

# Irlands Weg in Richtung Nachhaltigkeit.

Gabriele Weiss Brummer, Managerin und  
Leitung des DACH-Standortes, Bord Bia

**BORD BIA**  
IRISH FOOD BOARD



Bord Bia Act 1994: 'The functions of the Board shall be to promote, assist and develop in any manner which the Board considers necessary or desirable the marketing of Irish food and livestock,'



### **Irish Farmer**

Sustainable Assurance on-farm and drive demand in market to support commercial viability



### **Environment**

Work with the wider industry to protect the unique and valuable environment in Ireland for sustainable food production.



### **Industry**

Deliver capability, talent, brand, insight, in-market and sustainability services to enhance growth opportunities.



### **Customers**

Work with customers to connect them with Irish suppliers that can satisfy their needs.



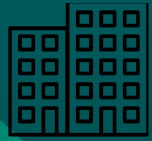
31

Years Old



154

Staff



14

Offices



€17bn

Export value



1400+

Client companies



180+

Markets



## Our Purpose:

To Bring Ireland's outstanding food, drink and horticulture produce to the world, thus enabling the growth and sustainability of producers.

# Germany

## Value of Irish food and drink exports 2024

Source: Bord Bia



Total exports to  
Germany

**€956**  
MILLION

**BORD BIA**  
IRISH FOOD BOARD

Dairy

**€465**  
MILLION



Beef and beef offal

**€148**  
MILLION



PCF

**€134**  
MILLION



Drink

**€83**  
MILLION



Sheepmeat

**€73**  
MILLION



# Austria

## Value of Irish food and drink exports 2024

Source: Bord Bia

+30%

on 2023

Total exports to  
Germany

€33  
MILLION

**BORD BIA**  
IRISH FOOD BOARD

Dairy

€19  
MILLION



Meat

€1.4  
MILLION



PCF

€3.8  
MILLION



Drink

€7.2  
MILLION



Seafood

€1  
MILLION

# Sustainability



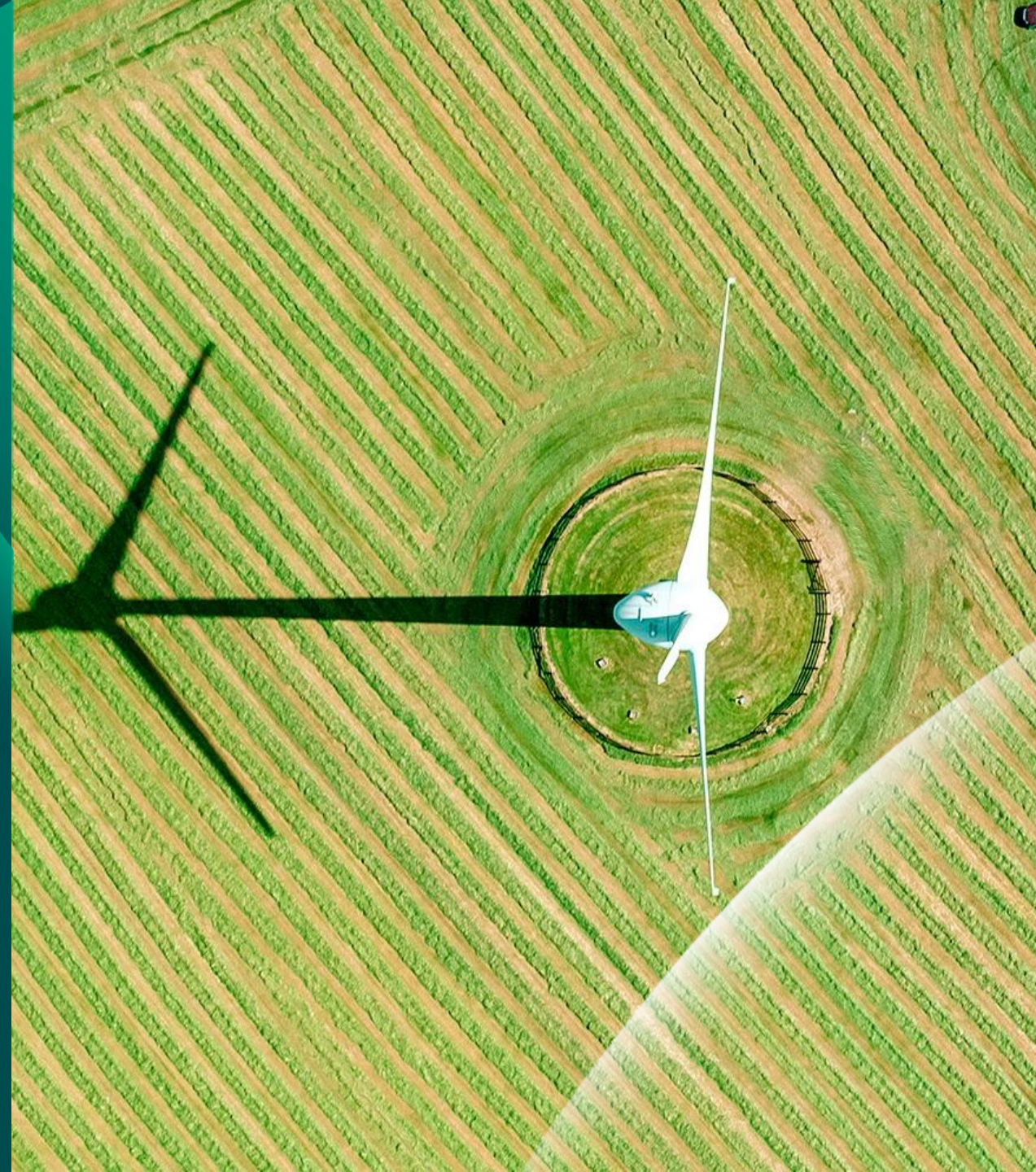


**Grass the Differentiator**

# Origin Green

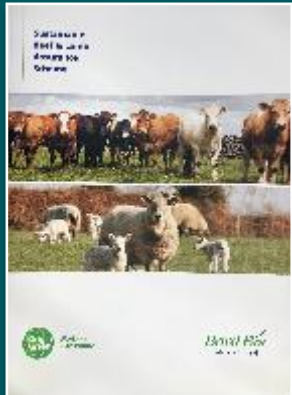


- Ireland's food and drink sustainability programme.
- The world's only national sustainability programme that spans the entire supply chain from farm to fork.



## Farm Level

- Farm Audit every 18 months
- Accredited to 17065:2012
- Approx 61,000+ members
- Carbon Footprint Assessments



## Company Level

- 3-5 Year Sustainability Plan
- Manufacturers establish 4-8 targets
- Progress Independently Audited Annually
- 350+ Manufacturing Members

