



# DAWN MEATS GROUP *Sustainability Report*



**DAWN MEATS**



## **NATURALLY BETTER**

*For Nutrition,  
Society & the  
Natural World*

2019  
2021



[dawnmeats.com](https://dawnmeats.com)

[dunbia.com](https://dunbia.com)



# Welcome

Welcome to our third Sustainability Report, which details our progress and activities from 2019 to the beginning of 2021. Our business purpose is to provide consistent quality meat products from sustainable sources to support our rural communities, human health and nature's eco-system.



## 30,000

FARMER  
SUPPLIERS



## 8,000

EMPLOYEES

 47 Nationalities

 29 Sites



## €2Bn

TURNOVER

 50 Markets



# CONTENTS

## WELCOME 02

Executive Summary	04 – 08
Highlights	09 – 10
Sustainability Strategy Overview	11 – 12
<b>Climate Action</b>	<b>13 – 17</b>
<b>Biodiversity</b>	<b>18 – 19</b>

## RESOURCE MANAGEMENT 20

Our Approach	21
Energy and Water Management	22 – 24
Waste Management	25
Case Studies	26 – 28
Food Waste	29 – 30

## SUSTAINABLE SOURCING 31

Strategic Procurement	32
Ingredients	33
Animal Feed and Sustainable Soya	34 – 35
Ethical Trade	36 – 39
Packaging	40 – 45
Sustainable Agriculture	46 – 51
Innovation in Agriculture	52 – 57
Supporting Farmers of the Future	58 – 62

## ANIMAL WELFARE 63

Our Approach and Strategy	64 – 65
Policies and Governance	66
Training and Collaboration	67

## PEOPLE & COMMUNITY 68

Diversity and Inclusion	69
Health and Wellbeing	70 – 71
Recruitment	72
Learning and Development	73
Coronavirus (Covid-19)	74
Community	75 – 77

## FOOD SAFETY & QUALITY, HEALTH & NUTRITION 78

Our Approach	79
Food Safety Week	80 – 81
Audits, Training, HACCP and Digital	82 – 84
Health and Nutrition	86 – 87

## Transparency & Assurance 88

Origin Green, BWR Mark & EcoVadis	89 – 90
Collaboration & Strategic Partnerships	91 – 93
Awards	94
Company History	95
Our Strategy Locations	96

All images in this report were taken in accordance with local social distancing rules in place at the time, with most taken pre pandemic.





## Executive Summary

**Chief Executive Officer, Niall Browne and Head of Sustainability, Gill Higgins reflect on the progress we have made in the 2 years since our last report.**

Our business has witnessed extraordinary change over the past 2 years, and we are proud of the exceptional teamwork and collaboration which has helped us to adapt throughout the pandemic and Brexit. In supporting our colleagues, communities, suppliers and customers, we have continued to execute our sustainability strategy to deliver against our goals and targets.

For us, sustainability means taking responsibility for the impact our business has on the world

and we recognise that our long-term viability is dependent upon the health of our natural world and the wellbeing of our communities. The Sustainability Executive at Dawn Meats continuously develop our strategy to ensure we are doing everything we can to address the most pressing challenges, and members of the Sustainability Team, who are our subject matter experts, work cross-functionally to implement these plans.

The 2021 Sustainability Report contains a progress update on our strategies, goals and initiatives and includes many examples of how we are supporting the [United Nations Sustainable Development Goals](#).



### SUSTAINABLE DEVELOPMENT GOALS







## We are delighted to share a summary of our Highlights & Achievements

- 1** Climate change is one of the greatest challenges facing our world, and in 2019 we became the first European Beef and Lamb processor to have our Science-Based Targets approved. Measured from a 2016 baseline, we have committed to reduce our Scope 1 and 2 absolute emissions by 30% and Scope 3 emissions intensity of purchased goods and services by 28% per tonne of finished product, by 2030.



Overall in 2020 we achieved a reduction of 248,000 tonnes CO<sub>2</sub>e in absolute emissions covered by our Science-based Targets.

Our Scope 1 and 2 emissions reduced by approximately 59,000 tonnes CO<sub>2</sub>e in 2020 by improving our energy and water management and efficiency, reducing emissions from refrigeration systems and transitioning to 100% renewable wind energy for our electricity requirements across the UK and Ireland. All our production sites are



ISO14001 and ISO50001 certified for environmental and energy management respectively, and over the last two years we saved enough energy to power 20,215 homes per year, and the equivalent of 1,225 Olympic size swimming pools of water. In May 2021 we applied to the Science-Based Targets Initiative to increase our ambition to align our target with a 1.5°C pathway, placing us on a net zero trajectory.

Addressing our Scope 3 target presents a significant challenge and one we cannot achieve in isolation. Our Scope 3 target primarily relates to agricultural emissions and represents almost 70% of our total 2020 emissions. This presents us with the greatest opportunity for improvement and allows us to demonstrate what can be achieved when all parts of the supply chain collaborate towards a common goal. Absolute emissions in this category decreased by 189,000 tonnes CO<sub>2</sub>e in 2020, as compared to 2016.



- 2** Our procurement teams source cattle and sheep from over 30,000 farming businesses across the UK and Ireland, and we work in partnership with suppliers, customers, government and other key stakeholders to drive change on a national and sectoral scale.



Working directly with over 1,000 suppliers through customer focussed farming groups and industry projects, we are investing over €1m annually in on-farm sustainability ventures, facilitating knowledge sharing and reporting progress against key metrics which contribute to reducing emissions and improving economic performance. Our [Newford Suckler Beef Demonstration Farm](#) in Ireland was selected as one of 100 farms in the Teagasc-led [Signpost Programme](#), to support climate action by Irish farmers to further reduce emissions, while creating more profitable and sustainable farming enterprises.



**3** Packaging is an essential element of our supply chain, which enables us to safely transport products of consistent quality from our production sites to our customers.

Our focus is on reducing substrates and increasing the recyclability and the recycled content of our plastic packaging, noting that policy and infrastructure need to evolve to increase recycling capacity in the markets where we operate.

In support of a circular economy, our retail Modified Atmosphere Packaging and Skin Packaging trays can now be made from a plastic material called mono PET, making them easier to recycle. All rigid plastic trays have an average recycled content of up to 90%.



100% of our corrugated and solid board paper packaging is now Forest Stewardship Council certified.

**4** Our people are our key asset and are a diverse, inclusive and dedicated group who reflect the global outlook of our business. We worked hard to keep them safe throughout the pandemic and we would like to thank each and every one of them for their exceptional efforts in keeping food on the shelves of our customers during these unprecedented times. As a team of approximately 8,000 people representing 47 nationalities, we embrace cultural diversity and ensure each team member has a clearly defined career path with equal opportunities for progression. Our Equality, Diversity and Inclusion Strategy was recognised with the inaugural Bord Bia Food & Drink Award for Diversity and Inclusion in 2019.



A bespoke induction programme is being delivered in a blended way via our eLearning Platform, and training



is available in the native languages of our employees. Over the last 2 years we have conducted 178,000 hours of training and invested over €3m in learning and development. In 2021, following a successful Home Office UKVI audit, we were awarded an A-rated licence for 4 years, making us a licensed sponsor under the New Points Based Skilled Immigration System in the UK.

**BORD BIA**  
IRISH FOOD BOARD





- 5 As a family-owned company, we support communities where we operate by sourcing locally produced livestock and utilising local services. Through our business operations we contribute more than €1.67bn annually to rural economies in Ireland and the UK. We encourage employees to get involved in events such as agricultural shows, food festivals, volunteering with local clubs, schools and educational programmes, and community based fundraising activities. Our goal is to have a positive impact on the communities where we operate, where we source from, and where our employees live. Over the last two years, we donated and helped to raise more than €1.1m for community and charity projects and more than 4,300 volunteer hours were undertaken by our team members. We donated 125,000 meal portions to front-line workers, people in need and community groups.



- 6 In November 2019, we became the first Irish food manufacturer to achieve Business in the Community Ireland's (BITCI) Business Working Responsibly Mark for all our Irish sites, making us one of only 40 businesses to achieve this standard. The Mark is the leading independently audited standard for sustainability certification in Ireland. We are members of BITCI's [Leaders' Group on Sustainability](#), supporting the work of subgroups devoted to the Low Carbon Pledge and the Inclusive Workplace Pledge.
- 7 In December 2020 we were awarded a Silver medal by EcoVadis in its Sustainability Ratings, a methodology based on international sustainability standards including the Global Reporting Initiative, United Nations Global Compact and ISO 26000.





As we look to the future the challenges facing our society will only be resolved through collaboration and it is only by working together with supply chain partners, nationally and globally, that we will be able to deliver impactful solutions at the necessary scale. We are founding members of the European Roundtable for Beef Sustainability, the UK Cattle Sustainability Platform, Origin Green and WRAP's Meat in a Net Zero World, and source 96% of our livestock from members of Bord Bia's Sustainable Beef and Lamb Assurance Scheme (SBLAS) in Ireland and 99% from Red Tractor Assured Farms in the UK. We are also members of SEDEX, the Food Network for Ethical Trade, the Agri-Food Diversity & Inclusion Forum, Meat Business Women and the UK Plastics Pact, to name a few.

Feeding the global population sustainably to 2050 and beyond will require coordination to produce food in optimum conditions. We look forward to seeing positive actions, which are grounded in science, emerging from the United Nations Food

Systems Summit and COP26 later this year. We believe that UK and Irish livestock production systems are among the most sustainable in the World, where cattle and sheep convert grass into a highly nutritious, naturally produced protein, containing essential vitamins and minerals to support human health, and where much work is underway to scale up the adoption of climate smart farming. Our focus is on the continued adoption of sustainable and progressive farming methods, which reduce and sequester emissions, as well as promoting biodiversity, soil health, water quality and other environmental benefits.

These elements coupled with appropriate land use management are essential for an optimised approach to climate action and the long-term health of our natural world.

In 2021 we became signatories to the [EU Code of Conduct for Responsible Business and Marketing Practices](#) and we have an exciting 2 years ahead as we continue to leverage our expertise to conserve our water and energy, reduce our emissions and waste, support our rural communities and produce food which makes a valuable contribution to human nutrition.

**NIALL BROWNE**  
Chief Executive Officer

**GILL HIGGINS**  
Head of Sustainability

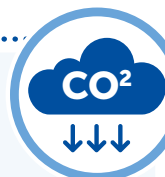


# Highlights

## EMISSIONS

248,000 TCO<sub>2</sub>e

▼ Absolute Reduction  
in Emissions covered by our SBTs



## WATER SAVED

Saved equivalent of

1,225

OLYMPIC Size  
Swimming Pools  
of Water



## ENERGY SAVED

Equivalent  
to powering

20,215

HOMES PER YEAR



100%  
OF ELECTRICITY  
Sourced from  
renewable energy

## ENERGY

## PACKAGING

100%

Retail MAP and VSP rigid  
plastic trays approved for  
mono PET, making them  
easier to recycle

90%

Average recycled  
content in all rigid  
plastic trays



## LIVESTOCK SOURCED

96% of livestock sourced from  
SBLAS members in Ireland

99% of livestock sourced from  
Red Tractor Assured Farms in the UK



## ANIMAL WELFARE



**2** Royal College  
Veterinary Surgeons  
on our team

**24** Animal  
Welfare  
Officers

## CONTRIBUTIONS

**€1.67**  
BILLION

Annually  
to rural  
economies



WE DONATED  
**125,000**  
MEAL PORTIONS



to front-line workers,  
people in need and  
community groups

## DONATIONS



## INVEST

**€1m**

Annually in on-farm  
sustainability projects

## CHARITY

**€1.1m**

Raised for communities  
and charities

**4,300**

Volunteer hours  
undertaken



## EMPLOYEES

**178,000**

HOURS of employee training

**€3**

MILLION

Invested in LEARNING  
& DEVELOPMENT







## Sustainability Strategy Overview



Resource Management



Sustainable Sourcing



Animal Welfare



People & Community



Food Safety & Quality, Health & Nutrition

### INNOVATION

Our business purpose is to provide consistent quality meat products from sustainable sources to support our rural communities, human health and nature's eco-system.



Our ambition is to become Europe's most sustainable meat company.

Dawn Meats Group was established in Co Waterford in 1980 and is a family-owned company marketing quality beef and lamb products to a customer base of supermarkets, manufacturers, foodservice and restaurant businesses, in over 50 countries.

Investment in our primary business to support the growth of our domestic and overseas customer base has resulted in us becoming the largest processor of lamb in Europe and leading beef processor in the UK and Ireland, with annual revenues in

excess of €2 billion. We employ approximately 8,000 people at [29 locations](#) in Ireland, the UK, Continental Europe and Asia, and process one million cattle and three million sheep annually, producing more than 350,000 tonnes of meat products. Following the strategic partnership with Dunbia in 2017 and subsequent integration process, Dunbia became the UK operating company of Dawn Meats Group.

Sustainability has been central to our business strategy for over 20 years, and we have aligned with customers, suppliers and

other stakeholders who share our commitment, and have partnered strategically as the supplier of choice for many leading global brands, as we work to solve common challenges.

