



Origin Green

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Manager

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Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Outline

- **Irish Dairy Industry**
- **Marketplace Drivers behind Origin Green**
- **Overview of Origin Green**
 - Farm
 - Food Manufacturers



Irish Food & Drink Industry

- The agri-food is Ireland's largest indigenous industry.
- Exports of food & drink products valued at over €11 billion in 2016.



Irish Dairy Farming & Production

Up to 300
days
grazing
outdoors

18,000
dairy
farmers

80 cows
average
herd size

Average
Farm
production
370,000
litres

National
Production
6.65 billion
litres

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DAIRY PRODUCTS & INGREDIENTS

Source: Bord Bia 2017

€3.38 billion

the estimated value of dairy exports, an increase of 2%



50%
rise in the value of dairy exports from 2010 (€2.25bn) to 2015 (€3.38bn)



Exports to international markets are worth an estimated

€1.66 billion,

or 49% of dairy exports



The UK accounts for

53%

of cheese exports



According to the European Commission Medium term outlook Irish milk production is expected to grow over

40%

over the next decade

Ireland exports dairy to

155

markets worldwide



The top 5 markets

are the UK, China, the Netherlands, Germany & the United States



Marketplace Drivers

**Population
Growth**



Resource Use



Agriculture

Creating Shared Value at Nestle

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

Dependent on suppliers

Ireland's Sustainability Credentials



Clean Air

Minimal Water Stress

Low Carbon Footprint

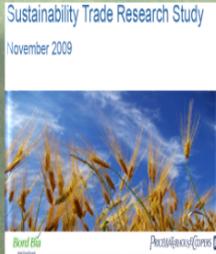
Perceptions of Ireland

Viewed as green & natural...

We now need to prove it...

And improve it.

Engage Irish Food and Drink Industry



Bord Bia
Irish Food Board

2008

2009

2010



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Bord Bia
Irish Food Board

Origin Green

- **National sustainability programme uniting government, private sector & food producers**
- **Structure to collate facts and figures**
- **Accreditation and independent verification**
- **Business to business initiative**



Full Supply Chain – Collecting Data

SUPPLY CHAIN LEVEL



FARM



MANUFACTURING



RETAIL & FOODSERVICE

METHODOLOGY

ON FARM ASSESSMENTS



SUSTAINABILITY CHARTER



SUSTAINABILITY CHARTER



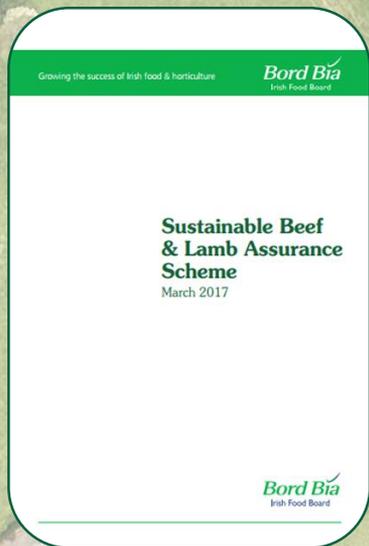
WHAT IS MEASURED?

- ENERGY
- EMISSIONS
- BIODIVERSITY
- WATER
- SOCIO-ECONOMIC
- TRACEABILITY
- WELFARE
- ANIMAL HEALTH
- FOOD SAFETY
- RAW MATERIAL SOURCING
- WASTE
- SOCIAL SUSTAINABILITY
- HEALTH & NUTRITION
- SUSTAINABLE SOURCING
- TRANSPORT

