

Origin Green

Aidan Cotter

Foodservice Seminar

14th November 2012

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Great Nations Write Their Autobiography in Three
Manuscripts – The Book of Their Deeds, The Book of
Their Words, and the Book of Their Art.

John Ruskin

come see us



 Department of
Agriculture,
Fisheries and Food
An tAire
Talmhaíochta,
Iascaigh agus Bia

**Food
Harvest
2020.**
A vision for Irish agri-food and fisheries

open for
business

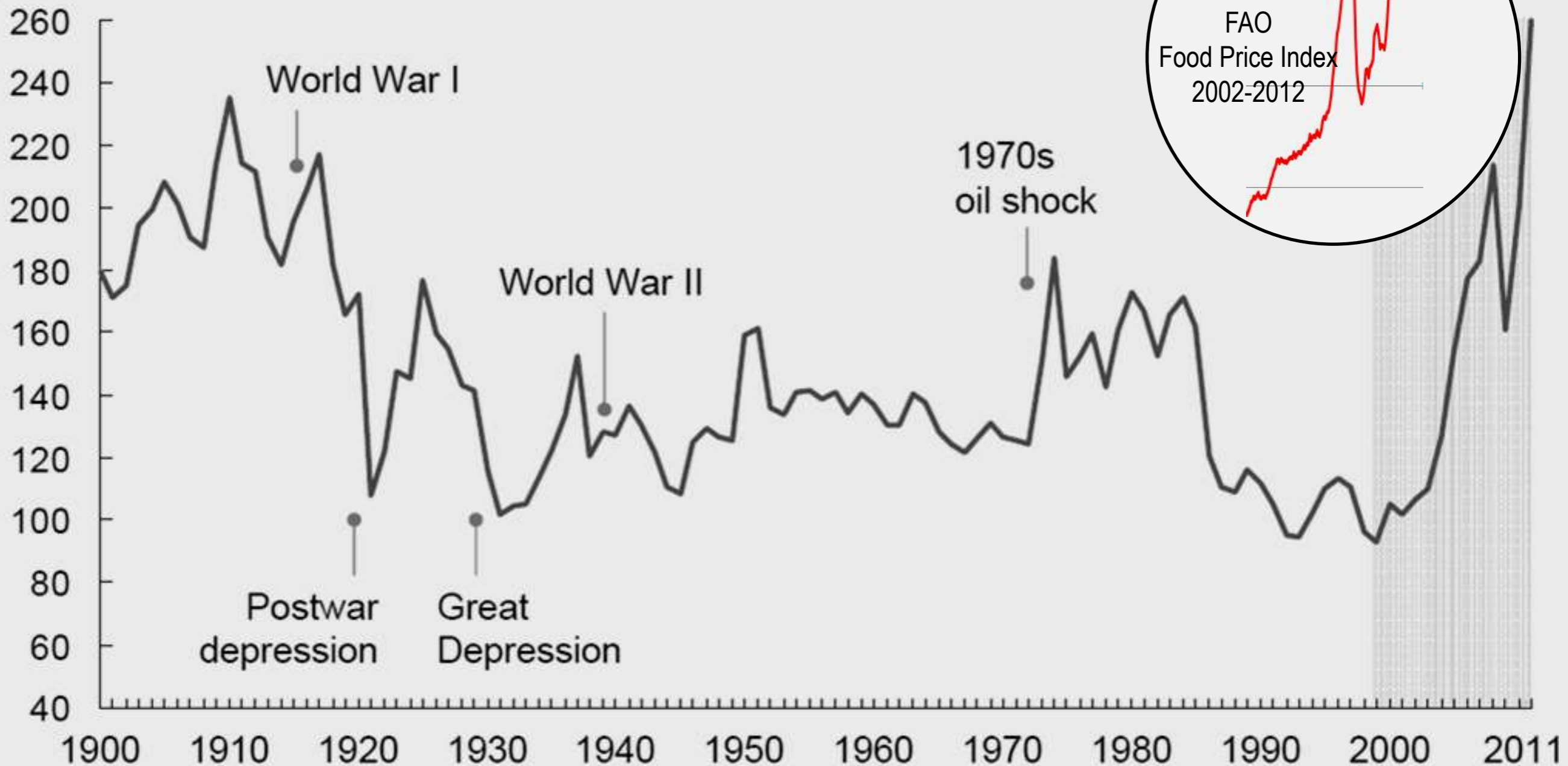
.....need to show what Irish food & drink stands for.....

