



Working  
with nature

# ORIGIN GREEN UPDATE

Presentation to High Level Implementation Committee

9<sup>th</sup> March, 2017

Growing the success of Irish food & horticulture

*Bord Bia*  
Irish Food Board

# How does Origin Green work along the Supply Chain?

## SUPPLY CHAIN LEVEL



FARM



MANUFACTURING



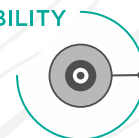
RETAIL & FOODSERVICE

## METHODOLOGY

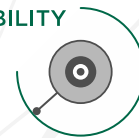
### ON FARM ASSESSMENTS



### 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





527

Registered Companies



4,600

Tonnes of Waste Diverted from Landfill



245

Annual Reviews



95

Biodiversity Targets



50

Origin Green  
Ambassador Placements



137,000

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



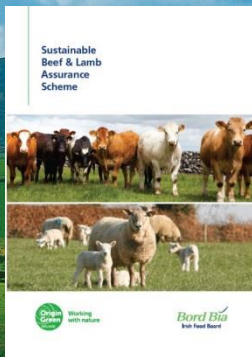
82

Health and Nutrition Targets

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**48,000 Beef Farms**

**90% of Beef Exports, Audited & Carbon Footprinted**



**14,000 Dairy Farms**

**78% Milk production certified**

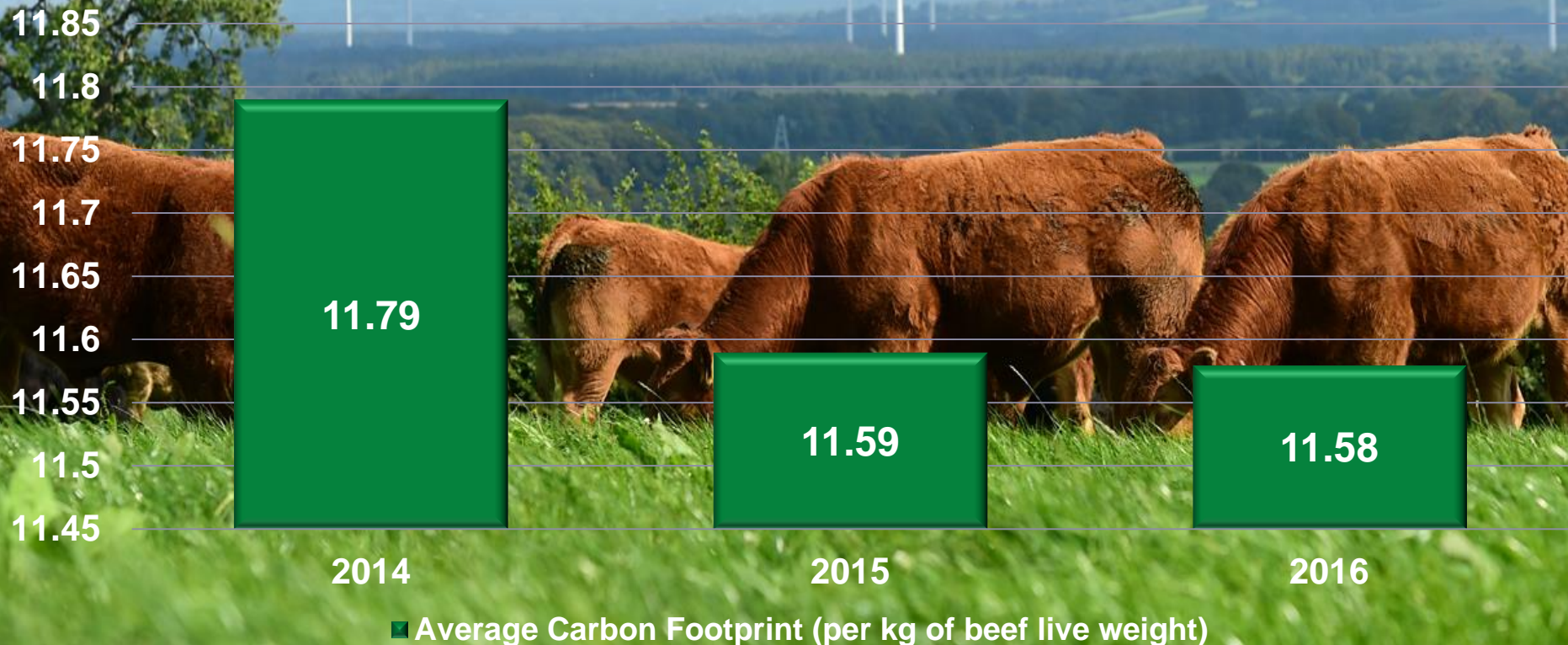
**Over 150,000 carbon assessments on farms to date**

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# Farm Level Performance - Beef