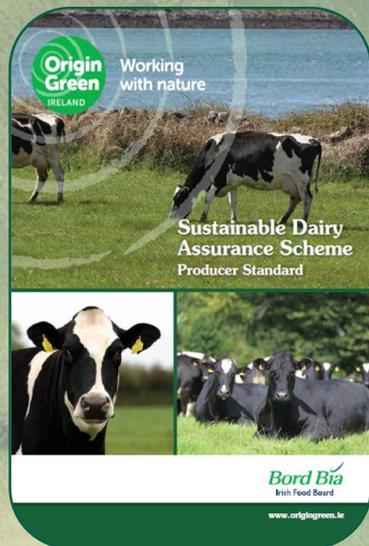


Farm

Farm Sustainability Schemes



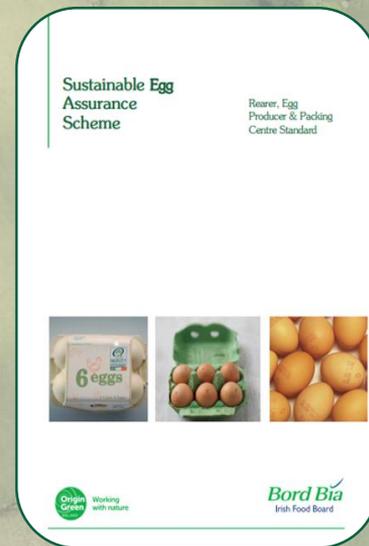
Beef & Lamb



Dairy



Horticulture



Eggs



Bord Bia
Irish Food Board

www.origingreen.ie

Origin Green at farm level implemented through the Sustainable Dairy Assurance Scheme

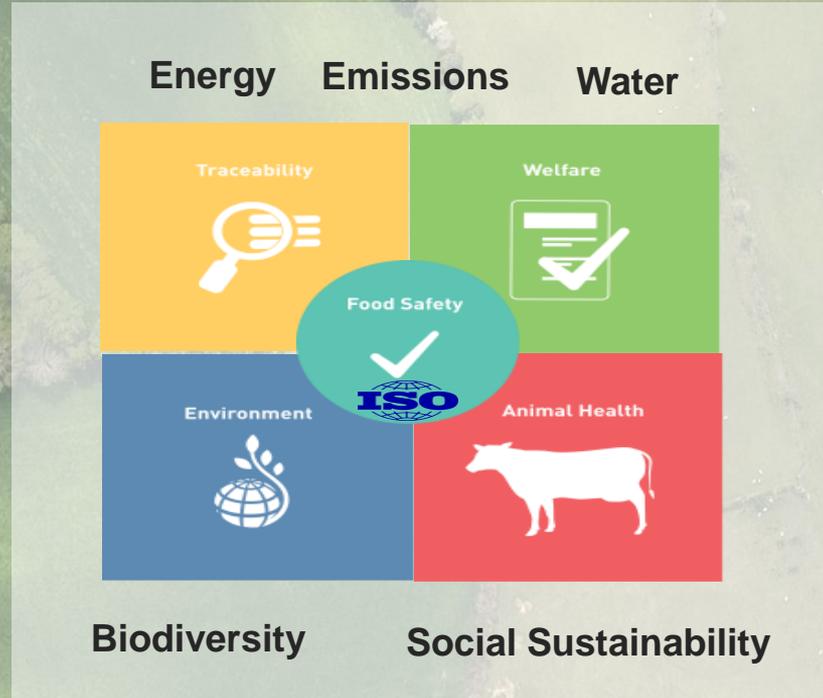
Bord Bia
Irish Food Board

SDAS - Technical Advisory Committee



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Farm Performance - Sustainability



Every farm, audited every 18 months

Accreditation, independent verification...