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Commodity prices, a century in decline.....

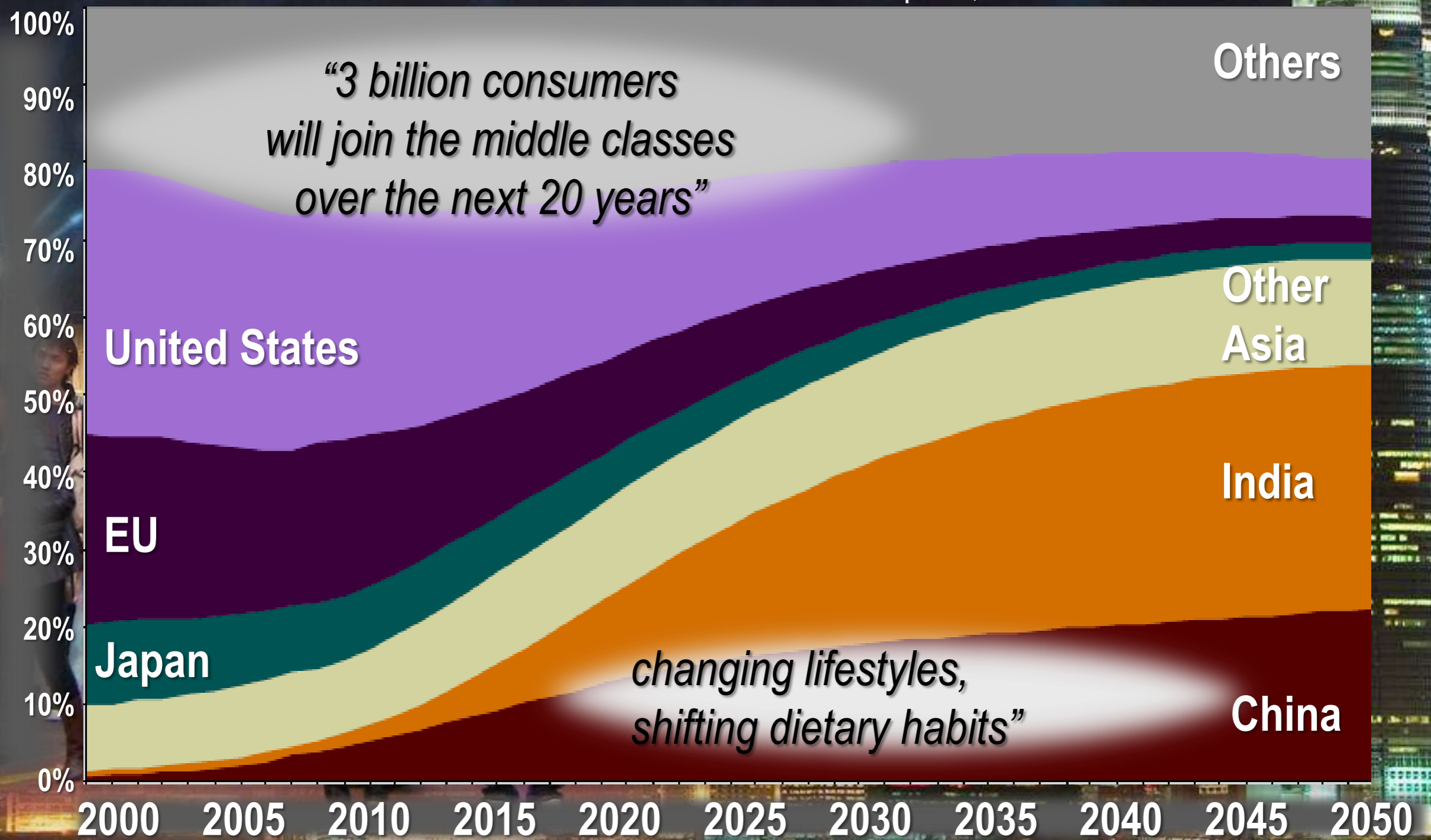
MGI Commodity Price Index (years 1999–2001 = 100)¹



Source: McKinsey Global Institute

India and China Make Waves in the Global Middle Class

Shares of Global Middle Class Consumption, 2000-2050



Source: OECD Working Paper

Supply Challenges

Climate Change

“The most frequent and significant factor causing volatility is unpredictable weather conditions”.