When developing our 10-year strategy, covering the years 2015-2025, we considered what areas were most important to the business and the stakeholders we interact with. Out of this process, we decided upon five pillars for our sustainability strategy, representing areas where we can have the greatest impact.

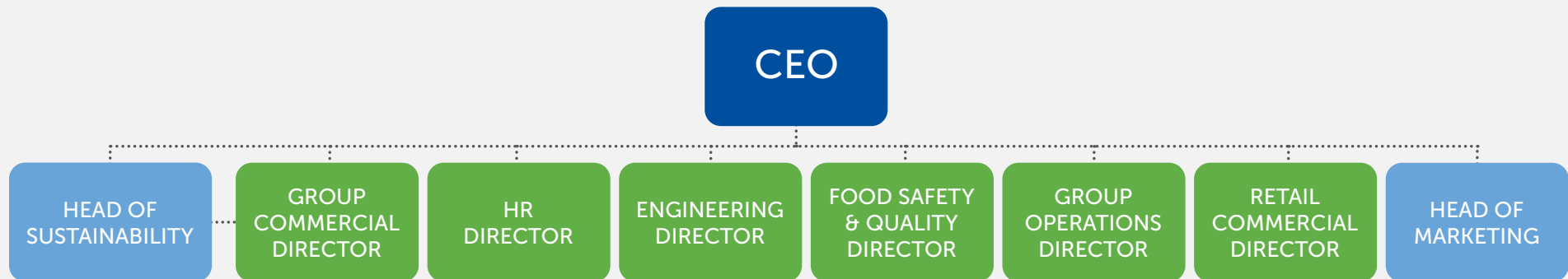


## Sustainability Executive and Sustainability Team

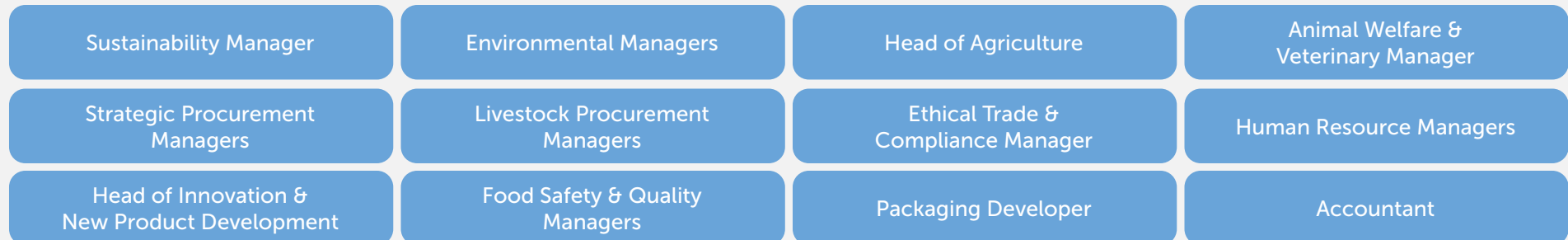
Our success is the result of the hard work and dedication of our people, strong governance and leadership. Our Sustainability Executive is chaired by our CEO and meets regularly to review progress and advance our strategy. Reporting

to the Executive, the Sustainability Team is comprised of subject matter experts working cross-functionally to achieve goals, raise awareness with colleagues, continuously improve and drive new business opportunities.

### SUSTAINABILITY EXECUTIVE



### SUSTAINABILITY TEAM







## Climate Action

Climate change is one of the greatest challenges facing the natural world.

Under the Paris Agreement, almost 200 countries have agreed to reduce their Greenhouse Gas (GHG) emissions by an amount needed to limit global warming to well-below 2°C from pre-industrial levels and pursue efforts to achieve 1.5°C, by halving carbon emissions by 2030 from a 2010 baseline and reducing emissions to net zero by 2050.

### TARGETS

In 2019, we became the first European Beef and Lamb processor to have our Science-Based Targets (SBTs) approved.

**By 2030 from a 2016 baseline we have committed to reduce:**

- Scope 1 and 2 absolute emissions by 30%, and
- Scope 3 emissions intensity of purchased goods and services by 28% per tonne of finished product

We report progress annually to CDP, the leading global body for the disclosure of emissions, via the [Climate Change Questionnaire and Forests Questionnaire](#).

### PROGRESS

**Overall Scope 1 and 2 SBT emissions have reduced by 59,000 tCO<sub>2</sub>e through a range of measures, including:**

- procuring 100% of electricity requirements across our sites in the UK and Ireland from renewable sources
- continuously improving the efficient use of thermal energy and water on our sites
- employing lean management principles in daily operations
- transitioning to lower emission fossil fuels
- reducing fugitive emissions from refrigeration systems, and
- leveraging ISO14001 certification for environmental management and ISO50001 certification for energy management across the site network.

**As part of our commitment to [BITCI's Low Carbon Pledge](#), we applied to the Science based Targets Initiative (SBTi) in early May 2021 to increase our ambition and align our Scope 1 & 2 SBT with a 1.5°C pathway, placing us on a net zero trajectory.**





Scope 3 emissions account for over 99% of our total emissions in 2020 and our SBT relates to emissions from the sourcing of live cattle and sheep from the UK and Ireland, and other meat products, which represent almost 70% of total emissions. Since the publication of our last sustainability report in 2019, over 20,000 independent assessments of on-farm emissions have taken place on more than 40% of supplier farms.

- Overall, absolute emissions in this category decreased by 189,000 tonnes CO<sub>2</sub>e in 2020 as compared to the 2016 baseline.
- In Ireland Dawn Meats absolute emissions decreased by 11% in 2020, driven primarily by a reduction in our average carbon footprint resulting from the purchase of live cattle and sheep and associated meat products sourced and derived from farms participating in Bord Bia's Sustainable Beef and Lamb Assurance Scheme (SBLAS). Membership of SBLAS comprises over 96% of our national cattle supply and members are carbon footprinted

every 18-months, using a PAS 2020 accredited model. Farmers receive a feedback report on their performance compared to national averages, along with suggestions to reduce their farm's carbon footprint. Since the introduction of assessments in 2011, 175,000 individual carbon footprint calculations have taken place on over 50,000 beef farms. Participating farms who are suppliers to us are incentivised by way of premia payments to meet required specifications and participation rates continue to increase.

- In the UK our absolute emissions increased by 3% in 2020 as compared to our baseline. This was driven primarily by a 6% rise in our market share of the UK processing sector as we continue to expand our presence following the Dunbia UK integration. Due to the lack of available data on current agricultural emissions, we were obliged to use the same emissions factors for UK sourced livestock as those used in 2016.





## Scope 3 Opportunities

Livestock production, have been at the centre of the climate change discussion for several years, with much of the narrative suggesting global and national herds should be significantly reduced. Such an approach is overly simplistic and ignores the changes underway in how the livestock sector can and does contribute to reducing emissions and sequestering carbon on farm, for which no allowance is currently made in emissions accounting.

**A more balanced assessment is therefore necessary to understand and appreciate the positive impacts which livestock production can have on climate and our natural world.**

From a global perspective, feeding the population sustainably to 2050 and beyond will require coordination to produce food in optimal locations. Livestock production systems in Ireland and the UK are amongst the most sustainable in the world, where cattle and sheep convert grass into a highly nutritious, naturally produced protein. Much work is underway to scale up climate smart farming to demonstrate the positive benefits derived from improved soil health, biodiversity and associated sequestration benefits.

Research published by [MDPI](#) in June 2021 reported that full lifecycle emissions for all livestock species represent about [16.5% of global anthropogenic GHG emissions](#). Furthermore, according to a June 2021 Rabobank report, the beef supply chain accounts for approximately [6% of global GHG emissions](#), and that these emissions could be reduced by over 30% by 2030 in markets such as Europe, North America and Brazil.

Research from [Teagasc](#), [CIEL](#) and [AHDB](#) has shown that significant reductions can be achieved via:

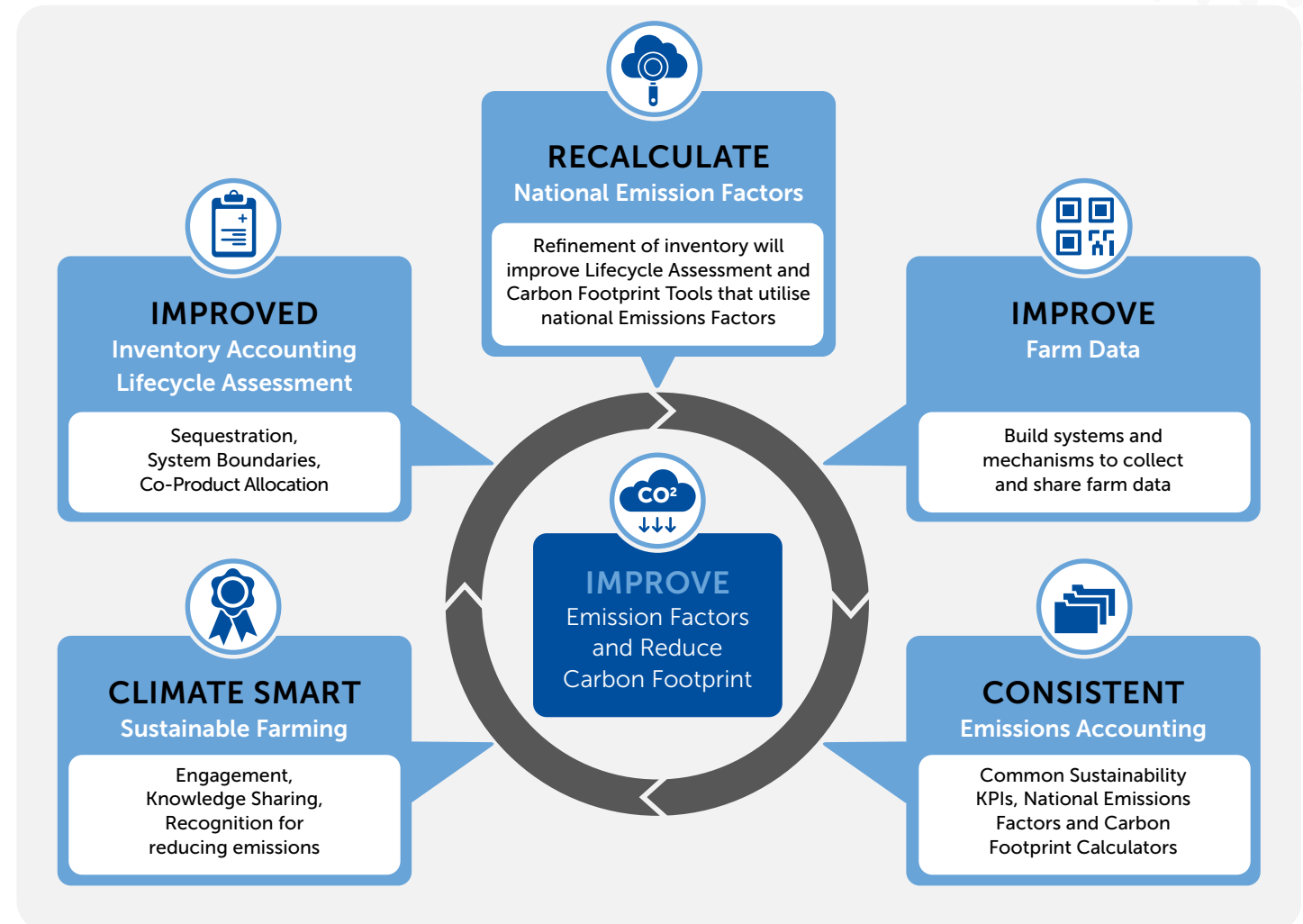
- advancements in genetics, genomics and breeding,
- optimising feed conversion and liveweight gain,
- reducing age at slaughter,
- employing feed additives which are proven to reduce methane from enteric fermentation,
- using lower emissions slurry spreading technologies,
- replacing calcium ammonium nitrate with organic fertilizers lower in nitrogen,
- avoiding deforestation, limiting land use change, planting trees and hedgerows and optimising soil health.

The process for viably reducing agricultural emissions and a pathway to net zero is a challenging one. It is important for the livestock sector to work with their stakeholders and other sectors collaboratively, to make meaningful progress on Scope 3 emissions. Accounting is still evolving and will have an impact on national emissions factors for on-farm and processor emissions.

A new metric for measuring the Global Warming Potential (GWP) of methane is under consideration which reflects its relatively short-lived presence in the atmosphere of 10–12 years when compared to other GHGs such as carbon and nitrogen, which accumulate over 100's of years. If adopted, the new GWP metric would have a significant impact on the accounting of livestock's contribution to global warming, as no net increase in emissions arises if herd size does not increase and can decrease as herd efficiency improves.



## Our Strategy for Reducing Agricultural Emissions







We have 30,000 farmers in our supply base, and due to the fragmented nature of our supply chains, we alone cannot drive change without significant alignment across the supply chain.

Collaboration is essential to impactfully reduce emissions and success will require joined up approaches on a global, national and sectoral level. Public policy and strategy must be aligned to encourage the adoption of climate smart sustainable practices by rewarding farmers who implement such practices.

