Global food producer

- Largest indigenous industry
  - Directly employs 9% of workforce
  - Indirectly employs 19% of workforce
  - 10% of Irish exports
  - 62% land use

- Beef: Largest net exporter in Northern Hemisphere
- Dairy: 50% growth by 2020
- Irish Whiskey: 100% growth by 2020
Growth strategy: Food Harvest 2020

Export value target of €12 billion by 2020
(42% increase on 2009 average)

GROWTH
- Achieve export target
- Increase value of output
- Premium status, new markets

SMART
- Prioritise R&D
- Skills & training
- Coop-etition
- Foster Creativity

GREEN
- National brand
- Prioritise environment
- Satisfy consumer preferences

EACH SECTOR
Environmental credentials
The Origin Green Promise

Verified Commitment to Sustainability all along the Supply Chain
Working with farmers

Additional Sustainability Measures

FULLY TRACEABLE TO THE FARM

Origin Green

- Carbon footprint
- Energy use
- Water use
- Biodiversity
- Soil nutrient levels

Key Measures
1. Grazing season
2. Age at first calving
3. Calving interval
4. Live weight gain
5. Nitrogen fertilizer
6. Manure management

An example from the Navigator tool in the chart to the right shows that the farm in question could cut emissions by 2% and reduce production costs by €800 annually by increasing the length of the grazing season for their cows by three weeks.
Working with farmers

69,000 Beef Farm assessments (over 85% of production)

18,000 Dairy Farms assessments by mid 2016

75,000 Carbon Assessments to date

Pork, poultry and lamb launching July 2015
Working with manufacturers

430 Companies Registered: Almost 80% of exports

103 VERIFIED MEMBERS

RAW MATERIAL SOURCING
- Supplier Certification
- Sustainability Initiatives

MANUFACTURING PROCESSES
- Energy
- Emissions
- Waste
- Water
- Biodiversity

SOCIAL SUSTAINABILITY
- Health & Nutrition
- Community Initiatives
- Employee Wellbeing
A world leader in sustainability

Our journey...
Consumers want it
Retailers want it
It fuels innovation
Conclusions

✓ Entrepreneurship & creativity

✓ Coop-etition

✓ National branding

“People don't buy what you do; they buy why you do it.”

Simon Sinek

International Sustainability Summit
November 9th & 10th 2015
Dublin

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