FAO/OECD Agricultural Outlook, 2011-2020

“By 2025, two-thirds of the world’s population could be living under water stress conditions, and 1.8 billion in regions with absolute water scarcity”.

UN

*Food for Fuel:
40% of US corn
used for ethanol”*

Agriculture uses 70% of the world’s freshwater

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we are

EATING

the planet



Images from WWF

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Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.

United Nations Brundtland Commission, 1987



What we do

How you can help

Join, Adopt or Donate ▶



What we're best known for - protecting endangered species and environments...



There's more to us than saving pandas and tigers...



We can all make changes in how we live, to use the world's natural resources more sustainably...

Promoting sustainability ▶

WWF news...

Living Planet Report launched in space

Astronaut Andre Kuipers shares his



Why Brazil must protect the Forest Code

Brazil has built a well-earned reputation for tackling deforestation and protecting the environment. With the country about to host this summer's UN Conference on Sustainable Development (aka Rio+20), the Brazilian government risks enormous damage to its international status on biodiversity and climate protection.

Brazil has committed itself to reducing deforestation by 80% in the Amazon and by 40% in Cerrado (tropical savannah) and to reduce greenhouse gas emissions by up to 39% by 2020. Those commitments will be impossible to meet if the proposed bill becomes law.

The changes to the Forest Code would have severe environmental, social and economic consequences – from huge increases in deforestation, risks of flooding and loss of sensitive ecosystems and habitats to billions of tonnes of additional greenhouse gas emissions, undermining efforts to keep global warming below 2°C.

** Figures from a 2011 study by Brazil's government-led research organisation IPEA (Institute of Applied Economic Research)*



Read our Living Planet Report ▶



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WORKING TOGETHER TO SAVE FORESTS



COMITÊ BRASIL EM DEFESA DAS FLORESTAS E DO DESENVOLVIMENTO SUSTENTÁVEL

Dear Mrs. President Dilma Rousseff,

YOUR CREDIBILITY IS LIKE THE FOREST.

ONCE IT'S GONE, IT'S GONE.

Tracking Brazilian beef

Monitoring system set for roll-out in 2012

As the second-largest producer of beef and the top global exporter since 2004, beef cattle represent the leading driver of deforestation in the Brazilian Amazon. According to the National Wildlife Foundation, the country is also the world's third-largest emitter of greenhouse gases, nearly half of which are directly tied to deforestation. These factors make the monitoring of our supply chain critical.



2012 Global Responsibility Report

If the planned amendment of the Brazilian Forest Code law goes through, millions of hectares of forest will be lost and billions of tons of CO₂ emitted. This 'reform' also puts at risk Brazil's leading international role in biodiversity and climate protection on the eve of the Rio+20 summit. President Rousseff, during your presidential campaign you pledged to prevent changes in a law that would allow illegal deforestation or give an amnesty to environmental criminals.

Please stand by your word.

For more information: www.wwf.org.br/english
www.comiteflorestas.org.br

The Comitê Brasil is a coalition made up of 163 organizations representing Brazilian civil society.

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Sustainable Agriculture Initiative

A food industry organization aimed to support the development of sustainable agriculture, involving stakeholders of the food chain

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Global News

[VIEW ALL NEWS](#)

Standards and audit protocols added to ITC's Standards Map

Tuesday 05 June 2012

In an effort to respond to the information needs of its stakeholders, the Standards Map team is continuously adding new standards systems to Standards Map. The three latest additions include the Sustainable Agriculture Initiative (SAI) Platform Principles and Practices, the Sedex Members Ethical [...] [Read more](#)

Upcoming Events

[VIEW ALL EVENTS](#)

Water and Agriculture Working Group Meeting

11 Jun 2012



The future use of ICT and robotics in agriculture and food business

13 Jun 2012 - 14 Jun 2012

SPA Workshop

13 Jun 2012




10 Years Anniversary
Click here to find out more



Members' Sustainability Projects
[View all](#)

Key Topics



Arable & Vegetable Crops

Beef

Coffee

Dairy

Fruit

Water & Agriculture

Growing the success of Irish food & horticulture



Plan A is all about doing the right thing

We've extended Plan A to cover 180 commitments, with the aim of becoming the world's most sustainable major retailer by 2015. Find out more below.