We are working with several multi-stakeholder groups including the [European Roundtable for Beef Sustainability \(ERBS\)](#), the [UK Cattle Sustainability Platform \(UKCSP\)](#), [WRAP's Meat in a Net Zero World](#), [Origin Green](#) and [Meat Industry Ireland](#) to encourage the transition to more sustainable practices, align on a common framework for measuring farm emissions, and develop Scope 3 Accounting Principles for Food Businesses.

We facilitate knowledge sharing initiatives and work directly with suppliers and customers on a range of projects, such as the [Newford Suckler](#)

[Beef Demonstration Farm](#) in Galway, which was selected as one of 100 farms in the [Signpost Programme](#), a Teagasc led-initiative involving a partnership of over 30 companies from the Irish agri-food sector. The purpose of the Signpost Programme is to support climate action by Irish farmers and its goals are to reduce emissions from Irish agriculture, while creating more profitable and sustainable farming enterprises.

Over the last 5 years we have invested over €1m annually in on-farm sustainability projects which openly share progress against key metrics which contribute to reducing emissions, managing costs and improving economic performance.

**Our focus is on the continued adoption of sustainable and progressive farming methods, which reduce and sequester emissions, as well as promoting biodiversity, soil health, water quality and other environmental benefits.**

**These elements coupled with appropriate land use management are essential for an optimised approach to climate action.**



## Biodiversity

**Given the nature of our business, we are intrinsically linked to the environment and the eco-systems in which we operate. We support biodiversity on our sites and in our supply chains.**

### Site

Dependent on the size and the location of our sites, the scope for biodiversity projects varies. We have constructed wetlands, installed beehives, planted trees and permitted areas to go wild in support of pollinators. We manage water ways proximate to our sites and the importance of biodiversity is communicated through our Dawn Direct newsletters and during our environmental week.

The Integrated Constructed Wetlands (ICW) at our Carroll's Cross site in Ireland was established in 2012 in conjunction with the construction of

the site. The ICW is an ecological park consisting of native reeds, plants and trees. The ICW or reed-bed system acts as a natural filtration system for the wastewater from the site. Given the relatively low levels of solids in the wastewater, as compared to abattoirs or boning halls, the acreage of reed beds required to filter and treat wastewater is relatively small. This ICW has allowed the site to avoid the high emissions associated with energy-intensive mechanical wastewater treatment, as well as the high operating costs.

Waterford Institute of Technology have conducted a biological assessment of the stream and of the fauna in the ICW and found an abundance of invertebrate species, emphasizing the biodiversity value of the stream.





## Supply Chain

Biodiversity is often monitored using indicator species and protecting these species indirectly protects many other species that share the same habitats.

The Hen Harrier is one such species, which is now a rare bird of prey in Ireland, largely due to the loss of 300,000 hectares of peatland habitat to the planting of non-native monoculture coniferous forests. [The Hen Harrier Project](#) was launched in 2017 to support farmers in enhancing the value of the ecosystem services of their land. The Project does this by rewarding farmers for the quality of the habitats they have on their farm, while coinvesting to improve and manage these habitats.

Since 2017, Dawn Meats have supported the Hen Harrier Project in its efforts to save the species from extinction, by working with a cohort of 1,600 farmers to graze cows and older beef animals on upland grasses for the summer, before processing them in the autumn. Grasses consumed by livestock are prevented from drying out, reducing the risk of wild-fires occurring in hot weather or dry conditions. This protects the underlying moss for mammal habitation on which the hen harrier feeds, maintains biodiversity and promotes

carbon sequestration. The Hen Harrier Project is valued at €25m and is funded by the department of Agriculture on behalf of the European Union. In 2020, 61 breeding pairs were recorded in the 6 Special Protection Areas in Kerry, Limerick, Cork, Tipperary, Laois and Monaghan.

In 2020 we reaffirmed our support for the Hen Harrier Project and welcomed the May 2020 announcement by the Minister for Agriculture, Food and the Marine that €500,000 was to be paid to farmers in recognition of their contribution to the very successful 2019 breeding season. Dawn Meats supports the Hen Harrier Project with suitable livestock selection prior to purchase and provides assistance, with performance recording for upland livestock farming. We provide a guaranteed outlet for the finished livestock which enables detailed data reporting on livestock performance. Coupled with the support payments for participating farmers, the freeing up of productive lowland for silage is key to supporting the Project goals of demonstrating greater economic opportunity from the land, while protecting biodiversity, improving soil carbon sequestration and protecting the Hen Harrier breeding grounds.



# Resource Management

The global population is growing, and we must produce more food with finite resources. Earth Overshoot Day fell on 29 July 2021 and is the date when demand for natural resources and services exceeds what the Earth can regenerate in a particular year.







## Our Approach

**To meet the present and future nutritional requirements of the population, we must significantly reduce consumption of our resources and maximise our production efficiencies.**

Since our foundation in 1980, Dawn Meats have continuously improved the efficient use of the resources which we control directly on our sites, focusing our attention on the most material concerns: water, energy and waste. Our approach

is to measure consumption, identify opportunities for optimisation, set targets, regularly monitor progress and leverage appropriate frameworks. Production sites are ISO14001 certified for environmental management and ISO50001 certified for energy management. Detailed monitoring of performance against targets is carried out through a bespoke Energy Management System (EnMS), with comprehensive sub-metering systems in place at each site and on all the primary users of water, electricity and fuel.

The Group Environmental Engineering Team, Senior Management Team and each site management team agree key performance indicators (KPI's) annually, which are captured on the EnMS. KPI's are examined and findings shared through monthly calls, site reports and quarterly energy meetings. This communication strategy provides insights into opportunities for improvement across our sites.





## Energy and Water

Water is accessed through wells on our sites, the public water supply and by harvesting rainwater. Water is included within the scope of our EnMS and it vital for all food processing, where it is primarily used for sterilisation, washing and general hygiene.

A significant energy user (SEU) is one which contributes to over 80% of total energy used. SEUs are given precedence before all other users when applying energy management tools.

Heating water is an SEU and represents a large proportion of our Scope 1 emissions. Wastewater effluent treatment,

where all water is treated after its use, requires large amounts of electrical energy and is also an SEU. The sterilisation and cleaning of each part of the process is paramount to the functionality of the business in producing and processing safe food. On a global scale, water as a resource is being depleted, and we recognise our obligation to protect this essential resource.

Electrical energy is sourced to power a range of activities at our facilities, including refrigeration systems, wastewater treatment, mechanical services, water pumping, processing

equipment and general services such as lighting. Natural gas, oil, liquid petroleum gas (LPG) and other fuels are used to produce energy for hot water and steam generation. Due to the emissions arising from the procurement and generation of energy, **100% of our electrical energy requirement is now procured from renewable sources**, and lower emission fossil fuels are progressively being used for thermal energy generation.





## TARGETS

In 2015 we set 10-year targets to reduce water and energy intensities by 40% from our baseline, and in 2017 we incorporated Dunbia UK into achievement of these targets following the joint venture.

## PROGRESS

Following the integration of Dawn Meats and Dunbia we aligned our environmental strategies and created a knowledge sharing platform employing risk management and forecasting to identify improvement opportunities and inform investment decisions to help us achieve our targets. Resource management and environmental considerations are an integral part of the procurement and capex process. The selection of contractors and suppliers takes account of their past performance and awareness of the impact their services have on energy, water and other resources.

## WATER

- Excellent progress has been achieved to date against our targets, having **reduced water intensity by 28%** by becoming more innovative and lean around the area of water consumption.
- Due to the wide range of processes and services that require high quality water across the business, its management can become quite complex.
- Improvements have been achieved within an everchanging production environment, with greater value added in processing while continuing to grow as a business.
- Key investments in data management and online metering platforms have provided real time information allowing for wastages and anomalies in water consumption to be promptly identified.
- **Savings in water use are the equivalent of 1,225 Olympic size swimming pools and equate to 70% of our 2025 target.**



## ENERGY

- **Energy intensity has reduced by 31%** through the implementation of sound energy management techniques and embedding a culture of energy awareness.
- **The energy saved is equivalent to powering 20,215 homes per year and has resulted in the achievement of 78% of the 2025 target.**
- This positive outcome has been delivered while continuing to expand production volumes, through continuous investment in optimising the efficiency and performance of energy users, improved utility measuring and reporting, eliminating wastage and the continued rollout of awareness campaigns on the importance of energy conservation.
- In 2019 and 2020, several substantial energy management initiatives were delivered, including capital and behavioural projects. A suite of modern electrical and fuel meters were installed on all SEUs, including an Ignition online utility management system for real time

analysis of utility usage. Other capital projects included refrigeration systems and effluent plant upgrades, and installation of more efficient hot water generation systems.

- Key employees were upskilled on how their actions impact energy performance, instilling a culture of accountability in each department.
- Disruptions caused by the Covid-19 pandemic created an unstable operating environment for the business, and several projects and initiatives were placed on hold, while additional water and energy was required to meet enhanced hygiene standards and air handling inputs. Increased hand washing and factory washdowns were implemented into daily operations.

**Despite the pandemic impact, excellent progress was made in maintaining and improving water and energy reduction measures across the business and in 2019 and 2020 we cumulatively saved 164,700 MWh of energy and 1.16million m3 of water compared to our baseline.**





## Waste

**We are committed to reducing all forms of waste across our business, and by adopting a LEAN approach, we have been a zero waste to landfill business since 2016.**

Waste materials generated as part of the production cycle include various plastics, paper and cardboard, pallets, trays, oils, metals and metallic parts from equipment.

Employee canteen and amenity waste typically comprises food packaging and food, and office waste largely comprises stationery and paper.

We recycle all packaging, scrap metal, dry mixed recyclables, electrical components, construction waste and waste oil, and facilitate recycling on site through segregation infrastructure, training, signage and by waste contractors.

General waste is recovered through incineration to produce refuse derived fuel for industrial processes. The bulk of material that enters the

general waste stream has been contaminated and cannot be recycled at present in its current form. We continuously investigate new technologies to devise scalable solutions to clean this material and make it recyclable, and initial trials with partners have shown encouraging results and we will continue to pursue this waste cleaning solution to reduce waste generation and achieve optimal end of life use.

### TARGET

In Ireland we have a target to recycle 56% of all waste by 2021 and are in the process of establishing a new 2025 Group waste target.

### PROGRESS

Across our Irish business 50% of all waste generated was recycled in 2020, and we expect to reach our 2021 target.

In the UK 32% of all waste generated in 2020 was recycled, with a steady 2% improvement made year on year.

Due to the addition of pandemic-related waste streams, such as PPE, we had to re-calibrate our segregation efforts but we have been able to maintain expected performance levels.

In 2019 and 2020, we standardised site waste reporting to enable review and analysis of progress on a monthly basis which facilitates the setting of targets and identification of improvement projects. By adopting colour coding for waste streams, we have enhanced segregation and increased the volume of waste recycled. Training and visual aids have been key engagement tools for all employees to assist in taking the correct action. Engagement campaigns include a drive to eliminate single use plastics, improve cigarette disposal and the recycling of mobile phones.



## Case Study – Rathdowney

The Rathdowney site in Ireland is an excellent example of how we have achieved significant savings and efficiency improvements in water, energy and waste management.

### WATER

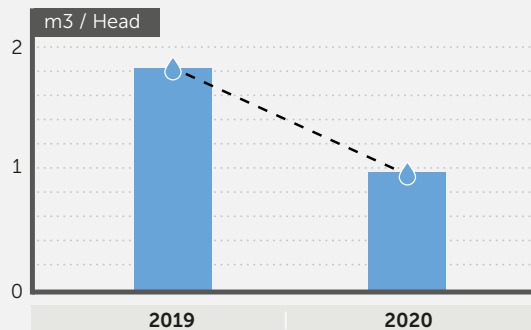
The team at Rathdowney saved an average of 5.6m litres per month since the second quarter of 2020, the equivalent of 27 Olympic swimming pools on an annual basis. Water intensity improved from 1.84 m<sup>3</sup> / head to 0.96 m<sup>3</sup> / head.

#### This was achieved by:

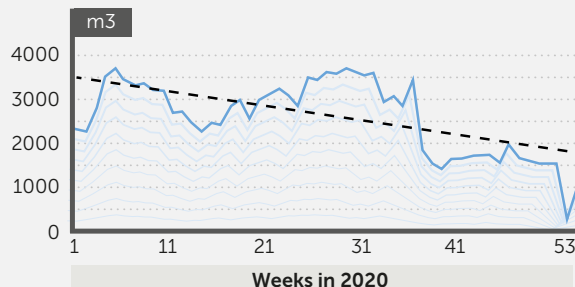
- Increasing communication around water consumption through daily PIT meetings, monthly environmental calls, and quarterly environmental reviews with site management.
- Monitoring of site water use through existing hard and soft water metering.

- Detecting the root cause of leaks promptly and taking actions to resolve.
- Installing a suite of water sub-meters, to monitor use in all areas across the site and identify areas for improvement.
- Rolling out an online maintenance forum, which allowed for real-time reporting.
- Implementing a 'True Cost of Water' metric, which accounts for all costs associated with use such as heating, wastewater treatment and transport. The metric is used to raise employee awareness and is a useful tool for communicating the need for water savings and future water sustainability projects. The 'True Cost of Water' metric has since been deployed at all processing facilities in Ireland and is being rolled out across the Group.

