



Origin Green

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Origin Green Sustainability Development
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

DAIRY PRODUCTS & INGREDIENTS

Source: Bord Bia 2017

**€3.38
billion**

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



Ireland
exports dairy to

155

markets
worldwide



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



The UK accounts for

53%

of cheese exports

Exports to
international
markets are worth
an estimated

**€1.66
billion,**

or **49%** of dairy exports



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

40%

over the next decade

**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 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

Dependent on suppliers

Ireland's Sustainability Credentials



Clean Air

Minimal Water
Stress

Low Carbon
Footprint

Perceptions of Ireland

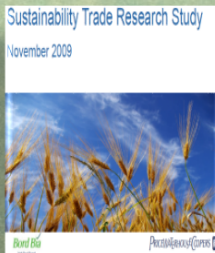
Viewed as green & natural...

We now need to prove it...

And improve it.

Engage Irish Food and Drink Industry

Bord Bia
Irish Food Board



2008

2009

2010



Growing the success of Irish food & horticulture

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



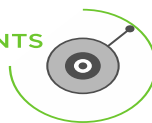
MANUFACTURING



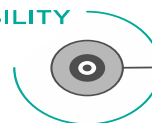
RETAIL & FOODSERVICE

METHODOLOGY

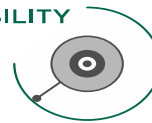
ON FARM
ASSESSMENTS



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

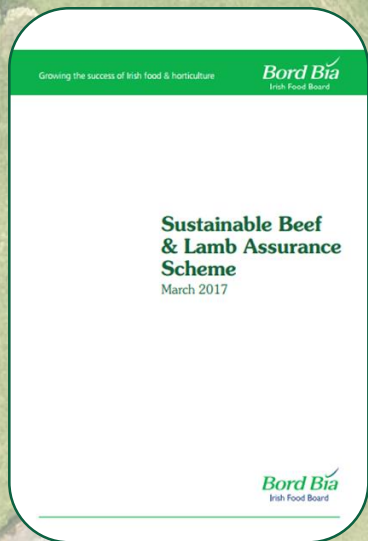
SUSTAINABLE SOURCING

TRANSPORT

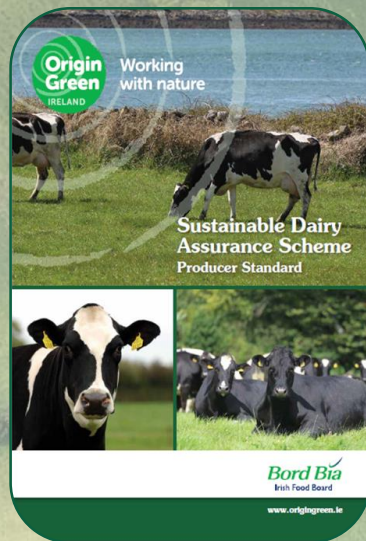


Farm

Farm Sustainability Schemes



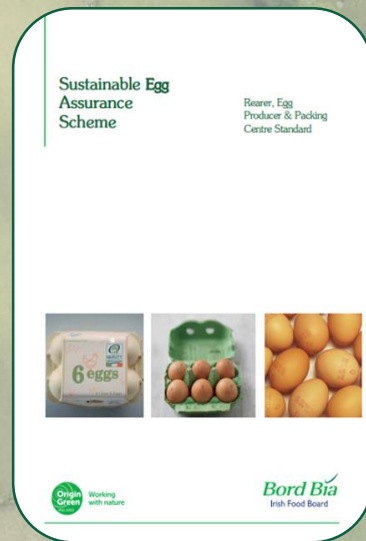
Beef & Lamb



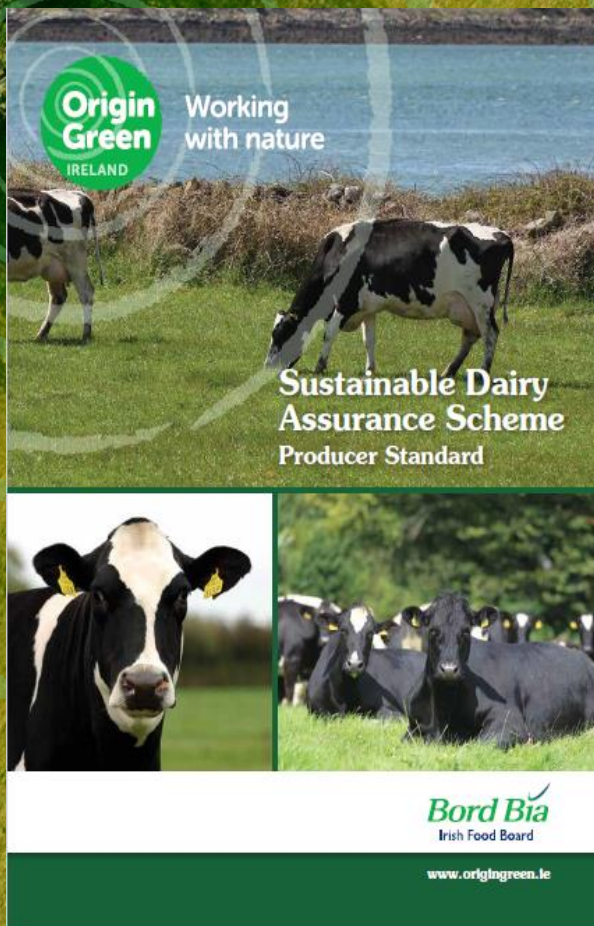
Dairy



Horticulture



Eggs



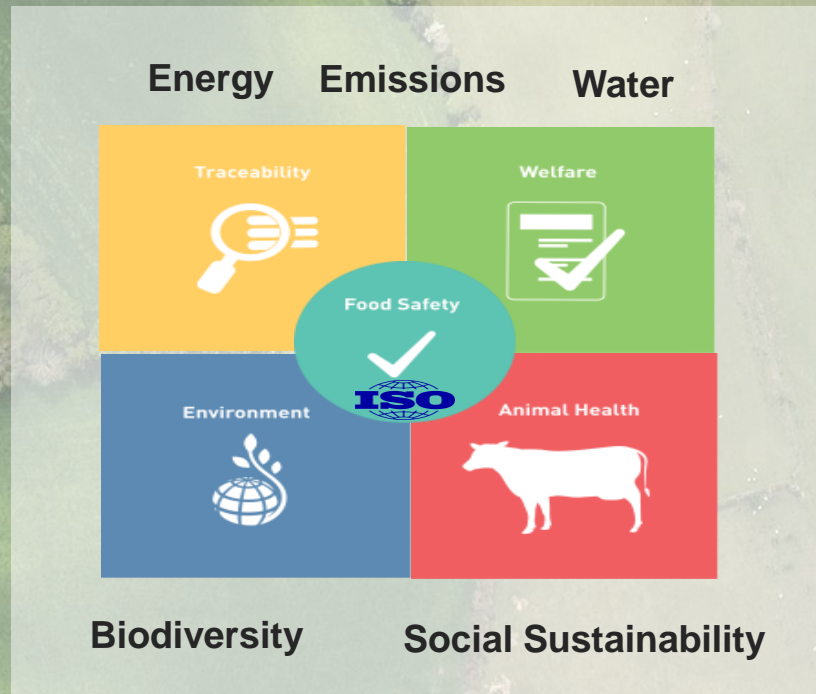
Origin Green at farm level implemented through the Sustainable Dairy Assurance Scheme

SDAS - Technical Advisory Committee



Growing the success of Irish food & horticulture

Farm Performance - Sustainability



Every farm, audited every 18 months

Accreditation, independent verification...