Using Data To Drive Performance

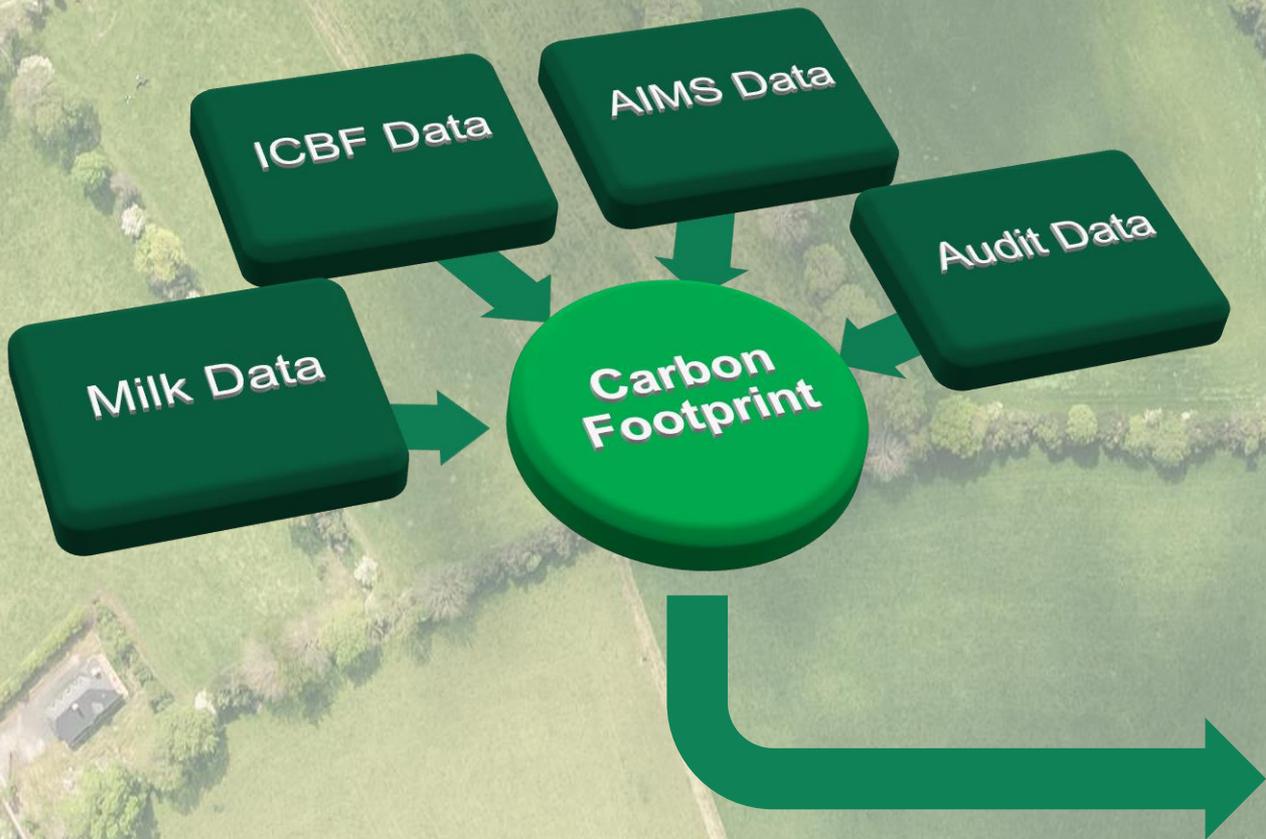
Reducing
GHG
Emissions



Increasing
Farm
Financial
Performance

Sustainable = Efficient

SDAS Farm Sustainability Performance Measurement



Origin Green Working with nature

Your SDAS certification qualifies you as a participant in the Origin Green programme

TEST HERD
Co. Dublin
23/09/2014

Dear TEST,
Bord Bia would like to thank you for agreeing to provide farm enterprise information (J1234567) during our recent visit to help us to assess the environmental performance of Irish dairy farms. The aim of this initiative is to help give Irish dairy products a competitive advantage in the marketplace.

The information collected indicates that the Carbon Footprint for your dairy enterprise, was 1.1kgCO₂e/kg fat & protein corrected milk (FPCM). The average for your production system is 1.2kgCO₂e/kg FPCM.