#### DAWN MEATS RATHDOWNEY WATER INTENSITY IMPROVEMENT



#### WATER SAVINGS







## ENERGY

Electricity usage has continuously improved, with savings of 230,284 kWh per year, with intensity reducing from 74 kWh / head in 2019 to 63 kWh / head in 2020.

Rathdowney enhanced its electrical and fuel metering infrastructure, which enables better monitoring, analysis and reporting.

The SEUs of electricity in Rathdowney are refrigeration and the effluent treatment plant. Capital investment and training projects were initiated to reduce energy use in these areas.

Energy performance indicators (EnPI's) are used to identify deviations by analyzing energy usage, comparing relevant throughputs and other variables identifying areas for improvement. This EnPI analysis resulted in the installation of energy efficient chill fans, the replacement of a faulty cooling tower motor, and a reduction in the ammonia system discharge pressure.

Rathdowney invested to futureproof the site effluent treatment plant (ETP) and ensure best practice in environmental sustainability, while enhancing energy efficiency.

This improved the primary treatment section of the ETP, biosolids removal process and

dewatering infrastructure, by following best available technology principles.

As a result, 98,282 kWh per year were saved from 2019 to 2020.

A range of behavioral initiatives, enhanced training for site operatives, process management and optimal energy use of effluent treatment equipment, has resulted in significant site improvements.

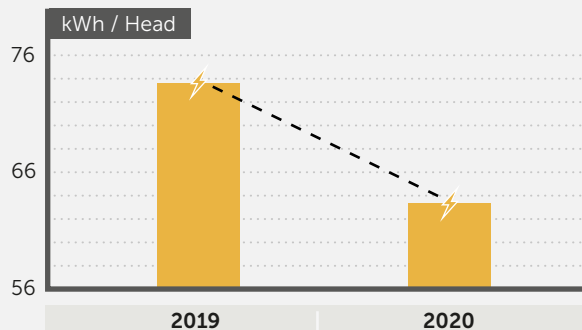
## WASTE

Recycling rates increased from 58% in 2019 to 75% in 2020. Waste disposal metrics at the site are recorded in a tracker and communicated through quarterly environmental reviews.

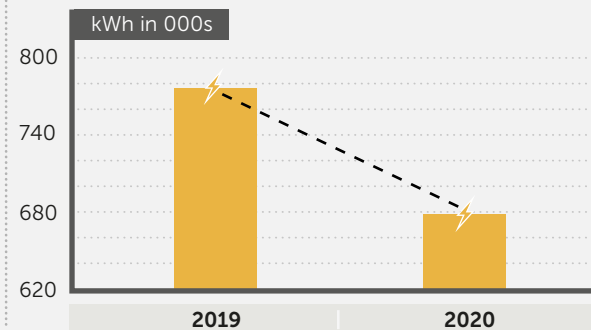
Waste awareness among site personnel increased through initiatives such as environmental week. Employees are encouraged to voice ideas and perspectives throughout environmental week by suggesting how the site can improve, with prizes awarded to the most innovative.

Recycling rates increased on site due to the enhancement of waste segregation infrastructure, signage detailing what can and cannot be disposed of in designated bins, email campaigns, and the appointment of a 'Waste Champion'.

**DAWN MEATS RATHDOWNEY**  
Electrical Energy Intensity Improvements



**Effluent Treatment Plant Annualised**  
Electricity Consumption





## Case Study – Preston

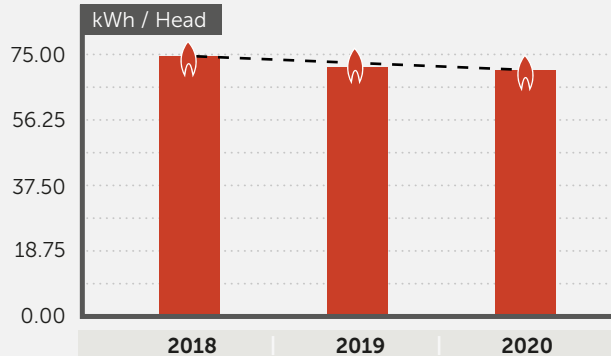
In the UK, our site at Preston is an excellent example of how we have achieved significant savings and efficiency improvements in water and energy management.

Approximately 1.3m kWh of gas was saved in 2020 as compared to 2018, and gas intensity improved from 74.75 kWh / head to 71.16 kWh / head.

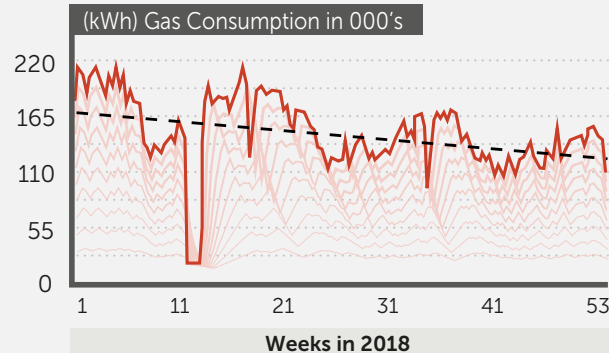
This is mainly due but not limited to:

- Better practices regarding monitoring and optimizing usage.
- Increased awareness and communication around water consumption, by sharing information with relevant users.
- Regular leak detection and washdown audits with non-conformances raised on an environmental action log.
- Installation of water sub-meters to monitor hot water use and identify areas for refinement.
- Achievement of the ISO50001 certification helped Preston to promote a culture of continuous improvement.

**DAWN MEATS PRESTON**  
Primary Gas Intensity Improvement



**Primary Gas Savings**







## Food Waste

**Around one third of all food produced for human consumption is lost or wasted, accounting for approximately 8% of total anthropogenic emissions and utilising about a quarter of the water used in agriculture.**

As a result of our commitment to valorisation, utilisation, and LEAN processing, food waste from our operations and production as a percentage of finished product was 0.24% in 2020. We are always looking to add value to all parts of the livestock we process. Certain elements, known



as Animal By-products (ABPs) are unfit for human consumption, as designated by statutory regulation. There are 3 categories of ABPs:

**Category 1** is known as Specified Risk Material and is the most highly regulated. It is processed using high temperatures and used for energy production including biodiesel.

**Category 2** includes partially digested grass in the stomach and is sent for anaerobic digestion, with resultant outputs such as energy and compost.

**Category 3** includes parts of the animal deemed to be very low risk. After processing in a controlled environment, it is used variously as ingredients in manufacturing or processing of petfoods, oleochemicals, biodiesel and fertilizer.

The animal processing industry have become leaders in resource optimisation and in creating circular business models as ABPs are utilised upstream of the business and this organic material is not considered waste.

### TARGETS

We are signatories to WRAP's Food Waste Reduction Roadmap and Courtauld Commitment 2025, a national food industry collective to reduce waste in the UK by 50% by 2030, which aligns with the United Nations Sustainable Development Goal 12.3.

### PROGRESS

In addition to WRAP's [Food Waste Reduction Roadmap](#) and [Courtauld Commitment 2025](#), we are members of [Meat in a Net Zero World](#), and are working collaboratively with these groups to reduce food waste along the supply chain in the UK.

Between 2019 and 2020 we donated 125,000 meal portions to front-line workers, people in need and community groups.



## Food Waste Action Week

In March 2021, WRAP organised the UK's first ever [Food Waste Action Week](#), a consumer engagement campaign to demonstrate the impact and drivers of food waste, alerting UK citizens to the link between waste food and climate change, and to highlight ways to reduce waste in the home.

We were a Strategic Partner for the campaign, along with 40 leading organisations in the UK food sector.

### In May 2021, WRAP reported that:

- one in three UK adults heard or saw messaging about food waste during the campaign
- almost half of those who saw Food Waste Action Week messaging reported either doing something to reduce food waste or planning to do so in future
- following the success of the campaign, Food Waste Action Week 2022 has been confirmed.





# Sustainable Sourcing

At Dawn Meats we recognise the need to source our products and services responsibly, while considering the environmental, social, ethical and economic impacts of our procurement decisions. This guiding principle ensures we make properly informed sourcing choices which support sustainable supply chains.







## Strategic Procurement

**Our Strategic Procurement Team (SPT) play a central role in sustainable sourcing.**

Led by the Engineering Director and the Primary Commercial and Livestock Procurement Director, the SPT is comprised of buyers with expert knowledge of their assigned categories, such as livestock, packaging, equipment, machinery, ingredients and consumables.



**We export our beef and lamb products to over 50 countries, but we source materials from approximately 150**

A key function of the SPT is to manage supply chain risk through a process of identification and mitigation, with prospective suppliers required to complete and pass an initial Pre-Qualification Questionnaire and a subsequent supplier approval process. Each product or service category is analysed and assigned a risk rating, which determines the level of engagement, due diligence and risk mitigation required.

Once the provision of services or the supply of materials commences, the supplier relationship is managed and monitored via regular reviews and key performance indicators, which include environmental, ethical and other social considerations. Suppliers are expected to operate in accordance with our [policies](#) throughout their relationship with us.

Where requirements are not met, we work with the suppliers concerned to establish a plan to improve performance and achieve the standards expected.



## Ingredients

We source ingredients from around the world. Certain sourcing regions present challenges around full supply chain transparency, traceability, visibility and security of supply.

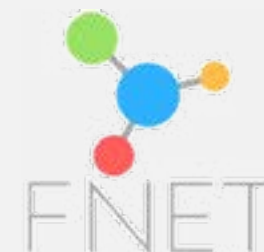
The pandemic has had a dramatic impact on large producer countries, increasing uncertainty and lead times.

We expect our ingredients suppliers to be audited and certificated to the required [British Retail Consortium \(BRC\)](#) Global Standards.

We are part of the [Food Network for Ethical Trade's \(FNET\)](#) raw materials working group and we engage with the [Roundtable on Sustainable Palm Oil](#) and factor best practice guidance into our procedures and operations.

We have established strategic partnerships with key suppliers and are continuously working to simplify and improve supply chain traceability.

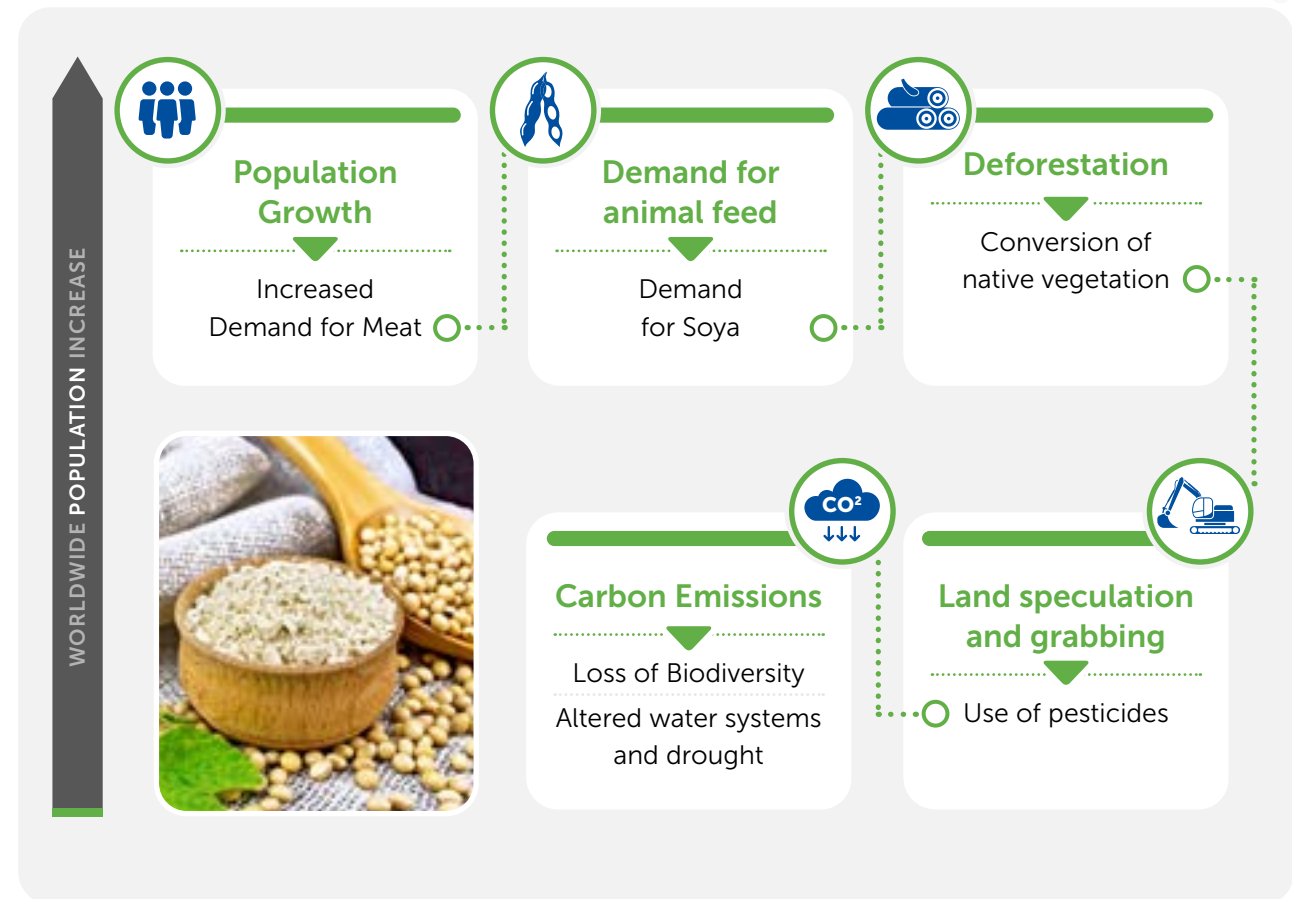
We employ frequent forecasting to manage and match supply volumes with requirements, to reduce food waste.