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About Plan A

We launched Plan A in January 2007, setting out 100 commitments to achieve in 5 years. We've now extended Plan A to 180 commitments to achieve by 2015, with the ultimate goal of becoming the world's most sustainable major retailer.

Through Plan A we are working with our customers and our suppliers to combat climate change, reduce waste, use sustainable raw materials, trade ethically, and help our customers to lead healthier lifestyles. [Explore](#) our Plan A commitments for 2010 - 2015.



**Sainsbury's
20 by 20
Sustainability
Plan**

Sourcing with Integrity

1. By 2020, we'll source all of our key raw materials and commodities sustainably to an independent standard

**OUR VALUES
MAKE US
DIFFERENT**
j-sainsbury.co.uk/cr

**Live
Well
For
Less**

Sainsbury's

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THE PLAN

Home > The Plan > Sustainable sourcing

IMPROVING HEALTH AND WELL-BEING

Health & hygiene

Nutrition

REDUCING ENVIRONMENTAL

SUSTAINABLE SOURCING

GROWING FOR THE FUTURE

SIGN UP FOR OUR
NEWSLETTER

Name (required)

Email (required)

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

Sustainable sourcing

ENHANCING LIVELIHOODS

Better livelihoods

Today we source 10% of our agricultural raw materials sustainably. By 2012 we will source 30%; by 2015 50%; and by 2020 100%.

Consumers want it

Consumers around the world want reassurance that the products they buy are ethically sourced and protect the earth's natural resources. A growing number are choosing to buy brands such as Rainforest Alliance Certified™ Lipton tea, Ben & Jerry's Fairtrade ice cream, and 'small & mighty' concentrated laundry detergents. A more sustainable brand is often a more desirable brand.

The Unilever Sustainable Living Plan



FOOD

PROMOTIONS

OUR STORY

CAREERS

LOCATIONS

SEARCH

CONTACT US

SERVICES

WEBSITES



The Road to Sustainability

McDonald's never stops working toward improving our environmental performance...and reaping "double green" benefits around the world.



The Road to Sustainability

Building a sustainable McDonald's involves all facets of our business.

[Learn more about our efforts](#)



Keeping Score

Several years ago, McDonald's worked with Conservation International to develop an environmental scorecard. It drives greater awareness of resource use (energy, water, air emissions and waste) with the ultimate goal of reducing our environmental impacts.

[Watch our video to learn more](#)

Our Story

Our History

Leadership

Our Communities

Values In Action

▶ **The Road To Sustainability**

Greener Than Ever

Recycle, Renew

Animal Welfare

Corporate Info

News

Get straight answers to your food quality questions.

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.



Creating Shared Value
Nutrition, water, rural development

Environmental sustainability
Protect the future

Compliance
Laws, business principles, codes of conduct

The Big Idea

Capitalism is under siege.... Diminished trust in business is causing political leaders to set policies that sap economic growth.... The purpose of the corporation must be

trust in business is causing political leaders to set policies that sap economic growth.... **Business is caught in a vicious circle....** redefined around

CREATING SHARED VALUE

How to reinvent capitalism—and unleash a wave of innovation and growth *by Michael E. Porter and Mark R. Kramer*



62 Harvard Business Review January-February 2011

January-February Harvard Business Review 2011

January-February 2011 Harvard Business Review 63

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We don't hire people to bake brownies.
We bake brownies to hire people.

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REAL BELGIAN CHOCOLATE



100% ALL NATURAL

Do-Goodies

[Click here to purchase our delicious Do-Goodie brownies.](#)



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[news](#)

Have you checked out our new Whole Planet Brownie at your local Whole Foods Mark... 3 hours ago



Like



1270 likes. Sign Up to see what your friends



Find us on Facebook

IN THE NEWS

Greyston Bakery Becomes New York's First Benefit Corporation



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Dow Jones Sustainability Indexes

In Collaboration With SAM

Home

Sustainability Assessment

Dow Jones Sustainability Indexes

Review

Index Values

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Review

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Unilever Named in Top Spot on Dow Jones Sustainability Index

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09/14/12 : Unilever has been named as the sustainability leader in the Food & Beverage super-sector of the Dow Jones Sustainability Indexes (DJSI).