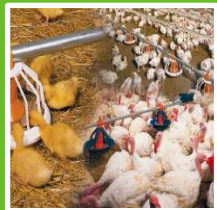


# Farm Level Performance - Dairy

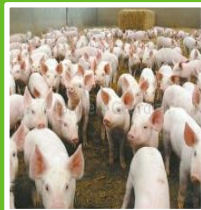




# Sustainability Development Across Remaining Sectors



Poultry



Pigs



Horticulture



Eggs



Sheep

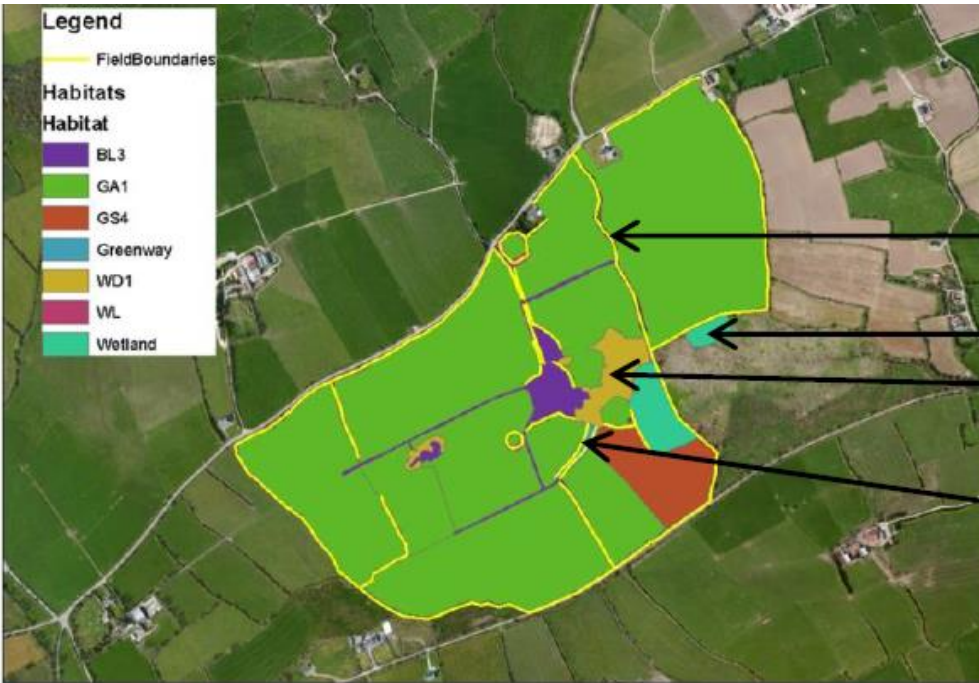
New Models in Development to Rollout in 2017



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# Additional Pilots on Key Sustainability Issues



- Water Quality
- Antibiotic Use and Feed Traceability
- Biodiversity

Successful Pilot on 200 farms in 2016. Potential to scale in 2017 and beyond.



Origin  
Green  
AND

Green  
e Pro  
s 20



# Origin Green Sustainable Producer Awards 2016



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# Company Recruitment Pipeline