### TARGET AREAS



RAW MATERIAL  
SOURCING



MANUFACTURING  
PROCESSES



SOCIAL  
SUSTAINABILITY

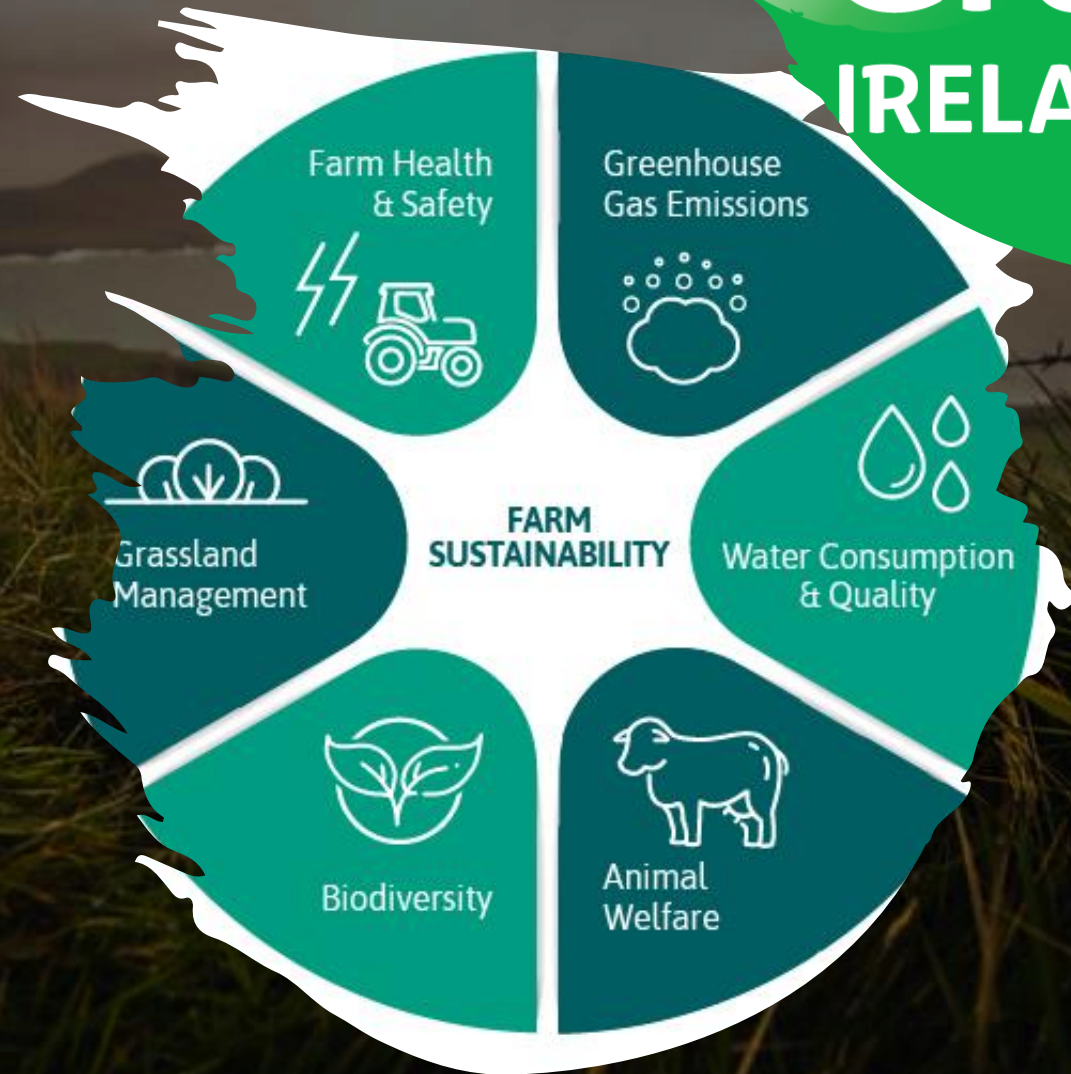
# Origin Green IRELAND

## Our Vision

- A thriving Agri-food sector that is responsive to the future needs of people and our planet


## Our Purpose

To power and prove the sustainability of Ireland's food, drink and horticulture sector



# Sustainable Assurance Schemes

At the farm level, there are **over 70,000** members of Bord Bia's Sustainable Assurance Schemes for beef, lamb, dairy, horticulture and eggs. This infrastructure sees more than **100 auditors** undertake over **800 independent farm audits** each week.

- 
- ✓ Audited every 18 months
  - ✓ Multi-stakeholder Development
  - ✓ National Coverage

# Farmer Feedback Reports

Bord Bia to generate a farmer feedback report which demonstrates to members how their farm inputs and activities contribute to GHG production and will contain advice and feedback on how to mitigate against these



375,000+  
Carbon  
assessments on  
beef and dairy  
farms

The central diagram consists of six overlapping circles, each representing a key area of the feedback report:

- Farm Health and Safety** (Heart icon)
- Carbon Footprint** (Footprint icon)
- GHG Emissions** (CO<sub>2</sub> icon)
- Nutrient Management** (Plant icon)
- Grassland Management** (Grass icon)
- Grass-Fed Criteria** (Sheep icon)

The background collage shows various report pages, including:

- Summary Tables:** Tables with columns for 'Metric', 'Current Assessment', 'Target', and 'Score'. For example, 'Carbon Footprint' shows a current assessment of 1.8 and a target of 1.5.