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Unilever: The Business Case

Consumers want it

Retailers want it

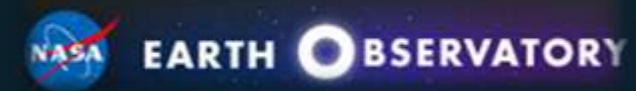
It fuels innovation

It helps develop new markets

It saves money

It inspires our people

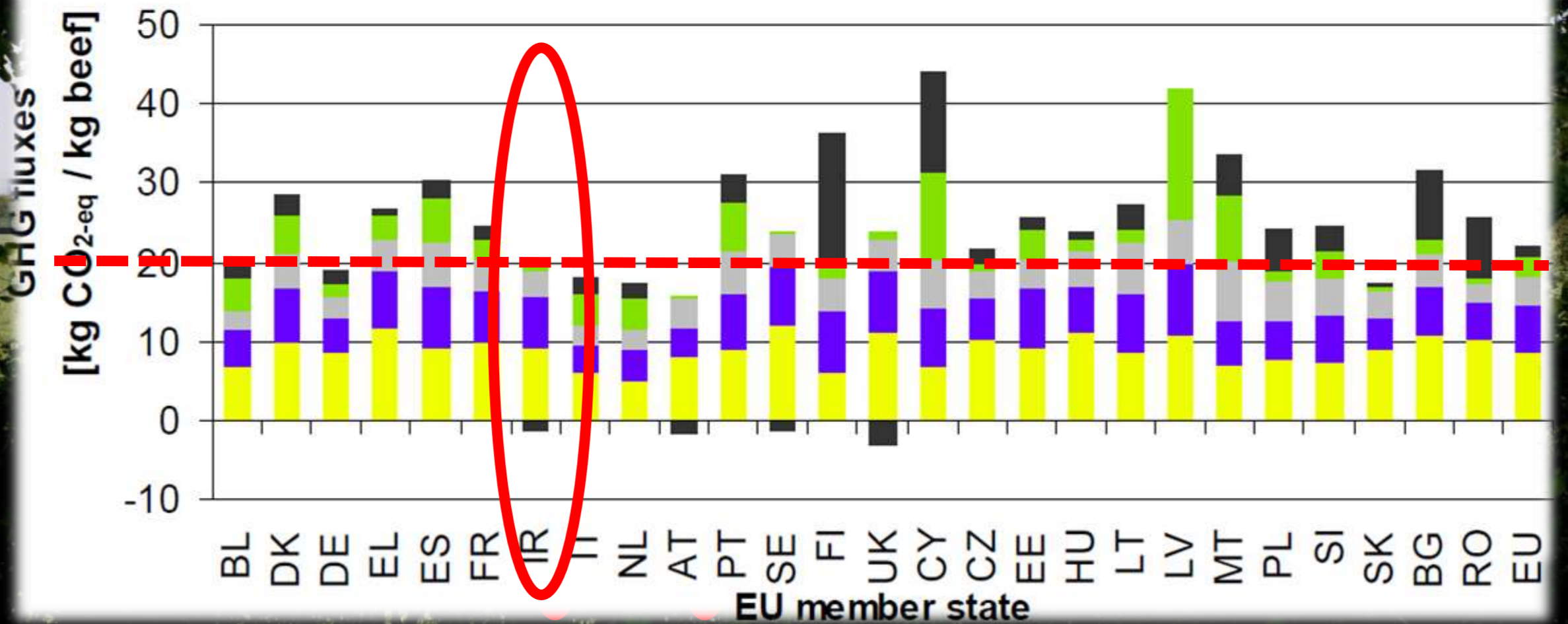
The Emerald Isle



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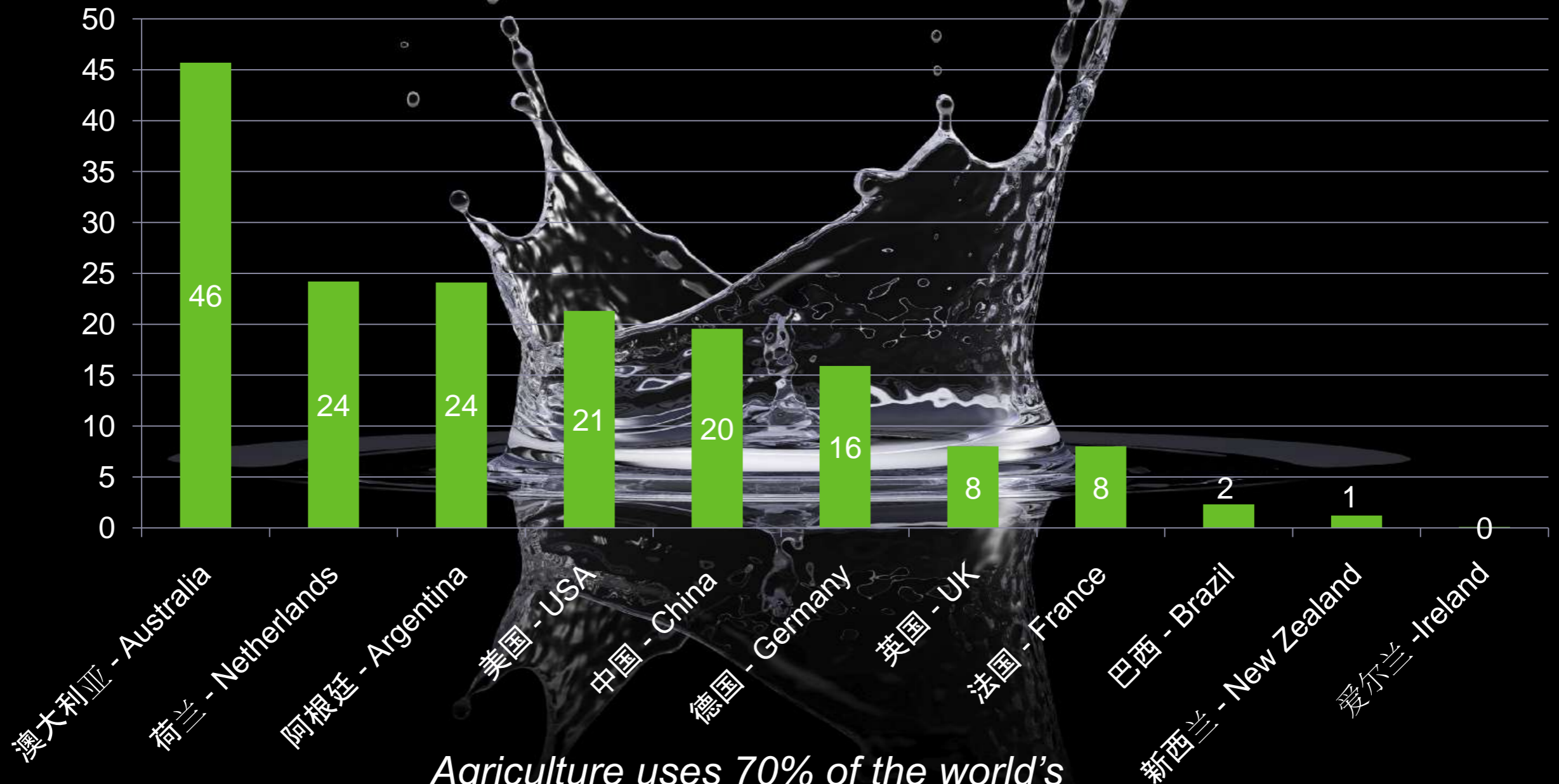
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EU Beef GHG Emissions



Source: EU JRC Evaluation of the livestock sector's contribution to the EU greenhouse gas emissions (GGELS)

Ireland has a very favourable water stress index (% of territory under water stress)



*Agriculture uses 70% of the world's
freshwater*

Source: Yale University

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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...

The infrastructure is in place.....