## Animal Feed and Sustainable Soya







Expanding commodity production, including soya, timber and palm oil, is driving deforestation and conversion of native vegetation, particularly in developing economies.

This results in a loss of biodiversity, increasing emissions and pollution, damaging the environment and human health and altering natural water systems causing droughts.

Considerable efforts have been made to halt deforestation through environmental legislation such as the Brazilian Forest Code and through sectoral agreements such as the [Amazon Soy Moratorium](#) and more must be done to protect forests, savannahs and other eco-systems which are extremely valuable from a climate and biodiversity perspective.

Dawn Meats do not purchase soya directly, and the volumes used in animal feed in pork, poultry and cheese supply chains are substantially higher than used in Irish and UK beef systems.

**Our ambition is that all soya used as animal feed in our supply chain is produced in a way that protects against deforestation and the conversion of valuable native vegetation.**

- We are members of the [UK Roundtable for Sustainable Soya](#), working with industry and supply chain partners to transition volumes of soya from high-risk sources to legal and verified deforestation free sources.
- Success will require the collaborative efforts and support of all supply chain actors: soya producers, traders, feed manufacturers and suppliers, livestock farmers, processors and retailers.
- From 2021, where livestock are finished as part of bespoke company projects and programmes, we will purchase [RTRS](#) Credits.
- Progress will be reported annually to the UK Roundtable for Sustainable Soya, 3Keel and CDP Forests.



## Ethical Trade

Our Goal is to ensure our sites and supply chains are in compliance with the requirements of our Business Code of Conduct and Supplier Code of Conduct, both of which are guided by the [Ethical Trade Initiative](#) Base Code.

We have an Ethical Trade Strategy and Committee to monitor issues such as modern slavery and human rights risks in our supply chains. We are AB members of the [Supplier Ethical Data Exchange \(SEDEX\)](#), and our sites undergo Sedex Members Ethical Trade Audit (SMETA) and / or

Supplier Workplace Accountability Audits. When we award new contracts, suppliers are requested to become members of the SEDEX and undergo a SMETA audit.

**By 2022, we aim to have 100% of our high risk category suppliers registered on SEDEX.**

Through the [FNET](#) platform, we work with our customers to address common human rights challenges, for example, poor transparency in certain ingredients supply chains.

The logo for SMETA (Sedex Members Ethical Trade Audit), featuring the word "SMETA" in a bold, sans-serif font, followed by a stylized circular icon composed of three overlapping segments in grey, red, and black.The logo for Sedex, featuring the word "Sedex" in a bold, sans-serif font, followed by a stylized circular icon composed of three overlapping segments in red, grey, and black.The logo for FNET, featuring the word "FNET" in a bold, sans-serif font, preceded by a stylized molecular or network structure icon with four colored spheres (green, blue, yellow, and red) connected by lines.



## Priorities and Objectives

- 1 Continuously improve supply chain transparency and traceability.
- 2 Risk assess all our sites and our supply base.
- 3 Put measures in place to mitigate and eliminate identified risks
- 4 Continuously review and update our Supply Chain Risk Management Model
- 5 Continue to review and update the Pre-Qualification and selection process for all suppliers.
- 6 All suppliers to adhere to the expectations outlined in our Supplier Code of Conduct.
- 7 Maintain and achieve a positive trend on all SMETA and Supplier Workplace Accountability Audits
- 8 Effectively challenge and confront the risk of Modern Slavery within our business and supply chains.
- 9 Engage our colleagues to raise awareness of the principles of the ETI Base Code and ensure key personnel receive all necessary training.
- 10 Collaborate with customers, stakeholders, governance bodies and supplier peer groups to promote and integrate best practice.

### FIVE PILLARS

**Embedding Ethical Trade:** Governance & Accountability

**Resilient and Transparent Supply Chains:** Risk Identification & Mitigation

**Protection of Human Rights:** Employee Identification, Immigration, Safety & Wellbeing

**Staff Engagement:** Training & Communication

**Collaboration:** Achieving Success at Scale





## Ethical Trade Progress

### TRAINING

Human Resource managers complete training in relation to the threats posed by labour exploitation and abuse. In 2020 we increased awareness and vigilance of the threats and risks posed by labour exploitation during the pandemic, and “Stronger Together” workshops were carried out. [Stronger Together](#) provides guidance, training, resources and a network for employers, labour providers and workers offering a range of specialist training on tackling modern slavery.

### CONFIDENTIAL WHISTLEBLOWING HOTLINE

[Safecall](#) is an independent confidential reporting mechanism for identifying potential wrongdoing at work. We aligned Safecall with our independent confidential reporting hotline and Stronger Together infrastructure to create an internal mechanism for immediate response should we be alerted to a potential instance of labour abuse, exploitation or modern slavery. The Safecall and Stronger Together literature sit together multilingually across the UK and Ireland.

### RESPONSIBLE RECRUITMENT

Key staff attended [Responsible Recruitment](#) workshops and webinars, and in 2020 we commenced discussions with key labour providers to reach a consensus on best practice guidelines. In 2020 we undertook an internal review of the Responsible Recruitment Toolkit, escalating findings to labour providers and supporting the creation of long-term strategies.

**stronger  
together**  
tackling modern slavery in supply chains

**safe**call

**RRT** RESPONSIBLE  
RECRUITMENT  
TOOLKIT.ORG



## Ethical Trade Progress

### EMPLOYEE IDENTITY CHECKING

The Keesing system is used to confirm the integrity of right to work documents. Identity checking is undertaken for all new employees and temporary workers entering our business, to ensure individuals have the right to work and to mitigate any risks posed by labour exploitation and abuse.

### BREXIT & OUR UK LABOUR TASK FORCE

To mitigate the labour risks posed by Brexit, all UK sites supported colleagues to navigate through the EU Pre-Settlement and Settlement Schemes, in conjunction with external voluntary and non-governmental organisations such as Migrant Support NI, MIND and the Polish British Integration Centre. In 2020 significant work was undertaken by our internal UK labour task force, which we established to identify labour streams and influence government policy on skilled migration. This work was aligned to the efforts of the British Meat Processors Association ([BMPA](#)) and resulted in the [Migration Advisory Committee](#) recommending that key roles within the meat industry be added to the shortage occupation listing.

### AUDITS

Our scheduled ethical audit programme for SMETA and SWA audits was completed in 2019 and up until March 2020, 23 external audits were carried out. The pandemic resulted in the postponement of remaining scheduled audits.

### SPONSOR LICENCE

In 2021, following a successful Home Office UKVI audit, Dunbia were awarded an A-rated licence for 4 years and are now a licensed sponsor under the New Points Based Skilled Immigration System. Where there is a requirement to recruit skilled labour within specific categories, we have the ability and flexibility required.



## Packaging

Plastic pollution is a global problem, largely due to the mismanagement of collection, reuse and disposal, with insufficient volumes being recycled.

Packaging is an essential aspect of our supply chain, which enables us to safely transport products of consistent quality from our production sites to our customers. Our packaging strategy focuses on plastic and paper, and our Sustainable Materials Committee implement the projects within the strategy to achieve our goals.

We are members of [REPAK](#) and the [UK Plastics Pact](#), working to deliver targets by 2025. We have strategic relationships with packaging suppliers, with whom we work to deliver industry goals. Each target and new packaging solution must be carefully understood from a commercial, technical, and operational perspective. As a business our strategy is to ensure that any innovations we employ will have long-term sustainable benefits.

While we aim to reduce volumes of plastic where possible, plastic is an extremely valuable material and plays a crucial role in optimising food quality, safety and reducing waste. Our priority is to reduce complexities and understand if new solutions can deliver quality products. Our focus is on reducing substrates and increasing the recyclability and the recycled content of our packaging, noting that policy and infrastructure must evolve to increase recycling capacity.

**REPAK**



Increased  
Recyclability



Increased  
Recycled Content



Eliminate Single  
Use and Difficult-  
to-Recycle Plastic



FSC Certified  
Paper Packaging





**OPRL**  
THE ON-PACK RECYCLING LABEL



### Target One: 100% of our plastic to be re-usable, recyclable, or compostable by 2025

Over time, packaging has increased in complexity and its performance has enhanced to extend product shelf life while maintaining product quality. Using more than one type of plastic in an item of packaging makes it harder to recycle and we are working to simplify the composition of the plastic used in our packaging, by moving to a single “mono” structure.

A fully recyclable tray is a key step to achieving a circular economy for plastics and will help to increase recycled content. New sealing technology developments such as mono plastic require significant capital expenditure, engagement with suppliers and numerous trials to ensure product quality and safety is maintained. Mono PET, or mono polyethylene terephthalate, is inherently strong, easy to form and does not react with water or food, making it an ideal material for consumable packaging.

Our 2021 target was to deliver a mono PET solution for our rigid trays.

- In 2020 mono PET trays were approved for retail Modified Atmosphere Packaging (MAP).
- In 2021 mono PET trays were approved for retail Vacuum Skin Packaging (VSP).

Flexible materials such as shrink bags and films are laminate structures made of multiple plastic types, with valuable characteristics of puncture resistance, barrier properties and excellent sealing ability. These materials are a significant challenge to engineer using a single plastic type.

In 2020, 67% of the total plastic we used was classified as On-Pack Recycling Label [“Recycle”](#). We are working on packaging solutions to increase this percentage and deliver an end of life which can be deemed as OPRL Recycle.



### **Target Two:** **30% average recycled content** **across all plastic packaging** **by 2025**

There is a high reliance on hydrocarbon technology to make virgin plastic, a process which involves the release of GHG emissions. Therefore, it is important to maximise the percentage of recycled content used.

PET from plastic bottles is the primary source of recycled material used in our trays. European legislation will require increased recycled content

for bottle manufacturers and industrial consumers, with 30% as the stated minimum. We are supportive of measures to promote tray-to-tray recycling streams and a circular economy.

Sourcing recycled content for flexible materials, such as MAP lidding films, VSP skin films, vac pack pouches and shrink bags is a significant industry challenge and we are working with suppliers to understand new and emerging technological solutions.

- All rigid plastic trays have an average recycled content of up to 90%.





### Target Three: Eliminate problematic or unnecessary single use plastic by 2025

We are exploring options to reduce plastic in rigid trays through value engineering and are investigating paper as a potential alternative to plastic in trays to understand potential impacts and collate data to enable better decision making. Where paper-based options require the use of a laminate plastic film, the final consumer must separate the plastic and paper components to allow the paper packaging to be recyclable.

- By 2022, we aim to have alternatives to Polyvinylidene Chloride (PVdC) from flexible plastic which provides an excellent barrier to oxygen and water vapour, delivering consistent

product protection but is problematic for the recycling process. We have initiated a project to understand the impact of removing the PVdC content from plastic bags on barrier properties, and our findings will inform and enable the transition away from PVdC for retail, B2B and industrial use.

- In 2021, we are working to better understand the true route to disposal and the environmental impact of paper laminate as a viable alternative for rigid trays. Data and findings will be used to make informed, transparent decisions on the best long term sustainable solution.
- Through value engineering projects and innovative tray redesigns, we achieved a reduction of 205 tonnes of plastic in retail supply chains in 2020.





## Case Study

### 'Right size tray for right size product'

Throughout 2020 we worked with our packaging suppliers to develop a bespoke steak tray for Lidl GB, to deliver on their "right size tray for right size product" initiative.

The project succeeded in designing a tray to fit a single steak product, while optimising processing line efficiencies. The new tray, which was launched by Lidl in January 2021, is 36% lighter than its predecessor, made with more than 50% recycled content, and is estimated to reduce annual plastic volumes by 85 tonnes.



Collaborating with Dunbia to create a bespoke tray to align with our 'right size tray for the right size product' initiative has allowed us to improve the visual appeal of the product, and to deliver significant plastic savings, with a 36% reduction in plastic used per tray. Dunbia is a strategic partner in helping Lidl to achieve its sustainable packaging goals and we hope to continue working together to deliver even more positive changes.

#### **Amali Bunter**

Head of Responsible Sourcing  
and Ethical Trade, Lidl GB

**Target Four:**

**All cardboard packaging to be Forest Stewardship Council (FSC) certified, or equivalent, by 2025**

Paper packaging is primarily corrugated and solid board boxes which are used to transport our products.

- 100% of sourced corrugated and solid board packaging is now FSC certified.
- Our target is to have the remaining cardboard packaging, such as carton board, certified by 2025.







## Sustainable Agriculture

At Dawn Meats we believe that UK & Irish livestock production systems are already among the most sustainable in the World. Livestock have an integral role to play in providing essential proteins, vitamins and minerals to support human health and nutrition needs.

