

**Ornua**  
THE HOME OF IRISH DAIRY

**A global market  
for pasture fed  
dairy**



# About Ornuua



Proud  
owner of  
Kerrygold

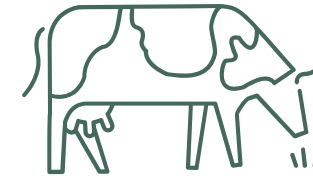


**2,400** strong global team

Ireland's  
largest  
exporter  
of dairy  
products

**€2.3**  
Billion

Annual sales  
of over  
€2.3 billion



Markets the  
unique taste of  
grass-fed dairy

Exporting to  
over 110  
countries  
for nearly  
60 years



# We are Collaborators

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## Farmers

Irish dairy farmers are dedicated to producing high quality milk off a grass-based system every day

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## Members

State-of-the-art, well invested member processor facilities continuously provide Ornuia with high-quality dairy products that consumers all over the world can trust and enjoy.

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## Ornuia

Ornuia's expertise in building sustainable routes to market helps add value to Irish milk and secure strong returns for members and, in turn Irish dairy farmers.



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110

Export Markets

9

Innovation Centres

12

Production Facilities

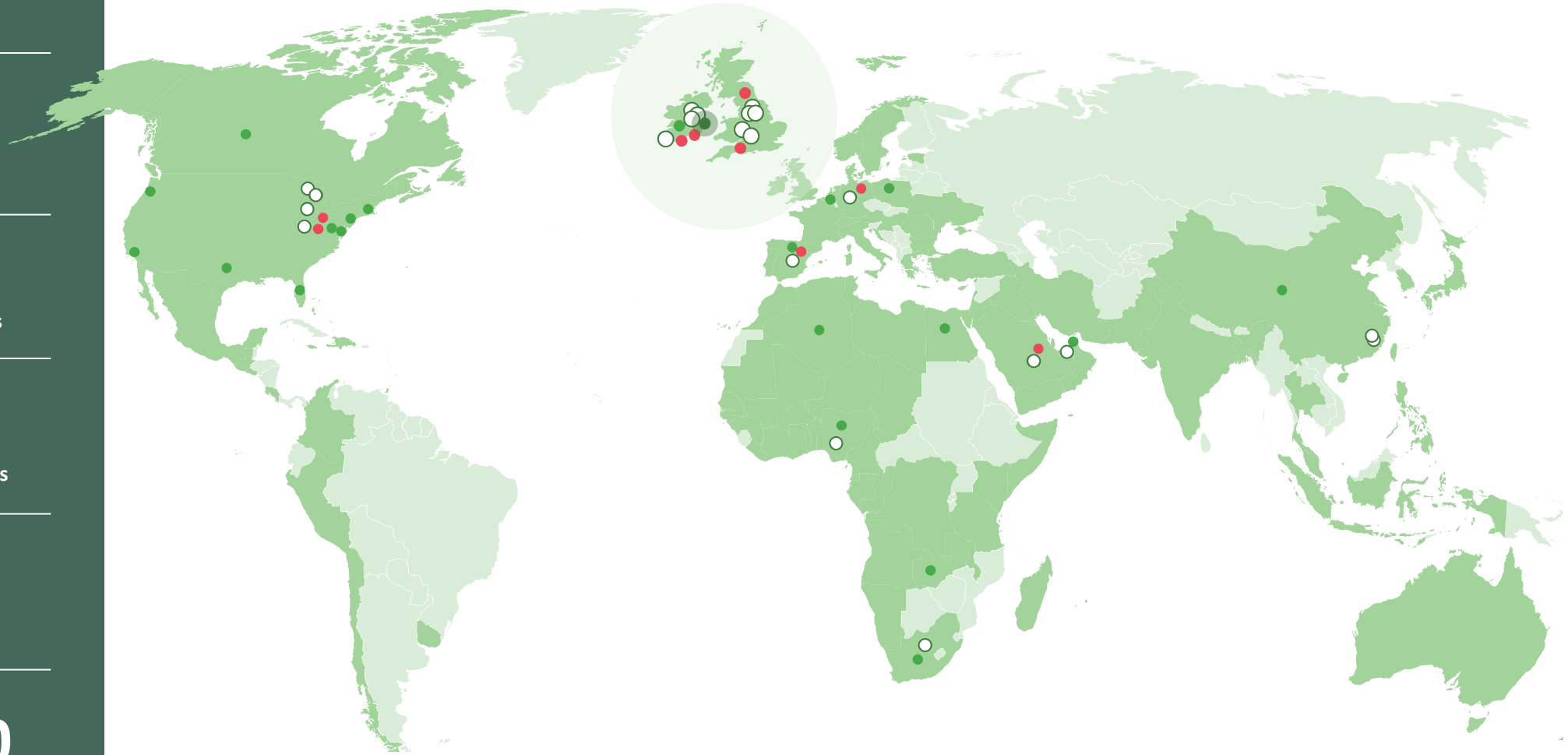
2,400

Employees

14,000

Dairy Farmers

# Our Global Business



- Ornuu Export Markets
- Ornuu Innovation Centres
- Ornuu Production Facilities
- Ornuu Sales & Marketing Teams



# The Kerrygold Brand

**€1 billion**

Ireland's most successful  
food brand.

**No. 1**

butter and cheddar  
brand in Germany, No. 2  
butter brand in the USA.

