

The logo for Origin Green Ireland, featuring the words "Origin Green" in white bold font above "IRELAND" in a smaller white font, all within a dark green circular background with a spiral pattern.

Origin  
Green  
IRELAND

# Genesis & Progress

*Una FitzGibbon  
Director Marketing  
Bord Bia*

Growing the success of Irish food & horticulture

***Bord Bia***  
Irish Food Board

# Changes in Our Climate

Sea level rise

Flooding

Ocean Acidification

Arctic Sea Ice Annual Reduction

Increasing Global Heatwaves

Decreasing Food Yields

More Heavy Rain over Land

Increase in Hurricane Destructiveness

Increase in Species at risk of Extinction



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# The challenge to produce more from less



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**BlackRock issues climate change warning**  
Investors must adapt their portfolios to combat global warming, says world's largest asset manager

**Investors Demand More Sustainability Disclosures From Companies**

## FIGURE 4: MANY TOP MANAGEMENT-LEVEL INVESTORS AVOID COMPANIES WITH POOR SUSTAINABILITY PERFORMANCE

Board members of investment companies are more likely to encourage their companies to avoid or divest from companies with poor sustainability performance.

Which of the following best describes your current position?

Board member  
C-suite executive  
Senior manager

7%  
28%  
28%

Does your firm exclude or divest from companies that have a poor sustainability performance?



Source: "Investing For a Sustainable Future" by Gregory Unruh et al., *MIT Sloan Management Review*, May 2016. [sloanreview.mit.edu/sustainability2016](http://sloanreview.mit.edu/sustainability2016)





# Sustainable Living Plan

## IMPROVING HEALTH AND WELL-BEING

By 2020 we will help more than a billion people take action to improve their health and well-being.

### HEALTH AND HYGIENE

By 2020 we will help more than a billion people to improve their hygiene habits and we will bring safe drinking water to 500 million people. This will help reduce the incidence of life-threatening diseases like diarrhoea.

### NUTRITION

We will continually work to improve the taste and nutritional quality of all our products. By 2020 we will double the proportion of our portfolio that meets the highest nutritional standards, based on globally recognised dietary guidelines. This will help hundreds of millions of people to achieve a healthier diet.



## REDUCING ENVIRONMENTAL IMPACT

By 2020 our goal is to halve the environmental footprint of the making and use of our products as we grow our business.\*

### GREENHOUSE GASES

Halve the greenhouse gas impact of our products across the lifecycle by 2020.\*

### WATER

Halve the water associated with the consumer use of our products by 2020.\*\*

### WASTE

Halve the waste associated with the disposal of our products by 2020.\*



## ENHANCING LIVELIHOODS

By 2020 we will enhance the livelihoods of hundreds of thousands of people as we grow our business.

### SUSTAINABLE SOURCING

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

### BETTER LIVELIHOODS

By 2020 we will link more than 500,000 smallholder farmers and small-scale distributors into our supply chain.



Dependent on suppliers for many of these targets



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- 
- Temperate Climate
  - Permanent Pasture
  - Soil Health
  - Clean Air

- Traditional Farming embracing New
- Common Production Systems
- Audit Infrastructure



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# 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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# How does Origin Green work along the Supply Chain?