In recent times a negative narrative has formed on social media and in print media around the production and consumption of red meat, with an emphasis on the livestock sector's impact on

climate change, animal welfare and human health. However, a more balanced assessment is necessary to understand and appreciate the positive impacts which livestock production has on climate action, nature's ecosystems and rural economies, coupled with the positive contribution which livestock makes to human nutrition.

In the UK and Ireland, grass is the primary component of our livestock's diet and cattle convert this plant protein into highly nutritious, naturally produced protein, which is rich in essential vitamins and minerals. Grassland accounts for approximately [80% of Ireland's agricultural area](#), and our annual grass growth rate exceeds the EU average by a third, driven by our temperate climate and large volume of rainfall. According to [AHDB](#) without grazing livestock, over 60% of UK agricultural land which is not suitable for arable crops would be omitted from the food supply chain.







According to [European Livestock Voice](#), "The EU livestock farming model, based on diversified, local and family farm structures, is the backbone of EU's rural areas. It supports a great number of jobs and industries, it contributes to a circular and bio-economy, while also ensuring a steady and affordable supply of nutritious foods, needed for a balanced diet. While the sector is both fully aware of and acting on many challenges, the removal of livestock farming from Europe would have severe consequences."

According to [Meat and Dairy Facts](#), "Irish meat and dairy ranks amongst the best in the world for quality, sustainability and animal care. Not only do Irish meat and dairy products taste great, but they are a natural source of important vitamins and minerals that are key to a balanced diet."



#### Some key facts on the Irish national herd include:

- Irish beef herds graze open pastures for an average of 233 days of the year, enjoying a diet that's 95% grass and grass-based forage.
- Ireland's sustainable assurance schemes, under which farmers are required to follow an animal health plan, involve on-farm audits on every participating farm every 18 months.
- The Animal Health and Welfare Act applies strict regulations on how animals are cared for.

In the UK, [AHDB](#) report that the UK is one of the most sustainable places in the world to produce beef and lamb, due to its climate and geography, and that grazing cattle and sheep help to manage permanent pasture as an effective carbon sink, as well as aiding biodiversity.

[AHDB state](#) "We believe that thriving, sustainable, highly productive business for UK farmers and growers and their supply chain partners delivers a lower environmental impact and goes hand-in-hand with valuing and enhancing the natural environment."



## Agriculture at Dawn Meats

Over 30,000 farming businesses from across the UK and Ireland supply Dawn Meats and Dunbia with cattle and sheep, and we work with producers, processors, customers and trade bodies to improve the sustainable sourcing of livestock.

Key platforms for collaboration include Origin Green, Meat Industry Ireland, BMPA, the ERBS, the UKSCP and WRAP's Meat in a Net Zero World.

### DIRECT SUPPLIER ENGAGEMENT

- We work directly with over 1,000 farmers annually through customer focussed farmer groups, industry leading projects and bespoke supply chain initiatives.
- Dawn Meats and Dunbia Field Officers regularly host farmer discussion groups and on-farm events covering topics such as nutrition, animal health and market specification requirements. We are extremely grateful to the participant farmers who are committed to continuous improvement and sharing their experiences of improved sustainability on their farms. This sharing of knowledge and best practise is key to achieving impact at scale across a varied range of sustainability initiatives including; paddock grazing and grassland management, herd health and calving mortality, calving interval and age at slaughter.
- The combined effect of these management disciplines and strategies, has the potential to substantially reduce emissions, contribute to improved productivity and reduce on-farm costs.





## Agriculture at Dawn Meats

### IRELAND

- In Ireland Dawn Meats are founding members of Origin Green, under which we have a commitment to maximise farmer membership of the Sustainable Beef and Lamb Assurance Scheme (SBLAS), which now comprises more than 92% of the national cattle supply. Bord Bia's [Sustainable Quality Assurance Schemes](#), are comprised of standards built on best practice in farming, food safety, processing, traceability, animal welfare, environmental protection, legislation and industry guidelines, which are accredited to ISO17065.



**BORD BIA**  
IRISH FOOD BOARD

- Farms which are members of SBLAS undergo assessments and in addition to quality, key sustainability performance indicators such as energy and water efficiency, soil management, biodiversity and emissions are measured and monitored.
- Farms are carbon footprinted every 18-months, using a PAS 2050 accredited model and participating farmers receive a feedback report on their performance as compared to the national average, along with suggestions for actions to further reduce their farm's carbon footprint. This farm data enables Dawn Meats to measure, track and plan initiatives to reduce emissions in our supply chain.
- In 2020, 96% of the cattle sourced by Dawn Meats in Ireland was from members of SBLAS, exceeding our target as more farms qualified for the scheme, and we continued to actively source from SBLAS members.





## European Roundtable for Beef Sustainability

We are a founding member of the [ERBS](#) which facilitates collaboration across Europe to deliver scalable impact across the beef industry. The ERBS has established a framework of 8 outcome measures across 4 key areas as outlined opposite.

Alongside the outcome measures, the ERBS have developed a recognition model, where by individual countries can gain recognition for the work they are doing against the outcome measures. The recognition framework establishes appropriate baselines for participating countries and work programmes to drive achievement of the measures.

In 2020, six countries participating, namely the UK, Ireland, France, Germany, Italy and Poland, all had their country platforms recognised by ERBS.



### ANIMAL MEDICINES

**Preserve the effectiveness of animal medicines in beef farming**

#### OUTCOME TARGETS:

- 1 Total usage of antibiotics below 10mg / PCU by 2023
- 2 Reductions of 50% in the use of HP-CIAs by 2023



### ANIMAL HEALTH & WELFARE

**Improve Animal Health and Welfare**

#### OUTCOME TARGETS:

- 1 Target mortality rates are below 1.5%\*
- 2 All animals have access to loose housing (when housed) by 2030
- 3 All animals are given pain relief (analgesics) for all surgical procedures and for all forms of castration, dehorning and disbudding



### FARM MANAGEMENT

**Improve the resilience of beef farming**

#### OUTCOME TARGETS:

- 1 A reduction in serious accidents (reportable; ref: European Reporting Framework) on farm and a reduction in fatalities with an overall target of zero
- 2 Financially viable farms that have a business plan in place



### ENVIRONMENT

**Improve the Environmental footprint of farming systems**

#### OUTCOME TARGETS:

- 1 An intensity reduction of 15% in GHG emissions by 2025

\* For systems with mortality rates above this target, a year on year reduction of 20% should be achieved



## Agriculture at Dunbia

### UK

In the UK we sourced 99% of our livestock from Red Tractor Assured farms in 2020. Founded in 2000, [Red Tractor](#) is a world-leading food chain assurance scheme that underpins the high standards of the UK's food and drink, and is the flagship logo of UK food and farming, providing assurance at every stage of the production process.

This assurance covers the entire food supply chain and we work with over 450 independent inspectors to ensure the most robust assessments possible across the 60,000 inspections conducted annually.

We are signatories to [Meat in a Net Zero World](#), a UK meat industry vision to optimise productivity and minimise waste from farm to fork, by improving efficiency and productivity, protecting natural assets and reducing global warming. Meat in a Net Zero World is facilitated by [WRAP](#), with the ultimate aim of ensuring the UK meat industry is a world-leading example of efficient and sustainable meat production and supply.

We are founding members of, and currently chair, the UKCSP, a multi-stakeholder group focussed on driving beef sustainability throughout the UK and across all aspects of the value chain. The UKCSP is aligned to the work of the [ERBS](#), and the primary purpose of the UKCSP is to demonstrate progress against the ERBS outcome targets in the UK.







## Innovation in Agriculture

Dawn Meats have developed and are partnering with several research and innovation projects aimed at improving the sustainability of our supply base, providing technical and financial input.

These projects, some of which are featured on the following pages, include collaborative efforts in conjunction with customers, suppliers and reputable independent research bodies.





## Newford Suckler Beef Demonstration Farm

Established in 2015, Newford is a demonstration farm located in Athenry in Co Galway to showcase best practice in sustainable suckler beef production.

The farm is operated by Dawn and supported by McDonald's, with independent technical advice provided by Teagasc and the Irish Farmers Journal. The farm acts as a shop window for technologies that drive efficiencies in a suckler herd, and the farm operates in a transparent manner, with all measurements and data shared publicly through various channels. To date more than 8,000 farmers have visited the farm and gained insights into sustainable beef production.

The Herd consists of 100 Angus and Hereford cross Friesian cows, differing from the typical suckler herd, bred from the dairy herd for their docility and fertility traits and first calving at 24 months.



### KEY TARGETS AND OBSERVATIONS INCLUDE:

#### CARCASS WEIGHT IMPROVEMENTS

Target was to increase carcass weights of heifers from 280kg in 2015 to 330kg in 2022 and from 295kg to 365kg for steers. In 2020 Newford achieved 300kg for heifers and 350kg for steers, with this 6.8% improvement for heifers and 17.3% for steers providing strong evidence of the benefits of improved grassland management and genetics. Age at slaughter was reduced by 2 months on steers and 1 month on heifers to 20 months respectively which are key contributors to reducing on farm emissions.

#### MAXIMISE GRAZING

The project is focused on grazed grass optimisation, aligning with Bord Bia's target of over 200 days on grass, and based on Newford's high stocking rate of 2.7 livestock units per hectare. In 2020 an average of 246 days at grass was achieved as compared to the 6 year average of 233 days, resulting in a reduction in concentrated feed requirements and housing, and a reduction in straw usage.





### REDUCE VARIABLE COSTS

Since 2015, Newford has reduced variable costs as a percentage of total output from 74% in 2015 to 45% in 2020, due to significant improvements in animal health and veterinary expenses.

### BREEDING APPROACH

A 10-week breeding program is implemented using AI straws that are carefully selected to achieve the right balance between calving ease and good carcase growth. The target is for the herd to produce greater than 0.95 calves/cow/year. Newford achieved 0.98 calves /cow in 2020.

### 365 DAY CALVING INTERVAL

Every day a cow is not carrying or rearing a calf increases the cost of production and reduces output and the national average in Ireland as reported by ICBF is 395 days. The 5 year rolling average at Newford is 362 days and in 2020, a 360 day calving interval was achieved, which is also a sign of good fertility in the herd.

### 8-10 WEEK CALVING SPREAD

A 10 week calving spread was achieved in 2020 due to the adoption of 100% AI, which commenced in 2018. A short breeding programme reduces labour requirements and enables better grazing management. 98% of cows calved without veterinary assistance in 2020.



The high level of performance and productivity demonstrated at Newford is testament to the clear vision, attention to detail and reliance on accurate and timely data.



## Integrated Beef Calf Scheme

### UK

- Since the removal of export markets for dairy bull calves, the industry has been working on solutions to integrate calves from the dairy herd into the beef supply chain. We have been working with dairy farmers, genetics companies, beef rearers and finishers to find the optimum supply chain for calves from the dairy herd. The Integrated Beef Calf Scheme (IBCS) was established to facilitate Supply Chain Integration (SCI) with the aim of improving productive, economic and environmental sustainability as well as improving consistency in meat quality.
- Specific animal health and welfare protocols, trials on milk powder and feed as well as general management, have driven efficient beef production systems for the IBCS. Calf selection prior to arrival at the rearing units, coupled with vaccination programmes, ensure the calves are robust and healthy, and can meet performance targets.
- The IBCS dramatically reduced age at slaughter from 25.2 months for prime cattle, to below 15 months, leading to resource efficiency and fewer methane emissions per unit of beef. The project is delivering economic sustainability within the farm businesses concerned, boosting confidence and alleviating uncertainty around succession while creating and maintaining employment. The IBCS facilitates open dialogue with stakeholders, sharing knowledge and best practice and building trust through active engagement with all elements of the supply chain.
- Reducing days to slaughter has a positive impact on the environmental outputs of the system and also produces a consistent quality meat, which is naturally tender.





## Teagasc and Dawn Dairy Calf Project

### IRELAND

- The expanding Irish Dairy industry has resulted in an increasing volume of calves originating from the dairy herd. Over the last 10 years we have been working on finding solutions for these calves within the meat industry. Integrated beef systems ensure that production systems from birth to slaughter are as efficient as possible, delivering both economic and environmental sustainability.
- The Irish Cattle Breeding Federation (ICBF) Dairy Beef Index (DBI) is a breeding goal for Irish dairy and beef farmers to promote high quality beef cattle bred from the dairy herd that are more saleable as calves and profitable at slaughter and have minimal consequences on the calving difficulty or gestation length.
- Together with Teagasc, we provided dairy farmers with the straws of semen from carefully selected bulls from the DBI allowing us to monitor the impact of these bulls on the dairy herd and follow the performance of the calves through to slaughter.
- In 2020, almost 1000 calves were purchased, as part of the Teagasc and Dawn Dairy Calf Project. Dairy farmers were supplied with straws of semen from bulls identified on the DBI as having the traits to meet the needs of both the dairy and beef farmers. Dairy farmers need shorter gestation lengths to increase the milking timespan, as well as ensuring a healthy calf for the rearer, and a suitable carcass for the processor. Improving beef efficiency and targeting better quality calves from the dairy herd will ultimately result in improved productivity and greater circularity in the livestock sector.