Your Dairy Enterprise Carbon Footprint:

Improving your performance

There are a number of practical steps that farmers can take to optimise their footprint performance while at the same time helping to boost profitability as sustainable and efficient production tend to go hand in hand. To help with the Teagasc/Bord Bia Farm Carbon Navigator Tool has been developed to help you work with your farm advisor to optimise the environmental and economic performance of your dairy enterprise. The information provided at the time of our visit above, sets to show how your farm currently performs - relative to similar farms in the same part of the country - under the following six areas:

- Grazing season length
- Slurry Spreading
- Energy efficiency
- EBI
- Nitrogen fertilizer usage

Current Farm Performance (Score out of 10)

Area	Score
Energy Efficiency	6.5
EBI	7.5
Slurry Management	7.5
Grazing Season	7.5

Average: 7.5 Excellent: 10

Improving your scores by one point in the areas above where you currently at 6 or less could help boost your farms financial performance by €2,000 and reduce the greenhouse gas emissions from your dairy enterprise by 4%.

Carbon Navigator Tool

Key Measures

1. Grazing season
2. EBI
3. Nitrogen fertiliser
4. Manure management
5. Energy Usage

Grazing season length

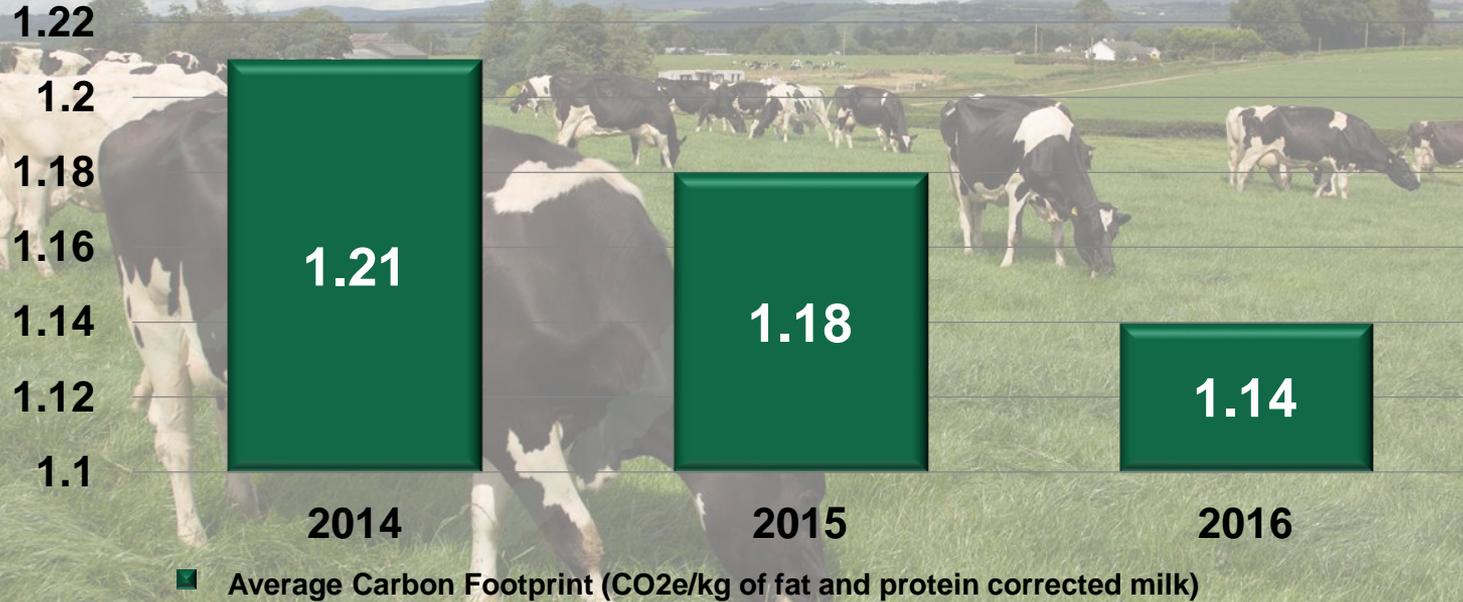
Set
Targets

Score performance
out of 10

Potential GHG &
€ Benefits

	Current	Target	Chart	GHG change	€ benefit
Turnout Date	31/03/2015	24/03/2015	<p>Grazing Season</p> <p>Current Target</p> <p>Low Good Excellent</p>	-1.2%	+€945
Housing Date	01/11/2015	10/11/2015			