## SUPPLY CHAIN LEVEL



FARM

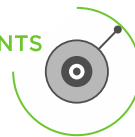


MANUFACTURING

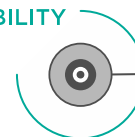


## METHODOLOGY

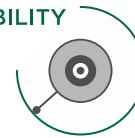
### ON FARM ASSESSMENTS



### 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

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# Farm Level

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The farm audit



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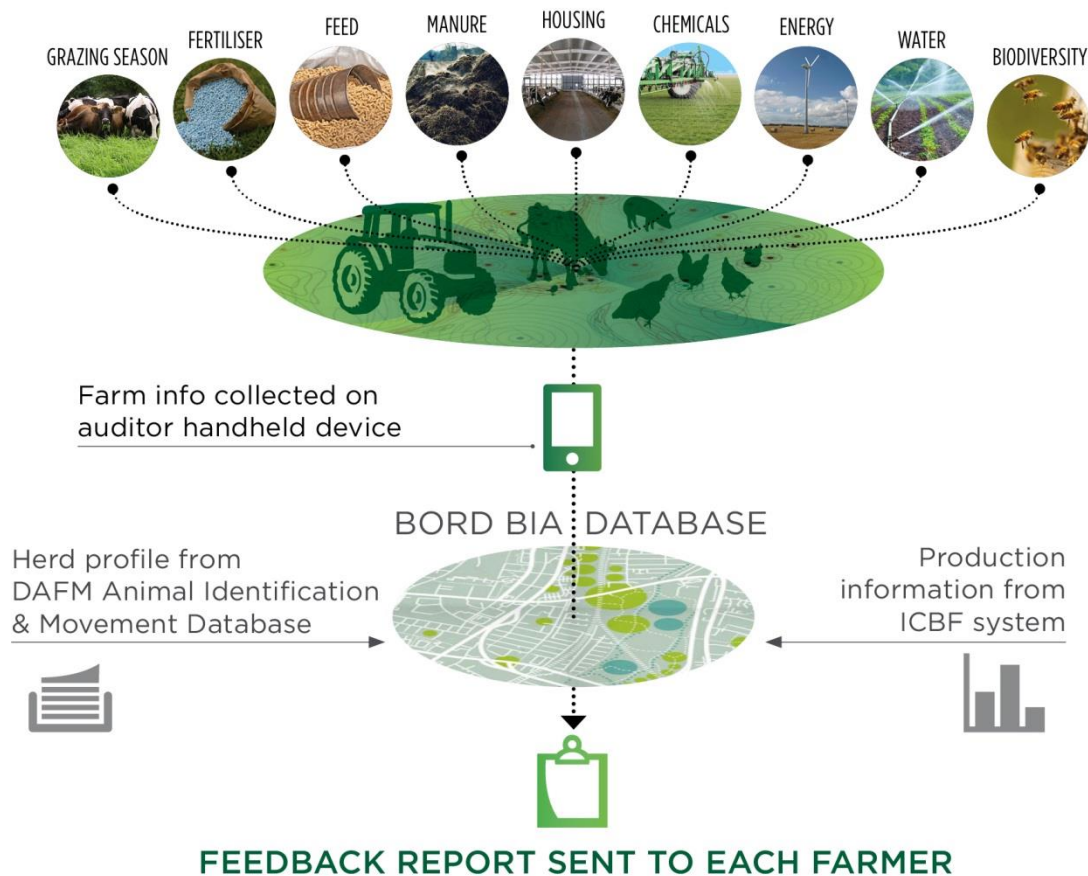
Accreditation, independent verification...

ISO  
17065

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# How do Farm Assessments Work?



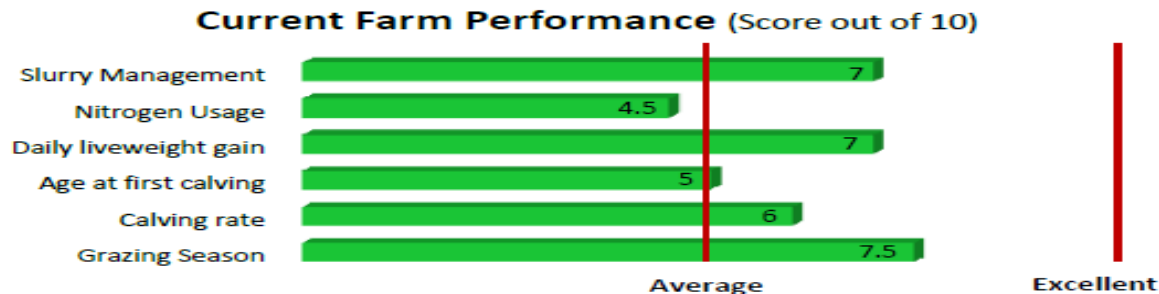
# Feedback to farmers

## Improving you 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 beef enterprise. The information provided at the time of our visit allows us 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
- Calving interval
- Age at first calving
- Daily liveweight gain
- Nitrogen fertiliser usage
- Slurry Spreading



Improving your score 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 beef enterprise by 5%.