**559 Registered**

*95% of exports*

**170 Developing Plans**

**153 Draft Plans Submitted**

**236 Verified Members**

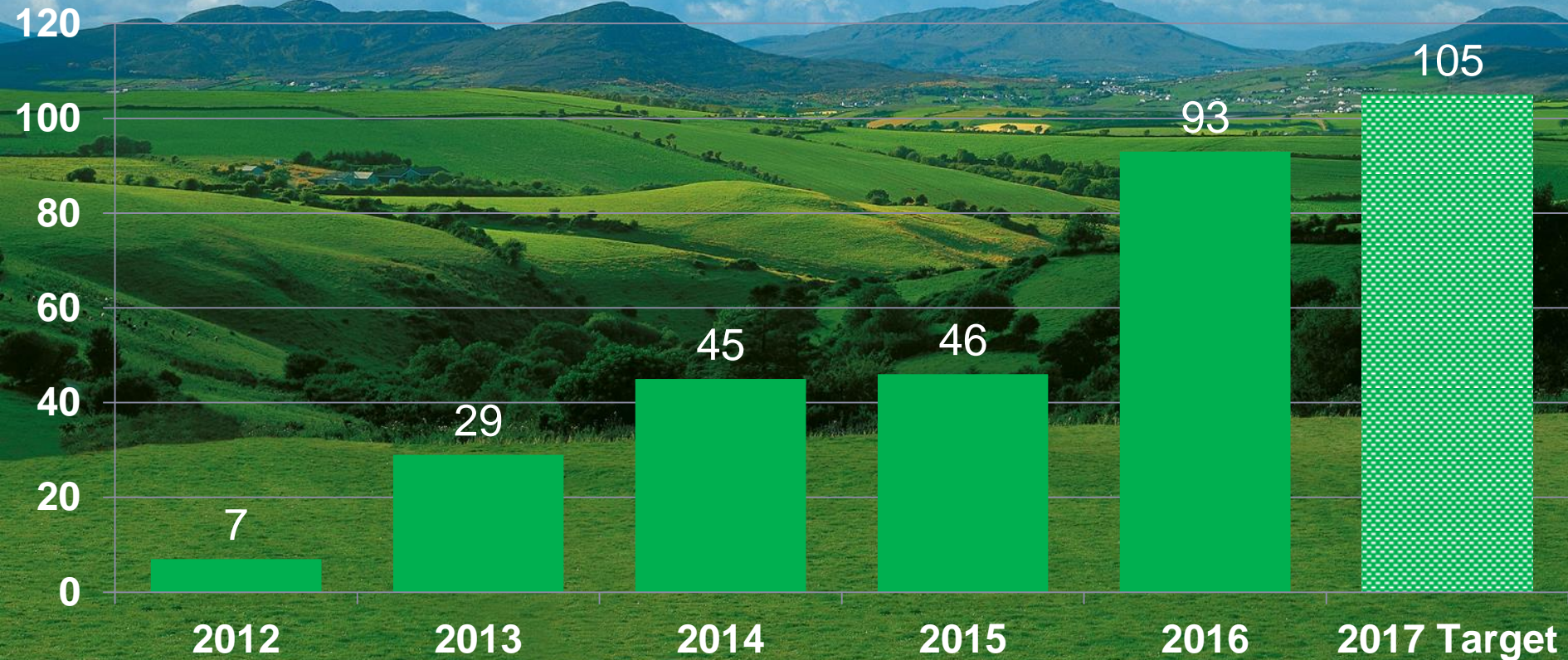
*90% of exports*

**389 Plans Submitted  
or Approved**

**Accounts for almost  
70% of Origin Green  
participating  
companies**



# Verified Member Recruitment 2012 - 2017



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# Increased Target Requirements from 2017

| TARGET AREA   | MINIMUM NUMBER OF TARGETS |      |
|---|---------------------------|------|
|   | 2012-16                   | 2017 |
| <b>RAW MATERIAL SOURCING</b><br>(Companies must focus on key risk raw materials)      | 1                         | 1    |
| <b>MANUFACTURING</b><br>(Mandatory waste, water and energy targets for all members)   | 2                         | 3    |
| <b>SOCIAL SUSTAINABILITY</b><br>(Mandatory health & nutrition target for all members) | 1                         | 2    |
| <b>TOTAL</b>  | 4                         | 6    |

- Strengthen performance
- Fill data gaps
- Respond better to growing customer requirements



# New Online Platform

HOME

NEWS

EVENTS

PLAN SUPPORT

CONTACT US

Move Origin Green Charters Online

Streamline Application and Approval Process

Centralised Collection of Data

Provide Support – Templates, Case Studies,  
Resources, Tools

# Retail and Foodservice

- Launched 2016
- Four Verified Members to Date
- On-going plan support
- More intensive than Manufacturing Level
- Strong lever for driving Manufacturing Level participation and performance

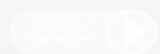






# Origin Green

Ireland is forging a new contract with nature. Be part of it >>



12,820,669

Impressions in 2016 from  
Online Dairy Advertising

953,176

Combined circulation of  
Dairy Print Advertising



20 million

Online Advertising Impressions



Irish

Civic Campaign  
Development

9



foreign languages

23%

Average awareness at trade shows



778 000

Google AdWords Impressions



11 million

Twitter Impressions

900,000



China Website Unique Views

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

**Food Safety**  
AUTHORITY OF IRELAND

**ICBF**  
.com

**IRISH  
DAIRY**

**BIM**  
Ireland's Seafood  
Development  
Agency

**ENTERPRISE  
IRELAND**

**icos**  
Irish Cooperative Organisation Society

**GreenBusiness**  
epa

**Teagasc**  
Agriculture and Food Development Authority

**UCD  
DUBLIN**

**Origin  
Green**  
IRELAND

**FoodCloud  
Hubs**

**MEAT  
INDUSTRY  
IRELAND**

**National  
Biodiversity  
Data Centre**  
enhancing Ireland's biodiversity

**ICMSA**  
INTERNATIONAL CO-OPERATIVE  
MEAT SUPPLIERS  
ASSOCIATION

**Repak**  
FUNDING PACKAGING RECYCLING

**smile :-)**  
Resource Exchange

**seai**  
SUSTAINABLE  
ENERGY AUTHORITY  
OF IRELAND

**FIA**  
Irish Farmers' Association

**IRISH  
FORUM  
FOR  
NATURAL  
CAPITAL**

**AHI**  
Animal Health Ireland.ie

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