Quality Scheme	Farms Certified	Estimated production
Beef	32,000	75%
Lamb	8,500	45%
Pig	360	95%
Poultry	1,200	95%
Eggs	350	97%
Horticulture	300	50%
Dairy	18,000	100%

Sustainability Development Programme



Farming



Processing



Packing



Transport



Retail

Calculating the Carbon Footprint

Farm Enterprise Information ✕		
Note: Information to be collected for last full calendar year:		
AgFood.ie		
Using AgFood.ie?	Yes	No
If not, interested in signing up?	Yes	No
Farm Details		
Farm size total (own):		
Farm size rented (total i.e. for any enterprise):		
Area dedicated to Cattle enterprises (both beef and dairy):		
In REPS?	Yes	No
In AEOS?	Yes	No
In Natura?	Yes	No



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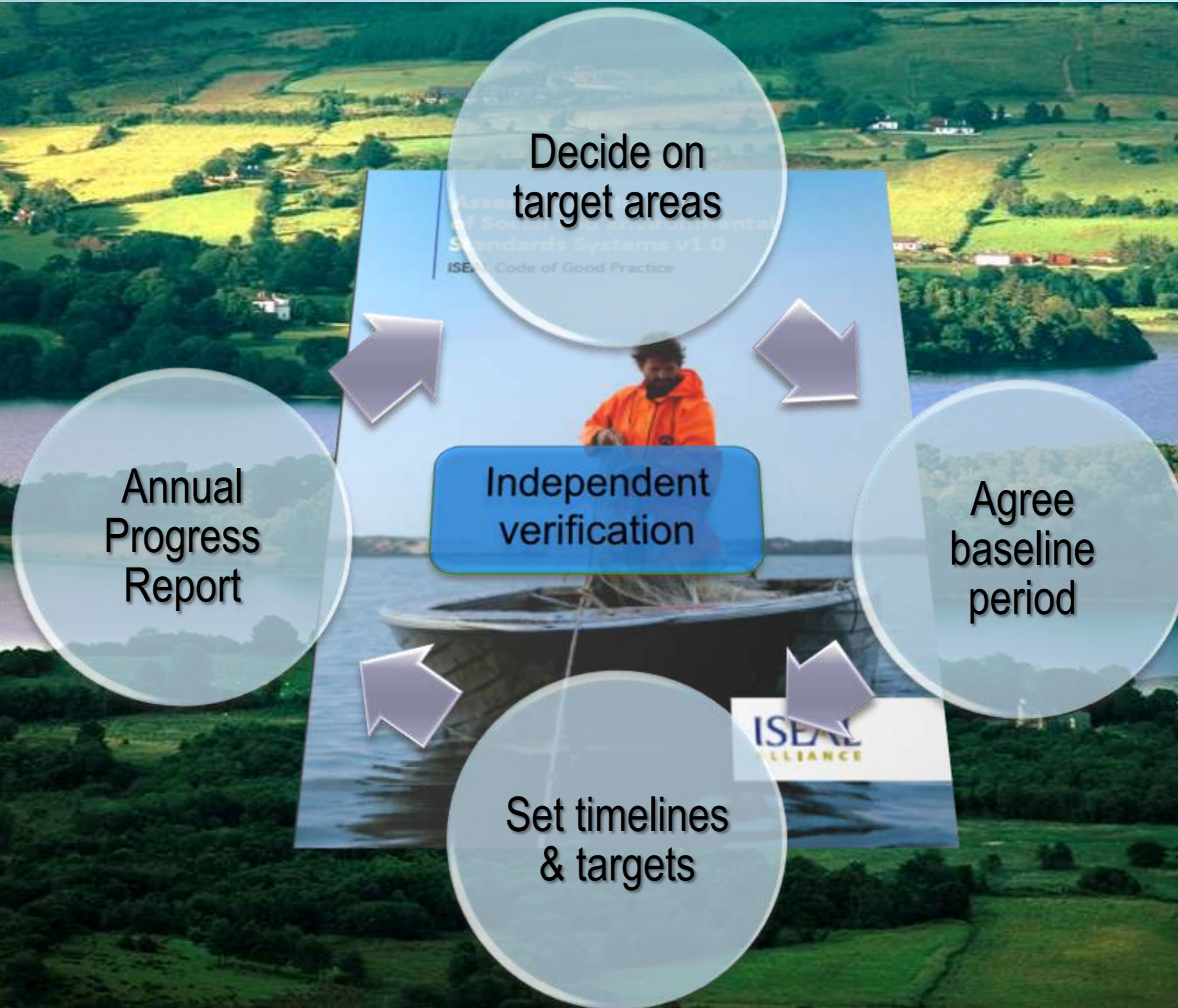