# Farm Quality & Sustainability Audits



49,000 Beef Farms

90% of Beef Exports, Audited & Carbon Footprinted

18,000 Dairy Farms

100% Milk production, participants entering audit cycle

Pigmeat, Poultry, Lamb, Eggs, Horticulture, Grain

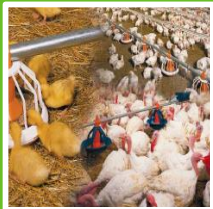
Sustainability measures being implemented

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

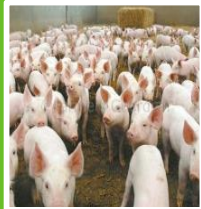
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# Sustainability Development Across Remaining Sectors



Poultry



Pigs



Horticulture



Eggs



Sheep

New Models in Development to Rollout in 2017



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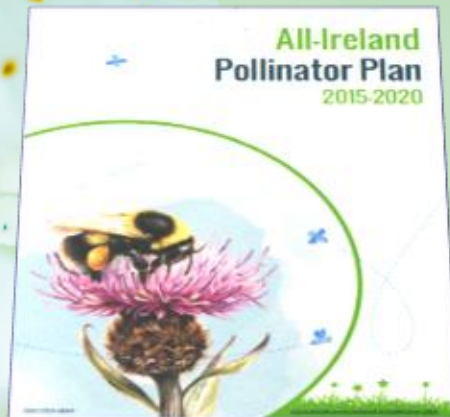
Environmental Scheme  
Participation

Biodiversity

Habitats/  
Areas of Conservation

Tree  
Planting

Hedgerow Management



*Continued focus on biodiversity in 2017*



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# 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"/>

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

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# Company Level

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English

an initiative by **Bord Bia**  
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SGS

# Verified Members

Origin Green Verified Members have a proven and measured commitment to sustainability.

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**220 members and growing...**



# Company Recruitment Pipeline

**557 Registered**

*95% of exports*

**170 Developing Plans**

**152 Draft Plans Submitted**

**235 Verified Members**

*90% of exports*

# Charter



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Assessing the Impacts  
of Social and Environmental  
Standards Systems v1.0

ISEAL Code of Good Practice

Independent  
**SGS**  
Verification



## Raw Material Sourcing

Supplier Certification | Sustainability Initiatives



## Manufacturing Processes

Energy | Emissions | Waste | Water | Biodiversity



## Social Sustainability

Health & Nutrition | Community Initiatives | Employee Wellbeing

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# Strengthening the Origin Green Sustainability Charter

## Minimum Origin Green Plan Requirements from 2017

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



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# Retail & Foodservice Level

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# Retail and Foodservice Charter

## Origin Green Charter

1. Decide on  
Target Areas

2. Agree  
Baseline Year

3. Set  
Timelines &  
Targets

4. Annual  
Progress Report

## Pilot Stage



## Target Areas

Sustainable Sourcing

Operations

Health & Nutrition

Social Sustainability

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## Retail and Foodservice



ESTD 1876  
**MUSGRAVE**  
GROUP

**SuperValu**

**Centra**

MUSGRAVE  
**MarketPlace**

**Daybreak**

**sodexo**



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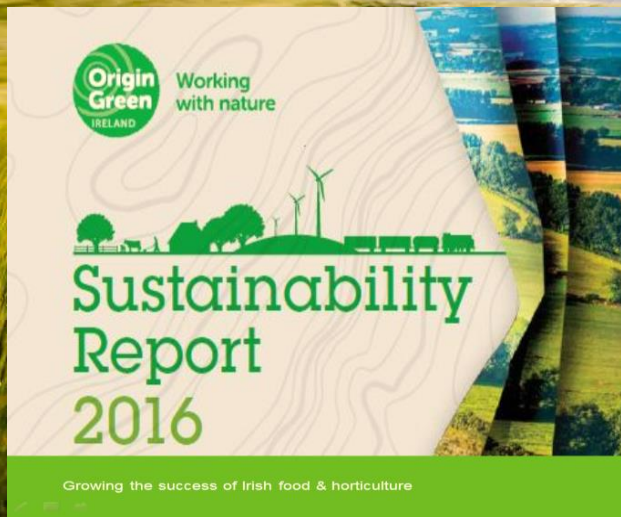


