

PASTURE SUMMIT 2018 - ANSWERS TO QUESTIONS POSTED ON SLI.DO APP Day 1 – Session A – Michael Murphy, Irish Dairy Farming Leader	Event / Session
<p data-bbox="91 276 1827 316">Question: What has Ireland learned from Origin Green that would be helpful for NZ farmers?</p> <p data-bbox="91 371 1827 411">Answer:</p> <p data-bbox="91 419 1827 635">This is Ireland’s food and drink sustainability programme. Led by An Bord Bia [The Irish Food Board] the motivation behind the programme is to assist the Irish Food Industry produce food in the most sustainable way. Working across all levels of the supply chain, the programme enables Ireland’s farmers, manufacturers, retail and food service operators to set – and achieve -measurable sustainability targets that protect the environment and serve local communities more effectively.</p> <p data-bbox="91 643 1827 770">At present 319 member companies have been independently verified and have annually measured sustainability plans. These plans have to be for a minimum period of 3 years initially. Companies are required to set 7 targets in each of 3 key areas :</p> <ul data-bbox="152 786 595 914" style="list-style-type: none"> • Raw material sourcing • Manufacturing processes • And social sustainability <p data-bbox="91 970 1827 1185">The sustainability plan will be verified annually by an independent auditor called Mabbett [which has developed a strong capability in this area]. A further 282 companies are now developing sustainability plans. The old adage applies if you can’t measure it then you can’t manage it. Now these 601 companies will be yearly setting stretch targets in these areas. A strong improvement yearly has been the outcome. An Bord Bia will advise all companies initially as to how to structure ambitious but achievable sustainability targets.</p> <p data-bbox="91 1201 495 1233">Is it making a difference?</p> <p data-bbox="91 1249 163 1281">Yes</p> <ul data-bbox="152 1297 1328 1473" style="list-style-type: none"> • 17% reduction in water usage per unit of output 2012 -2017 • 11% energy reduction per unit of output 2012 2017 • 4717 tonnes of surplus food donated to Food Cloud [for poorer citizens] • And quite a few other improvements. 	<p data-bbox="1827 276 2154 355">North Island - Session A</p>

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<p data-bbox="91 252 1827 478">The majority of participating firms now say they have a much better understanding of what sustainability is and how to improve In this area. Their cultures have been improved internally while externally consumers and supermarkets have been very favourably impressed with such a proactive approach. Bord Bia believe that over time huge further improvement is both necessary and will happen The strong belief is that this collaborative approach is working really well.</p> <p data-bbox="91 526 1827 566">I will leave it to Kiwis to decide whether the same approach would be good for NZ</p>	