## Northern Ireland Sheep Programme

The Northern Ireland Sheep Programme (NISP) was launched in May 2018 and is a collaboration between [Dunbia](#), [CAFRE](#) and the [Irish Farmers Journal](#).

The aim of this 3-year programme is to increase the profitability of the 10 participating farmers through technology transfer and adoption of management practices based on scientific research.

The participating farms reflect the diverse nature of the sheep sector, with variation in production systems, herd size and breeds and the type of land under management.



### THERE ARE 8 PROGRAMME TARGETS:

#### 1 Financial Performance:

Overarching goal is to strengthen the farmers' financial position.

#### 2 Farm Sustainability:

Determine suitable rewards for farmers to support optimal environmental practices on farms.

#### 3 Flock Health:

A health plan was developed for each farm to identify high-risk areas and to adopt the strategic use of vaccines and antibiotic usage.

#### 4 Soil Fertility:

Optimising soil fertility improves sward productivity and increases grass growth rates, and a fertiliser programme was established for farmers, appropriate to the stocking rate on the farm.

#### 5 Improve Grazing Performance:

Demonstrate the benefits of maintaining vegetation in a productive state on lamb performance.

#### 6 Breeding and Genetic Improvement:

Profit margin is impacted by stocking rate and prolificacy, and each farms' breeding programme will be reviewed and updated to establish optimum performance.

#### 7 Marketing Prowess:

The target for flocks sending lambs through Dunbia is to have greater than 90% of lambs meeting the desired market specification. The emphasis is on maximising performance from grazed grass but strategic use will be

made of concentrates and forage crops. Electronic identification and performance recording from birth to slaughter will feed back data which can be used to improve breeding decisions.

#### 8 Farm Safety:

Each farm undergoes a safety assessment to identify any issues and efficiencies which could be adopted.

Throughout 2019 and 2020 Dunbia, CAFRE and the IFJ facilitated farm walks, virtual meetings and webinars to demonstrate key findings, including a visit to the Royal Welsh Winter Fair and a tour of the Dunbia Llanybydder production site, and supplying farms.





## Supporting Farmers of the Future

Dawn Meats provide assistance to local non-profit organisations and encourage our employees to volunteer with community groups and at events which we support.

Agricultural shows provide a forum to share market information and discuss sustainability issues with the farming community. Food festivals bring urban and rural communities together building a greater appreciation for our farming heritage, while showcasing locally grown produce.

We host and collaborate on knowledge sharing events and educational programmes for farming communities, customers and employees to help secure and advance the sustainability of agriculture.

The global pandemic in 2020 led to the cancellation of most community events so opportunities to engage were severely limited as we adapted to the changed environment.

**SOME OF OUR KEY OUTREACH INITIATIVES  
ARE HIGHLIGHTED ON THE FOLLOWING PAGES**



## Young Beef Farmer Sustainability Programme

**GOAL:** Help ambitious young farmers to develop their farming skills and their business and commercial awareness.

Dawn and Macra Young Farmer Skillnet collaboratively designed an 8 month intensive programme, which equips participants to:

- Analyse and evaluate their own business and to make choices for future growth and efficiency.
- Understand the customer requirements in the retail marketplace and how as beef farmers they can meet those requirements.
- Identify practices on their individual farms that can enhance sustainability and profitability.
- Share and communicate the knowledge gained from the programme with their fellow young beef farmers.



- Perfect their communication style when dealing with people – from farm staff and contractors to the bank manager.

In 2019 the Young Beef Farmer Sustainability Programme members visited our UK site at Cross Hands and a number of farms supplying the factory via Dawn Meats and Dunbia abattoirs.





## Young Lamb Farmers Supply Programme

The Young Farmers Lamb Supply Programme was originally launched in 2008 to enable us to invest in the sustainability of young producers.

The initiative involves over 100 farmers and has seen supply chain integration from producer right through to consumer.

We run knowledge transfer sessions, through which the producer is advised how to meet market specifications which satisfy modern consumer needs.

Discussions cover a broad range of topics such as stock selection and supply chain visits including farms, distribution centres and retail stores.

These events provide confidence to young farmers to make changes in their business, as they gain a better understanding of the market and the latest consumer trends.

The initiative financially rewards correct specification, with over 86% of lambs produced in the scheme achieving correct market specification, significantly higher than the national average.



## Young Farmers Clubs

[Young Farmers' Clubs](#) are one of the largest voluntary rural youth organisations in the UK, and provide their 22,000 members with the opportunity to develop their skills, travel and take part in competitions and engage with their communities.

**There are 598 clubs in England and Wales which are dedicated to supporting young people in agriculture.**

- [The Scottish Association of Young Farmers Clubs](#) is a membership organisation for young people who live and work in rural Scotland, with over 70 clubs
- [The Young Farmers' Clubs of Ulster](#) are a voluntary rural youth organisation, with over 3,000 members across a network of 51 Clubs

Dunbia have been a supporter of the Young Farmers' Clubs for over 15 years.

### Events we supported in 2019 and 2020 include:

- Rural Affairs Conference, where we hosted a lamb selection workshop
- Virtual stock judging and carcass grading sessions
- Tours of our production sites
- Hosted Walk the Chain Tours and held open days on farm.

These initiatives helped participants to improve their understanding of market requirements and of the impact of on farm actions on meat quality.





## Walk the Chain

We work closely with agricultural colleges and trade bodies to host and support knowledge transfer events to enable participants to build a better understanding of the value chain.

We establish relationships with suppliers and inform them of the market requirements which drive the specifications for their livestock.

**We facilitate tours of our production facilities, consisting of:**

- a talk on the history of the beef and lamb industry
- current market requirements
- in-depth discussions on carcase grades and weights, and meat quality
- live cattle specification demonstration
- live view of the processing and grading operations
- How to market beef and lamb.

We've worked with over 2,000 aspiring farmers and host an average of ten events a year.

## Lamb Producer Groups

In Ireland, we have long standing relationships with two large lamb producer groups, the South Mayo Group and the Monaghan Group.

All producers involved are members of the Bord Bia SBLAS and work closely with our Procurement Team at our Ballyhaunis production site.

The Dawn Procurement Team support the Annual General Meetings of these groups and attend farm walks and meetings to share expertise in lamb selection and market requirements.



# Animal Welfare

Animal welfare is of the utmost importance to Dawn and Dunbia, and our mission is to be recognised as having the Highest Animal Welfare Standards in our Livestock Sourcing, in our Facilities and in our Staff Training, Behaviours and Culture.







## Our Approach

Good animal welfare is vital to our business and our reputation as a supplier of consistent quality meat products from sustainable sources.

High standards for meat quality and process efficiency are inextricably linked to good animal welfare practises.

At the heart of our understanding of Animal Welfare are 'the 5 Freedoms', as defined by the Farm Animal Welfare Committee

### 1 Freedom from Hunger and Thirst

All animals on-site have constant access to fresh drinking water and enough food for their needs.

### 2 Freedom from Discomfort

All our lairages provide a suitable environment, including shelter from the elements, appropriate temperature and ventilation, and a fit for purpose resting area.

### 3 Freedom from Pain, Injury and Disease

Our facilities and equipment are designed and maintained to prevent adverse welfare issues and our staff are specially trained in how to prevent, identify and relieve physical suffering.

### 4 Freedom to Express Normal Behaviour

Adherence to maximum enclosure capacities and penning procedures in our lairages ensures all animals have sufficient space, and the companionship of their own species.

### 5 Freedom from Fear and Distress

All our staff who work with animals have a solid understanding of the relevant behaviours and are competent in handling and other tasks. Our sites are designed and managed to prevent all avoidable mental suffering.



## Three Pillars of our Strategy

### 1 LIVESTOCK:

Through our responsible sourcing policies, we ensure the welfare and condition of the livestock which arrive on our sites complies with our requirements and expectations.

### 2 FACILITIES:

We continually invest in our facilities to ensure they are designed, upgraded and maintained in line with best practice.

### 3 PEOPLE:

We fully support our employees and provide any training and upskilling required to maintain the high standards of animal welfare in each of our sites.



*Animal Welfare is  
Everyone's Responsibility*

All employees are informed during induction training that they have a responsibility to report any concerns about animal welfare without delay to a member of their site welfare team.

### EXTERNAL ACCREDITATION

All our processing sites are Red Tractor or Bord Bia approved, and are audited annually, offering external assurance that we meet required animal welfare standards.



**BORD BIA**  
IRISH FOOD BOARD





## Policies

Our policies are based on the latest legal requirements, third party assurance and customers' standards and were developed in accordance with scientific literature and best practice guidance.

Policies are approved by the central business function, individual site management, animal welfare teams and are implemented through Site Animal Welfare Teams who take responsibility for ensuring they are effectively incorporated into Standard Operating Procedures.

## Governance

Two Royal College registered Veterinary Surgeons oversee all business animal welfare activities.

- Our Animal Welfare Manager oversees activities for the UK, is the animal welfare representative for the Veterinary Public Health Association and chairs the animal welfare committee of the BMPA. In Ireland, the Dawn Meats Group Food Safety and Quality Manager oversees activities.
- Our Animal Welfare Officer is a specific role dedicated entirely to welfare across the business and covers areas such as staff training, routine audits and CCTV monitoring.

Each of our sites has an Animal Welfare Team, specially selected to ensure good animal welfare is maintained. These teams include representatives from production, technical, maintenance, procurement and designated [WATOK](#) Animal Welfare Officers.



## Training and Collaboration

- All employees working with live animals receive regular training to ensure they have the knowledge and abilities to undertake their tasks to the high level expected.
- Specialist external training is delivered to all 24 Animal Welfare Officers (AWO) including those in supervisory welfare roles and internal training is delivered by the Group AWO.
- All operatives receive practical training in line with site Standard Operating Procedures, under the supervision of a designated site AWO, to ensure they have the practical skills required. Every operative working with live animals on

our sites holds a Certificate of Competence and we have developed and rolled out an online external Animal Welfare training by Bristol University, attended by 80 employees.

- Dunbia is a founding member of the [Food Industry Initiative on Antimicrobials](#), a group which brings together retailers, manufacturers, processors and food service companies to promote and support responsible antimicrobial use and action on antimicrobial resistance. We are active members of the Strategic Steering Group and the Communications Steering sub group.





# People & Community

We recognise our people are the key to our ongoing success and that by their actions, they have a great influence over the future of our business.





## Diversity and Inclusion

**People are our key asset and we are committed to delivering Equality, Diversity and Inclusion (EDI) for our colleagues, who represent our communities.**

We promote equity, embrace diversity and challenge discrimination, to make sure Dawn Meats is a place where we 'Do the right thing' and where people feel they belong. Our EDI Strategy and suite of supporting policies won the inaugural Bord Bia Food & Drink Award for Diversity and Inclusion in 2019.

Having a large multicultural workforce of 7,983 employees representing 47 nationalities, we take a proactive approach towards ensuring an inclusive work environment.

As part of our membership of BITC's Leaders' Group on Sustainability, a [blueprint](#) for Diversity and Inclusion has been developed.

[The Agri-Food D&I Forum](#) is a collaborative initiative, led by Bord Bia and Aon in partnership with The 30% Club. The objective is to position the Irish food and drinks sector as the industry of choice for Ireland's best talent at all levels and across all fields of discipline. Our CEO sits on the Advisory Group and our Head of Sustainability on the Taskforce.

[Meat Business Women](#) is a professional networking group for women who are focused on improving the sustainability of the meat industry, which faces external pressures in terms of its image and internal challenges from historical bias in relation to gender balance.

During 2019 the Meat Business Women Network held their inaugural Irish event in Dublin which was supported by Dawn and addressed by our CEO and the CEO of Bord Bia.

We promote gender equality, supporting and participating in initiatives such as International Women's Day and International Men's Day, and run awareness campaigns to celebrate our involvement, as well as donating to charities such as Women's Aid and causes such as Movember.

Awareness and education is key to delivering our EDI Strategy. Our Senior Leadership Team, Senior Management Team and D&I Committee completed Unconscious Bias Training in 2020.



## Health & Wellbeing

Employee Health, Safety and Wellbeing are at the heart of our vision and values.

It is our goal to work towards ZERO workplace accidents and we have a clear Health & Safety Strategy to reduce workplace accidents and reportable accidents by 10% and 20% respectively. This key focus and commitment has delivered a 23% reduction in accidents over the 3 year period to 2020. Reportable accidents to the Health & Safety Executive (HSE & HSENI) and Health & Safety Authority have also been reduced by 39% in the same period.

### COMPLIANCE AUDITS

External auditing is an important part of our external verification process in relation to Health & Safety performance and 528 audits were completed during 2019 and 2020.



### OUR VISION



To develop a positive and visible Health & Safety culture to significantly reduce workplace accidents and ill health

### OUR VALUES



#### Safety

Safety is at the heart of our business and our core values



#### Prevention

We believe that all accidents are preventable and every colleague should go home safe



#### Improving

Involving all colleagues will improve safety performance



#### Resources

The right resources will be made available to work safely



#### Training

Investing in skills and training will enable colleagues to work safely



#### Culture

Safety will be highlighted in every relevant meeting positively impacting on culture



## Health & Wellbeing

### AWARENESS AND EDUCATION

All employees are accountable for workplace Health & Safety (H&S). The health, safety and wellbeing of our employees is driven through our H&S management system and supported by our policies, procedures, training and reporting.