# How Origin Green is Progressing



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# Beef Results



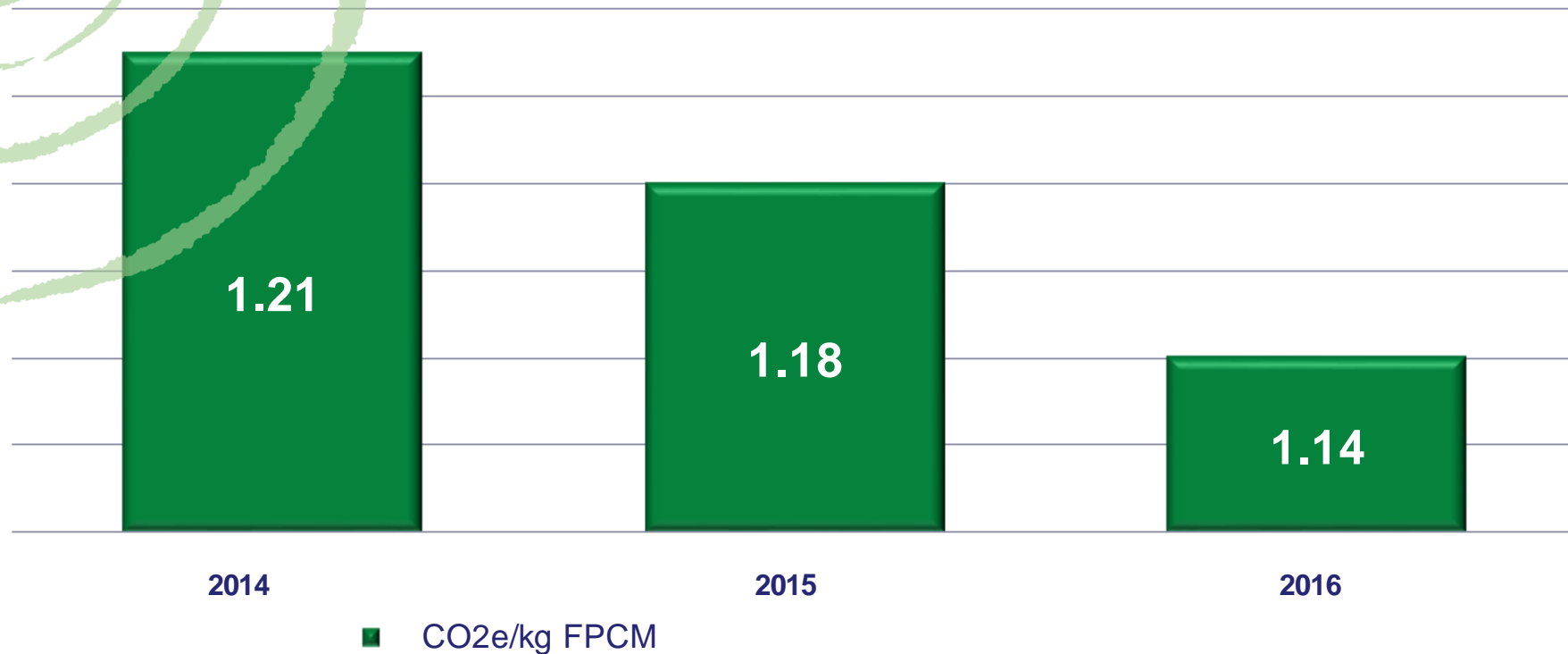
# 37,762

Improvement targets  
established on beef  
farms since 2014

## KEY IMPROVEMENT MEASURES ON BEEF FARMS

- » Longer Grazing Season
- » Lower Age at First Calving
- » Increased Calving Rate
- » Improved Growth Rate
- » Improved Nitrogen Use Efficiency
- » Improved Slurry Management

## Farm Level Performance - Dairy



# 28,680

Improvement targets established on dairy farms  
since 2014

## KEY IMPROVEMENT MEASURES ON DAIRY FARMS

- » Increased Economic Breeding Index (EBI)
- » Longer Grazing Season
- » Improved Nitrogen Use Efficiency
- » Improved Slurry Management
- » Energy Efficiency





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## Total Origin Green Sustainability Targets 2015 Vs 2016