Farm Level Performance – Dairy



Remote Assessment of Wildlife Habitats



1. The area of habitats on the farm is greater than 25%, and represents a substantial contribution to farmland habitats for wildlife. No further habitat enhancement or creation is required. However, the farmer might consider the following suggested actions to benefit wildlife on small areas of the improved agricultural grasslands.	
2. Hedgerow cutting can be more wildlife-friendly by leaving uncut for two to three years, and by cutting in rotation (rather than all at once).	<input type="checkbox"/>
3. Consider creating or extending small areas of woodland through the Native Woodland Scheme	<input type="checkbox"/>
4. Widen existing field margins or headland areas that have native wildflowers.	<input type="checkbox"/>
5. If there are no existing field margins with native wildflowers, create some field margins by sowing pollen and nectar-rich plant species (see website for details)	<input type="checkbox"/>
6. Control and eradicate non-native invasive species that threaten native habitats and wildlife e.g. Himalayan balsam, Japanese knotweed, <i>Gunnera</i> and <i>Rhododendron</i> (see website for details)	<input type="checkbox"/>
7. Create a farmland pond	<input type="checkbox"/>
8. See website* for other suggestions.	<input type="checkbox"/>

Farmer Communication

Farming sustainably yields results

BORD BIA ANNOUNCEMENT

Origin Green, Ireland's leading sustainable food and drink brand, has announced the results of its Bord Bia Quality Assurance (BQA) audit process. The audit process is designed to ensure that Irish food and drink is produced in a sustainable and ethical way, and that it meets the highest standards of quality and safety.

How do farm assessments work?

The audit process is designed to ensure that Irish food and drink is produced in a sustainable and ethical way, and that it meets the highest standards of quality and safety. It involves a series of steps: Farm Assessment, Audit, Certification, Monitoring, and Improvement.

Interview with Origin Green dairy farmer Brendan Brady, Knockmullane, Inishannon, Co. Cork

We need to visualise the customer coming into the farm yard

Origin Green Working with nature

Irish farmers who are certified members of the Bord Bia Quality Assurance schemes and who participate in a farm sustainability survey as part of the audit process, are part of Origin Green.

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PROVIDING NUTRITION FOR NATURE

Environmental protection and biodiversity are important issues for Origin Green dairy farmer John Joe O'Sullivan from Co. Cork.

John Joe O'Sullivan took over the family farm near Rosscarbery in 1982, when he married Theresa. He now has five children and has doubled the size of the farm. He milks 70 cows, supplying Lisavaid Co-op. Irish farmers who are certified members of the Bord Bia Quality Assurance schemes, and who participate in a farm sustainability survey as part of the audit process, are part of Origin Green.



Origin Green - It Starts With You

With farmers who are certified members of the Bord Bia Quality Assurance Programme and who participate in a farm sustainability survey as part of their audit, are the essential first step in Origin Green.

More information at: www.OriginGreen.com #OriginGreen #BordBia

an initiative by **Bord Bia** Irish Food Board

REAL BENEFITS TO FARMERS IN BEING PART OF ORIGIN GREEN

Origin Green Working with nature

Bord Bia Irish Food Board

Origin Green Working with nature

Farming **ADVERTISING** **Direct Consumer** 7

Origin Green farm targets can help profitability as well as the environment

Origin Green Working with nature

How do farm assessments work?

