



Presentation to Joint Conference:
Transforming Agriculture & Rural Development in Bulgaria
Shane Hamill, June 2015





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

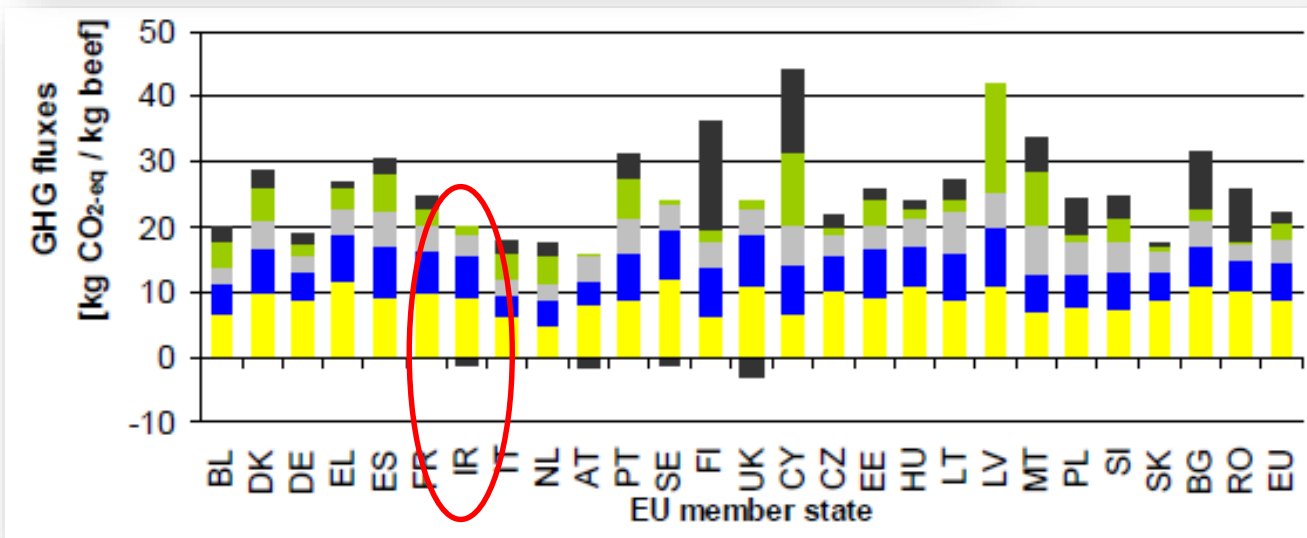
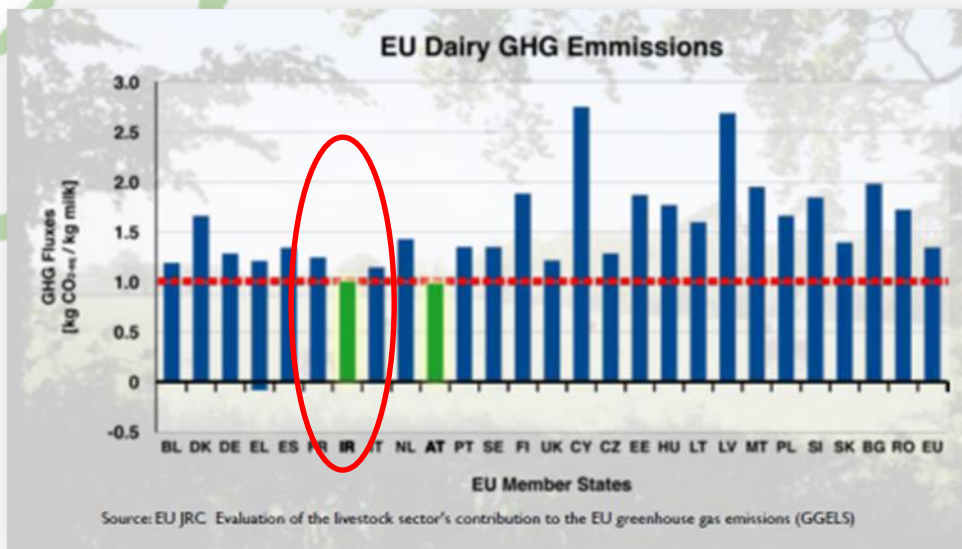
Prioritise R&D
Skills & training
Coop-etition
Foster Creativity

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



ON OVER **100 FARMS** A DAY

Key Measures

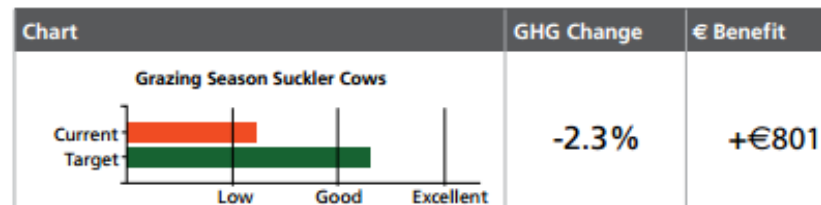
1. Grazing season
2. Age at first calving
3. Calving interval
4. Live weight gain
5. Nitrogen fertilizer
6. Manure management

FULLY TRACEABLE TO THE FARM

Origin Green

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

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.



Example Farm Navigator Chart



Working with farmers



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



18,000 Dairy Farms assessments by mid 2016

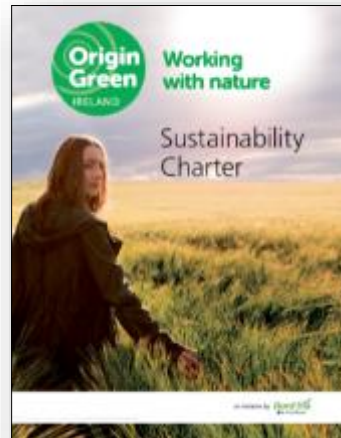
75,000 Carbon Assessments to date

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



ENERGY



EMISSIONS



WASTE



WATER



BIODIVERSITY

SOCIAL SUSTAINABILITY



HEALTH
& NUTRITION



COMMUNITY
INITIATIVES



EMPLOYEE
WELL BEING



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
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