**10 million**

Packets of Kerrygold butter  
and cheese sold each  
week.





The  
**KERRYGOLD**  
PROMISE



PREMIUM QUALITY



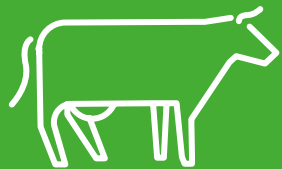
MILK FROM  
IRISH GRASS-FED COWS



SUPERIOR TASTE

# What makes Kerrygold taste so good?

The Irish, grass-fed difference.



Irish cows *graze* outdoors for most of the year



Grass-fed cows milk is rich in natural **beta-carotene**



Natural golden colour and superior taste



Safeguarded by time-honoured farming traditions







# The growth opportunity



## Today's Consumer

Total **transparency** is needed to build brand trust

Consumers are looking for **authentic and honest** products

Consumers are conscious of the **impact products have on their health**

Knowing and understanding **product origin** is key

# Ireland's opportunity

Grass-fed is inherent to Ireland's dairy system – a **strong USP**

Continue to **invest** in Kerrygold to **capture a premium**

**Leverage brand strength** to grow in established markets

Protect our position through **national grass-fed standard**

Underpinned by **independently audited SDAS**



# Challenges to Irish farming



New Climate Action Bill with legally binding targets



Implication on total dairy herd numbers



Risk to grass-fed and low intensity farming system

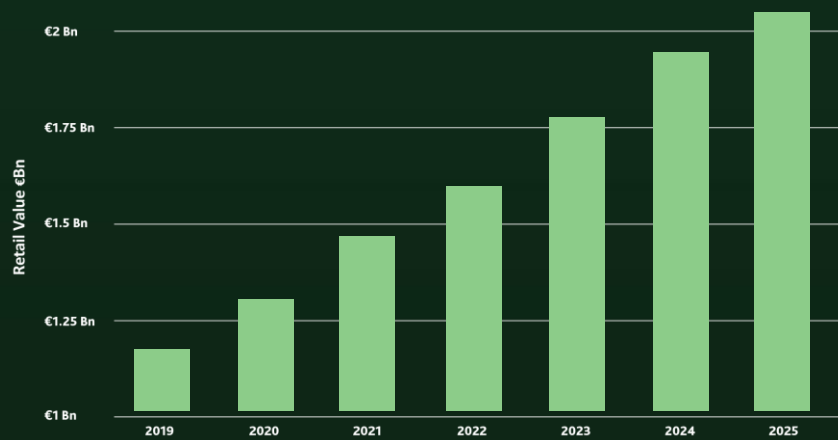


Threatens small family farming model





# THE FUTURE OF THE BRAND IS BRIGHT



WE ARE HEADING TOWARDS €2BN



WITH A CLEAR PATH DEFINED:  
INNOVATION STRATEGY



GREATER COLLABORATION

**Ornua**  
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**Thank you**