Origin Green: It starts Here - With You

Proud to be part of Origin Green

BORD BIA ANNOUNCEMENT

Origin Green Working with nature

MORE THAN A LIVING

AN UNUSUAL LOVE AFFAIR WITH THE LAND

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Sustainable Producer Awards



Growing the success of Irish food & horticulture



Food Manufacturers

Origin Green Sustainability Charter

Sustainability Action Plan

3 – 5 years

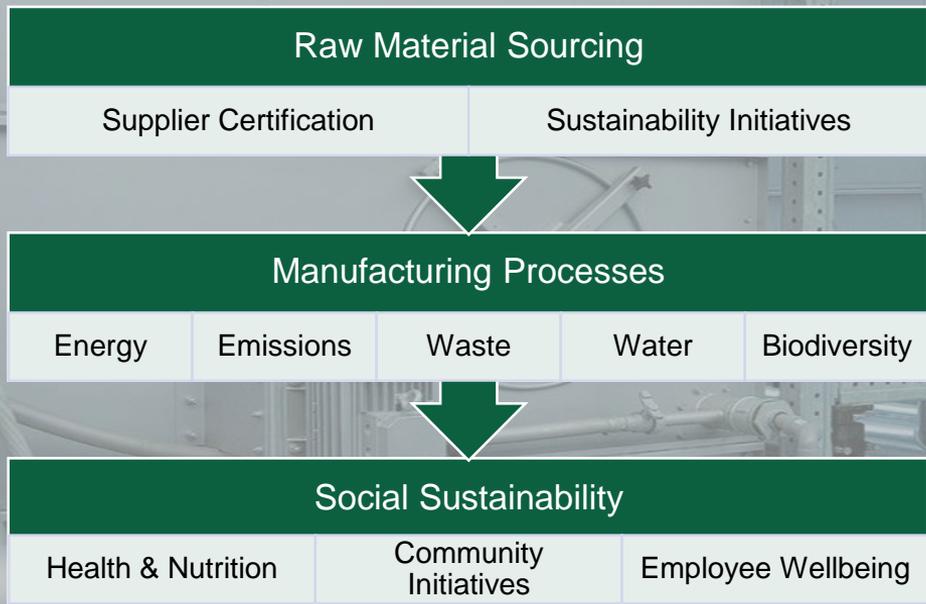
Targets

Continuous Improvement

Communication Tool



Origin Green Charter: Targets



Sustainability Plan Support



Growing the success of Irish food & horticulture

Collaboration



CARBON TRUST

SGS

SAI PLATFORM

dsf Dairy Sustainability Framework

GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

WWF

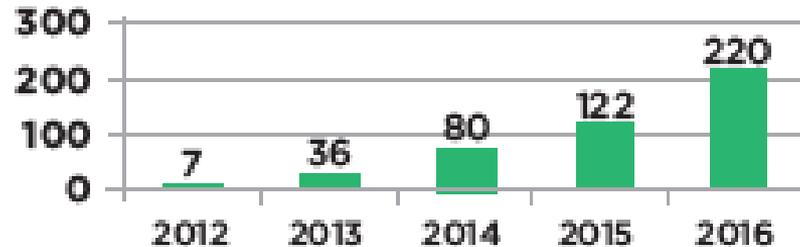
Origin Green Verified Members

570 Companies Registered
95% of exports

**292 companies at workshop/
plan development phase**

278 plans accepted
Over 90% of exports

**Increase in verified membership June
2012 to October 2016**



Saving Resources



570

Registered Companies



4,600

Tonnes of Waste Diverted from Landfill



245

Annual Reviews



95

Biodiversity Targets



<50

Origin Green Ambassador Placements



>160,000

Carbon Footprint Audits



24.7m

Individual Data Points Collected on Farm



24,000

Tonnes of Waste Recycled or Recovered



Over

1,600

Sustainability Targets



220

Verified Members



1.1m

Cubic Metres of Water Saved



82

Health and Nutrition Targets

Origin Green Ambassadors



International Dairy Advertising



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Origin Green Benefits

Saving Resources

Building Reputation

Winning Business

Growing the success of Irish food & horticulture



Thank You

Martin Hofler

Origin Green Sustainability
Development Manger



Growing the success of Irish food & horticulture

Bord Bia
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