Sustainable Agriculture in Ireland

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* With the help of Saoirse Ronan of Bord Bia’s Origin Green
Irish Agricultural Output, Input & Income

- 2009 Market Income wiped out

Source: CSO
Food Harvest 2020

Overall Vision

**Act smart**
- Prioritise R&D
- Improve skill levels
- Maximise adoption of best practice
- Foster creativity and entrepreneurship
- Rationalise and collaborate at industry level
- Improve focus on consumer preferences

**Think green**
- Prioritise environmental protection
- Capitalise on natural advantages and resources
- Build environmental credibility through research and actions
- Develop an umbrella ‘Brand Ireland’
- Satisfy consumer requirements and preferences
- Conserve biodiversity
- Align sustainability across the supply chain

**Achieve growth**
- Increase the value of primary output in the agriculture and fisheries sector by €1.5 billion by 2020
- Increase value-added output by €3 billion by 2020
- Achieve an export target of €12 billion by 2020

- Industry Solution – Smart Green Growth
Growth Impact

- Exports
- Labour
- Output

Source: CSO
Sustainability is a Market Opportunity: Origin Green

Origin Green Ireland - Working with Nature

What is Origin Green?
Participating Companies
Company Testimonials
Get your business involved
Register your interest
Sustainability Charter
Support

What is Origin Green?
Participating Companies
Register your interest

The Irish Agriculture and Food Development Authority
Infrastructure to Achieve Goal

- GHG Mitigation
- Research
- Educate
- Demonstrate
- Incentive

The Irish Agriculture and Food Development Authority
Research Win-Wins: Mitigation Solutions

Source: Schulte et al, 2014
Incentives: to Farm Sustainably

Incentive
- Agri-Environmental Schemes
- Good Agricultural and Environmental Condition requirements (Cross-Compliance) within General Subsidy
- Greening Requirements

Disincentive
- Nitrates Directive
- Water Framework Directive
- Special Areas of Conservation

Policy
Market
- Origin Green Market Promotion
- Quality Assurance Programme
- Improved market access

The Irish Agriculture and Food Development Authority
Demonstrate: International Comparison

Proving Green Credentials

Source: EU JRC
Demonstrate: National Dairy Farms

- The most efficient farms are also the most environmentally efficient
- Environmental sustainability highly correlated with economic sustainability

Source: Hennessy et al, 2013
Demonstrate: EU Dimension

- FLINT will provide farm level indicators on sustainability and other relevant new issues.
  - environmental sustainability;
  - climate change adaptation and mitigation;
  - innovation
  - resource efficiency.
Demonstrate: Using Satellites for Ground Measurement

- Using Remote Sensing Technology to identify land use change and plant growth
Educate: Carbon Navigator

- Partnership
  - Research
  - Marketing
  - Knowledge Transfer
- Big Data
- Supporting Farm Level Advise
- Incentivised by Market and Policy
- Carbon Navigator helps to identify distance to target
Thank You