**ON AVERAGE, MORE THAN SEVEN SUSTAINABILITY TARGETS BEING SET BY EACH INDIVIDUAL MEMBER**

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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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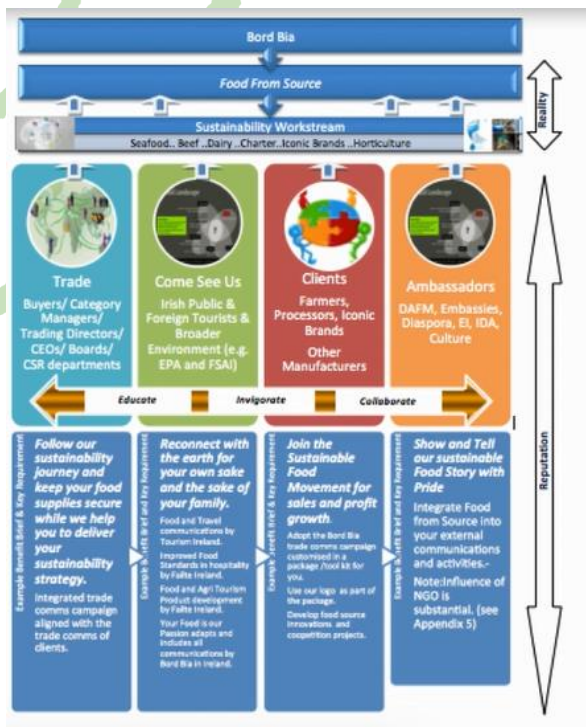
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# Communications Level

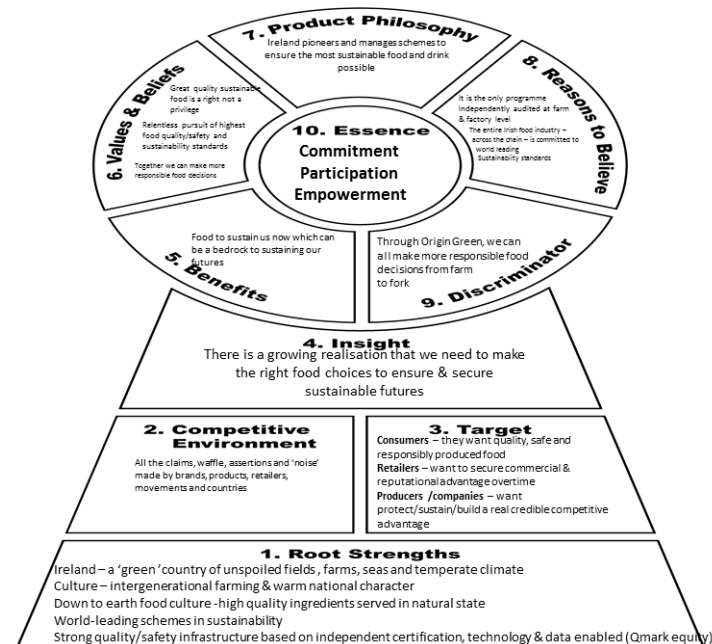
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# Strategic Framework Since 2012



## Origin Green Ireland Brand Key





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# Integrated Marketing Communications



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# Origin Green

Introducing a new contract with nature. Be part of it >>

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12,820,669  
impressions in 2016 from  
Origin Dairy Advertising

953,176  
combined consultation of  
Dairy Prod 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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# International PR & Media Relations



Immersive Origin Green  
Inward Journalist visits  
x 15 targeted trade  
and broadsheet  
publications



European Business & Trade  
Readership over  
**620,000+**



Responsible Business  
Summit UK  
Food Matters Live UK  
Future in Food Dublin



4 million Italian TV  
audience for 1hr long  
prime time programme  
on Ireland's agri-food  
industry

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# Worldwide Trade Events



# Expo Milan 2015



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# Owned - Brand Assets & Content



## Openbrand

[www.openbrand.com/origingreen](http://www.openbrand.com/origingreen)

Visual Asset management site

- Videos – translations
- Key Customer Sustainability Profiles
- Presentations
- Templates
- Images



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# Origin Green Ambassadors 2015-2017



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The world's first national sustainability programme comprehensively measuring and improving the environmental and social impact of an entire food system

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## Custodianship of Our Food Origin



Thank you  
[una.fitzgibbon@bordbia.ie](mailto:una.fitzgibbon@bordbia.ie)

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