreen.ie

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