Using Data To Drive Performance

Reducing
GHG
Emissions

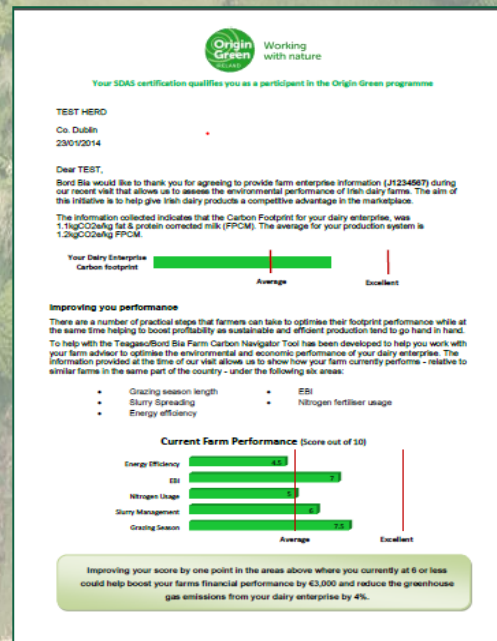
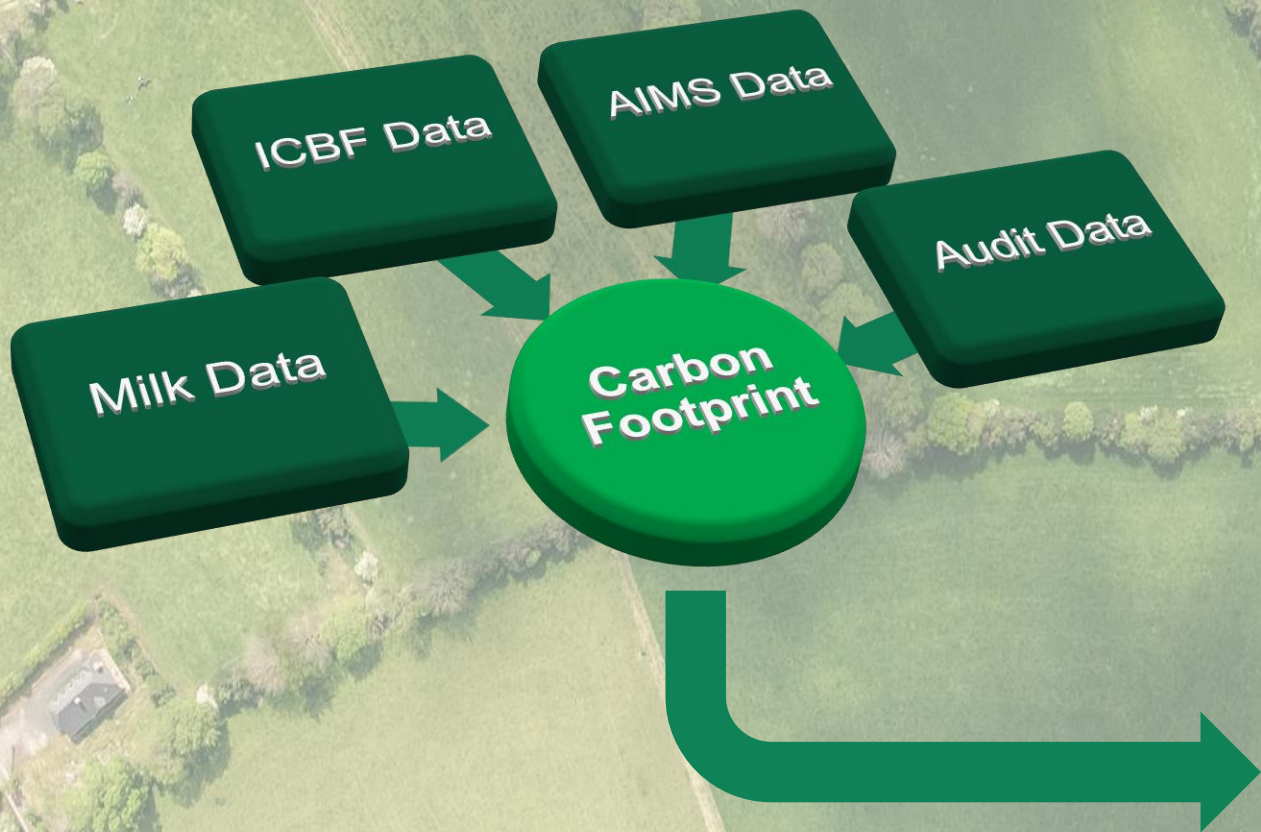