Measuring what matters.....other sustainability criteria

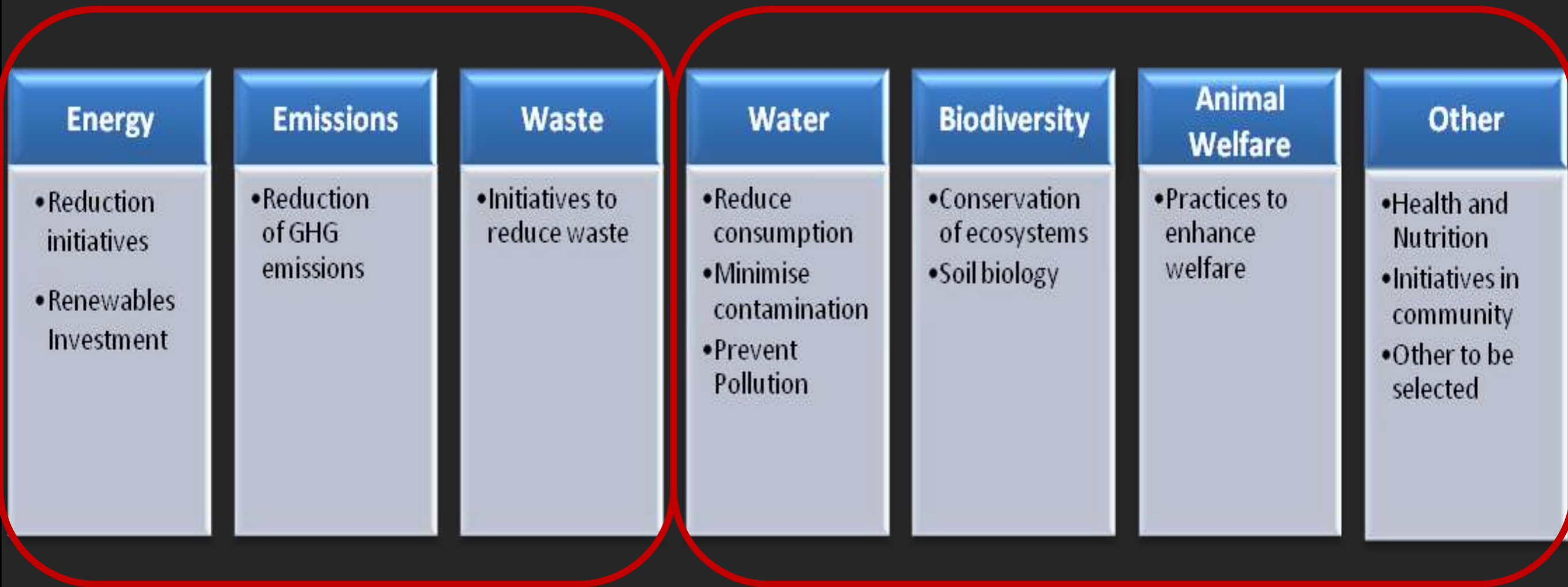
Biodiversity

Darrel Rees

The Sustainability Charter



Issues to include in sustainability plan



At least one “stretch target”

At least one “stretch target”

Trade Research Interviews

DIAGEO

Sainsbury's

coop


Pernod Ricard

Carrefour 

sodexo

Barilla

ASDA

il gigante

MAREDO 


Unilever

Walmart 
Save money. Live better.

MARKS &
SPENCER

Whitbread

 Ahold

LIDL

SUBWAY


McDonald's

 Nestlé
Good Food, Good Life

metro



Working
with nature

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Origin Green home

What is Origin Green?

Participating Companies

Company Testimonials

Get your business involved

Register your interest

Origin Green Ireland - Working with Nature

share

More info



Great Nations Write Their Autobiography in Three Manuscripts – The Book of Their Deeds, The Book of Their Words, and the Book of Their Art.

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