- Bar Charts:** Visual representations of data points, such as 'Percentage Share of Farm Emissions'.
- Textual Advice:** Sections titled 'Recommendations' and 'Next Steps' providing specific guidance to the farmer.

# AGNAV

- **New Online Farmer Tool** guided by Science
- Farmers can create bespoke sustainability action plans for their farms
- Currently available to Irish beef and dairy farmers – extending to all primary producers in next year



# Origin Green Highlights

**77,000 members/90%** of Irelands total food and drink exports

**10,000 farmers** registered on Sustainability learning hub

**16%** average reduction in CO2 per unit of beef  
and **11%** on dairy side

**53,000** audits in 2023

**78%** incorporated multi-species swards as part of re-seeding programme



- **PGI Certification since 2024**

Recognizes the unique quality and origin of Irish beef.

- **Sustainability Commitment**

Promoting environmentally conscious practices in beef production

# Irish Grass Fed Beef

## Now with PGI



From selected grass fed

- Outdoor reared for 220
- 90% of their diet is grass



**BOARD BIA**  
IRISH FOOD BOARD



Learn more about Irish grass fed beef with PGI, scan QR code:

# Final Thoughts

- **Traditional family-farmed outdoor grazing system** leading to high animal welfare
- **Grass-fed** as the power behind sustainability and great taste
- **Robust and independent sustainability credentials to meet customer needs** through Origin Green
- **Roadmap in place** to continue to improve sustainability



# Thank You

**BORD BIA**  
IRISH FOOD BOARD