Increasing
Farm
Financial
Performance



Sustainable = Efficient

SDAS Farm Sustainability Performance Measurement



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

How do farm assessments work?

Origin Green members are all Irish food and drink exporters.

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

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 Lisavard 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



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

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.

Where information, all beneficial information, is an initiative by Bord Bia Irish Food Board

REAL BENEFITS TO FARMERS IN BEING PART OF ORIGIN GREEN

BORD BIA ANNOUNCEMENT

How do farm assessments work?

Origin Green Working with nature

Interview with Origin Green dairy farmer John Joe O'Sullivan, Rosscarbery, Co. Cork

Farming ADVERTISING

Origin Green Working with nature

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

Proud to be part of Origin Green

BORD BIA ANNOUNCEMENT

More than a living

An unusual love affair with the land

BORD BIA ANNOUNCEMENT

How do farm assessments work?

Origin Green Working with nature

Origin Green: It starts Here - With You

Growing the success of Irish food & horticulture

Sustainable Producer Awards



Growing the success of Irish food & horticulture



Food Manufacturers

Origin Green Sustainability Charter

Sustainability Action Plan

3 – 5 years

Targets

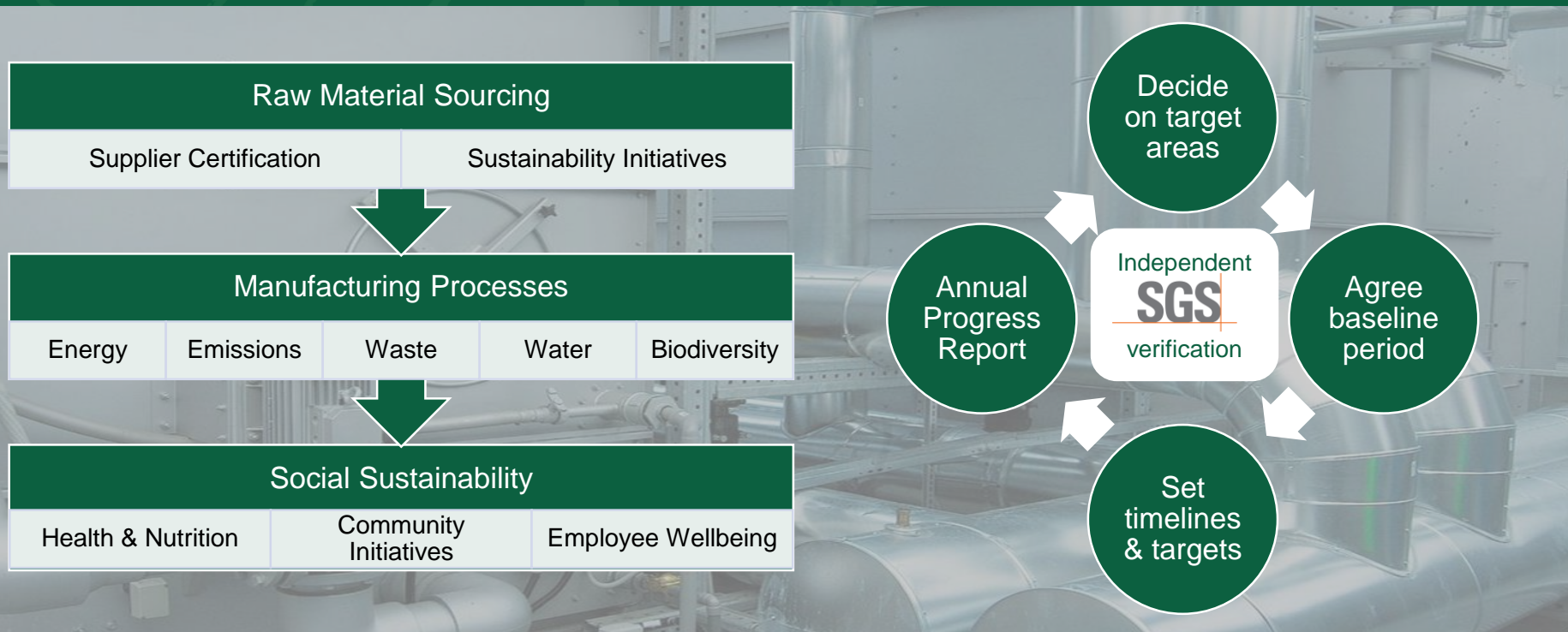
Continuous Improvement

Communication Tool



Growing the success of Irish food & horticulture

Origin Green Charter: Targets



Sustainability Plan Support



Growing the success of Irish food & horticulture

Collaboration



GLOBAL ROUNDTABLE FOR[®]
SUSTAINABLE BEEF



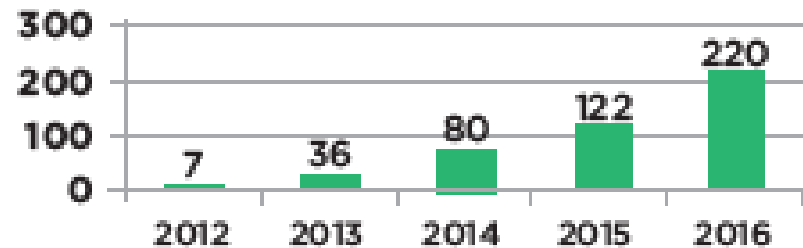
Origin Green Verified Members

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



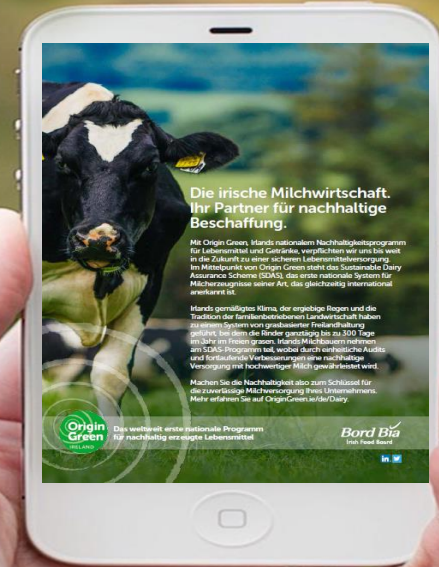
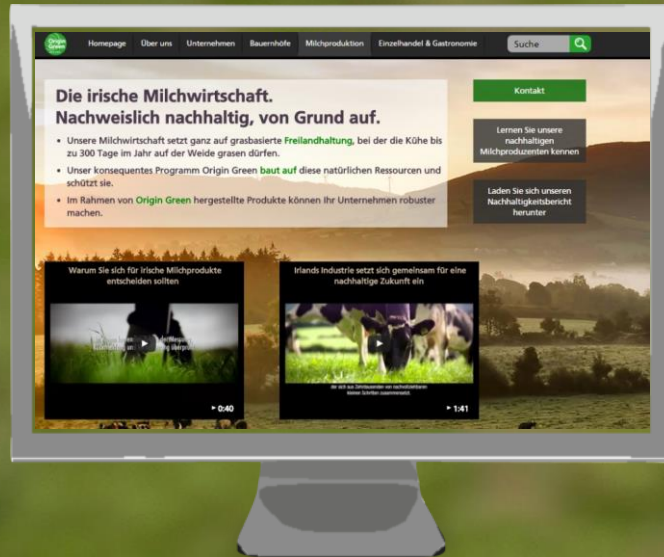
82

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

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