We have dedicated and qualified H&S practitioners at each of our locations supported by a senior team of H&S professionals at our Head Office. H&S collaborate with HSE, HSA and other professional bodies to ensure compliance and best practice.

We run regular educational programmes under our WorkSafeThinkWell banner in relation to H&S ensuring our employees have the knowledge,

skills and competency to maintain safe work standards. H&S key performance indicators are measured and managed via the safety management system and form part of a continuous improvement management process.

Health, Safety and Wellbeing week has run for four years, and we have worked with numerous bodies including the Irish Heart Foundation, British Heart Foundation, Irish Cancer Society, McMillan and other local organisations to provide employees with practical information promoting the benefits of healthy lifestyles.

### OCCUPATIONAL HEALTH & WELLBEING

We selected leading and reputable Occupational Health Service providers to ensure a quality and comprehensive service for our diverse workforce. We monitor employee health and wellbeing and provide advice and support where required.

Themed weeks which promote health & wellbeing topics that will benefit employee health and that of their families are hosted annually.





## Recruitment

It is our policy to ensure team members are recruited, developed, remunerated and promoted on the basis of their skills and suitability for the work performed.

### WORKFORCE AGE PROFILE

	2016	2018	2020
Under 20	1%	4%	1%
20 – 29	23%	26%	23%
30 – 39	29%	28%	28%
40 – 49	24%	22%	24%
50 – 59	18%	16%	17%
60 – 64	4%	4%	5%
65+	1%	1%	1%

### WORKFORCE SEX PROFILE

	2016	2018	2020
Males	82%	73%	72%
Females	18%	27%	28%

We are committed to making full use of the talents and resources of all our employees and take care to ensure no employee receives unjustified or less favourable treatment on the grounds of their colour, nationality, race, religion, belief, ethnic origin, sex, marital status, disability, part-time or fixed term status, parental responsibilities, age or sexual orientation.

The age and sex profiles of the workforce remains stable and there are many opportunities for young and new entrants to join our industry. We support initiatives such as Meat Business Women's #shelooklikeme campaign to communicate the many varied

opportunities available for a career in our industry.

We work closely with Turas Nua, in Ireland and Job Centre Plus in the UK to enable the long term unemployed and those not in education or training (NEET's), to re-enter the work environment.

BREXIT and Covid-19 accelerated plans for a wider range of career pathways, ranging from apprenticeships, summer work and student placements to support the unemployed back to work through UK government schemes such as Kickstart, JET and Restart.

We are contributing to our communities by working with these agencies who offer tailored support, training and guidance to those seeking new employment opportunities.



## Learning & Development

### OPERATIONAL TRAINING FRAMEWORK

- Our clearly defined career path ensures that employees understand the progression roadmap available to them. Our structure enables the employee and manager to understand the key performance indicators required at each step and ensure there is appropriate training linked to an individual's development plan. Career path and opportunities for progression are communicated to employees as part of the Induction Programme.
- We support the development of our people and there is an equal opportunity for all employees to grow through a blend of methods including on the job training, coaching, mentoring, internal and external programmes. We operate apprenticeships, butchery skills training and a graduate programme.

- Learning needs and opportunities are identified through support, supervision, and internal assessments to meet business needs. Line managers train and evaluate all employees on the skills required for each job function and this is delivered through SOP's and a training matrix.

### OVER THE LAST 2 YEARS WE

- Created a bespoke induction programme delivered in a blended way via an eLearning Platform. Training and induction information is now in the native languages of our employees and the programme aims to ensure all new recruits receive the same introduction, messaging, and initial training in a language they understand and at a pace they can follow. Learning is assessed to ensure employees have understood the concepts and retained the information.

- Collaborated with the Educational Training Board to deliver several English Language Classes for non-English speaking employees.
- Conducted 178,000 training hours, including induction training in 12 languages, with approximately €3m invested in staff training and development.
- Completed "Virtual Training Essentials" with key stakeholders as part of our plan to support ongoing training initiatives while maintaining the safety and wellbeing of our employees during the Covid-19 pandemic.
- Provided a tailor made programme delivered remotely and available on video link to assist people with their mental wellbeing.





## Coronavirus (Covid-19)

**In early 2020 as the global pandemic took hold, Dawn Meats reacted quickly to keep our colleagues, contractors and visitors safe and well protected from contracting the virus.**

A collaborative approach was taken, including the formation of a Senior Management Covid-19 Team, and a system of clear and consistent communication was established for our sites.

### **Key components to delivering our Working Together to Stay Safe Strategy were:**

- Receiving, understanding and implementing information from Governments across all jurisdictions.
- Implementation of Covid-19 Guidance Information for Management Teams.
- Completing a site specific Covid-19 Risk Assessment across all sites.
- Where identified by risk assessment, making appropriate Personal Protective Equipment available.

- Displaying and communicating in the required languages, information and videos relating to Covid-19 safety and keeping colleagues updated as and when new official guidance became available.
- Use of mobile phone technology where required to send out important text alerts relating to Covid-19.
- Carrying out regular inspections and audits to ensure monitoring was in place to ensure that controls remained relevant and effective.
- We offered free flu vaccinations for all team members and site-based contractors to prevent further illness during the winter months, and more than 30 vaccination clinics were held over the course of winter 2020.





## Community

**Dawn Meats supports the communities where we operate by sourcing locally produced livestock, transported by local haulage companies and sourcing local services.**

Through our business operations we contribute more than €1.67bn annually to the rural economies in Ireland and the UK.

We encourage employees to get involved in events and our goal is to have a positive impact on the communities where we operate and source from and where our employees live. Over the last two years, we donated or helped to raise more than €1.1m for community and charity projects and more than 4,300 volunteer hours were undertaken by team members.

### Junior Achievement Ireland

During 2019 staff members assisted with the Junior Achievement Ireland programme in 3 local primary schools. The programme encourages young people to remain in education, and prepares them for the work place later on in life. Students are given the task of starting a business which gives them an insight into how businesses work.

A five week programme was completed with the children being invited to visit our facility at Carrolls Cross for their final lesson, where a senior member of our production team gave a presentation on the burger making process. Following the presentation the children got to sample the burgers for themselves, which went down A REAL TREAT!



Volunteering with JAI has been rewarding and great fun. I really enjoyed getting to know the 4th class in St Senan's National School in Kilmacow. Building a relationship with them as we became business owners and

also hearing all their amazing and funny ideas in creating a business in Ireland! I would encourage anyone interested to get involved as it's a great way to share your business knowledge whilst having fun and getting involved in the

local community. And when the class and teacher are very enthusiastic and inspired, you want to keep volunteering!

**Fran Cobos**  
Volunteer





## Great Agri-Food Debate

The Great Agri-Food Debate is a joint initiative between Dawn Meats and McDonald's. In February 2020, third-level education students of food and agriculture gathered in Belfast at Queen's University, for the 5th Annual Debate. Teams from University College Dublin (UCD), Dundalk Institute of Technology (DKIT), Queen's University Belfast (QUB), Waterford Institute of Technology (WIT), University of Limerick (UL) and College of Agriculture, Food and Rural Enterprise (CAFRE) all made the journey to Belfast for the two-days of debating. The event featured six debates, culminating in the final, in which students from UCD and WIT debated the motion "Global free trade, not subsidies, will deliver a sustainable future for European Agriculture". UCD were triumphant, taking the trophy home for a fourth time.

Despite the restrictions, 2021 saw the Great Agri-Food Debate come back with a bang. A much different format to previous years, the 6th Annual Debate entered the digital arena in the form of a virtual event.

Another new dimension to proceedings was the involvement of the University of Aberystwyth. This

marked the first time a college from outside the island of Ireland has been involved, emphasizing the shared need for continued dialogue on issues of common interest in the UK and Irish agri-food sector.

The debates were moderated and judged by a range of representatives from the agrifood industry and beyond, including Beth Hart from McDonald's, Brendan Gleeson, Secretary General Department of Agriculture, Wayne Anderson, Director of Food Science & Standards, Food Safety Authority of Ireland, Nicholas Saphir, Chairman Agriculture and Horticulture Development Board, Niall Browne, CEO Dawn Meats and Dunbia and Dan McSweeney, Chairman Bord Bia.

WIT were crowned the eventual winners following a fiercely topical debate against DkIT on the subject of 'lab grown meats will not replace traditional livestock farming systems'. Where WIT proposed the motion and DkIT opposed.

The success of the virtual debate offers a range of opportunities for the event going forward and we anticipate a continual increase in participation over the coming years.



It was a privilege to attend and judge this year's virtual Great Agri Food Debate. The debaters from across Ireland and the UK were, as always smart, eloquent and captivating. I am confident that the future of the agri food industry will be bright when these amazing students graduate. McDonald's remains committed to playing our part in creating a forward-thinking food sector across Ireland and the UK

**Beth Hart,**  
McDonald's UK and Ireland  
Vice President for Supply Chain  
and Brand Trust



## Yellow Wellies Mental Health Awareness Training

Our Agricultural and Procurement Teams enlisted the support of the Farm Safety Foundation, Yellow Wellies, to help highlight the importance of mental wellbeing, recognise the signs of poor mental health and strengthen employees' confidence in responding sensitively to a situation where someone's mental health may be at risk in agriculture.

Yellow Wellies is an independent charity, helping farmers challenge the behaviours and attitudes towards farm safety and reduce the number of life-changing and life ending injuries among farmers. The foundation successfully delivered three virtual training sessions to over 50 of our team members.



We are delighted to work with Yellow Wellies, delivering Mental Health Awareness training for the Dunbia Agriculture and Procurement Teams. Our team members have a close working relationship with our farmer suppliers and understand the pressures being faced across our industry. This training provides us with the skills to make it a little bit easier to talk about this difficult subject.

**Sarah Haire,**  
Head of Agriculture at Dunbia



Throughout this pandemic, farmers have been recognised as key workers, essential for ensuring we have food on our plates and it is up to each and every one of us in the industry to offer support. The best way for us to do this is by educating ourselves about mental health, the signs and symptoms of someone who may be struggling with their mental health right now and of course, be able to confidently refer them to those organisations that can help them through this. I am delighted that we can help the team at Dunbia on their journey to preserve and protect the mental wellbeing of their staff and of course of their key farming suppliers.

**Stephanie Berkeley,**  
Manager of the Farm Safety Foundation





# Food Safety & Quality, Health & Nutrition

Our goal is to be recognised as having an industry leading culture of food safety, quality and technical innovation.





## Our Approach

**Our Food Safety Culture was developed in accordance with the principles and guidance featured in A Culture of Food Safety a Position Paper from the Global Food Safety Initiative.**

Once a month, site Food Safety and Quality Teams engage with employees via competitions and toolbox talks on a broad range of topics

including foreign bodies, hand washing, cleaning, micro hazards, allergens, label controls, personnel hygiene, PPE, clean livestock, security and pest control.

The use of technology through QR codes and digital screens has allowed this programme of activity to continue safely during the pandemic reaching both remote and onsite workers.

We launched our Food Safety Newsletter to share insights from across the business, the wider food industry and customers. Published once a quarter, articles keep readers up to date with key events, audit results, training and development, new initiatives and food fraud concerns.







## Food Safety Week

Celebrating its 4th year, the main event of the Food Safety Culture programme calendar took place in February 2020.

### THE THEME FOR THE WEEK: MAKE IT SAFE, EAT IT SAFE

Activities took place simultaneously across the sites, with the aim of promoting a positive and effective food safety culture. Preparations began 6 months in advance, allowing time to secure and engage external stakeholders to assist with the delivery of key messages.

External engagement is a key factor to the success of the week and helps to bring to life the importance of Food Safety in everyday life for everyone.



I was honoured to be invited to visit Cardington during Food Safety Week and had the pleasure of giving out a number of prizes.

It's great to see how the initiative is continuing to build momentum year on year, bringing food safety alive, engaging with all within your organisation and continuing to positively impact the Food Safety Culture journey.

The photo booth frame was great fun and good for interaction. I especially liked the speech bubbles and one of my favourites was 'No Nuts Here'

#### Paula Pearse

Quality Assurance Consultant  
McDonalds' UK



## Food Safety Awards

The Food Safety Awards are the main event and bring the week to a close.

- The 'Supplier of the Year' Award is in recognition of the site which achieves the best Food Safety and Regulatory audit scores, both internal and third-party.
- The Food Safety Award for "Going Above and Beyond" recognises the best performing team member within the Food Safety department, with nominations received from their peers.



I was impressed with the range of proactive events on offer during your Food Safety Week

The activities such as the UV handwashing challenge, the allergen 'Wheel of misfortune' and the online interactive quizzes were particularly engaging and delivered important messages in a proactive way

**Dr Cormac McElhinnery**

Senior Technical Executive  
Food Safety Authority of Ireland







## Audits & Training

Our sites hosted 600 Food Safety audits during 2019 and 2020.

On average we hosted a Food Safety audit every working day of the year.

AUDITS		
Audit Type	UK	ROI
Food Safety	368	232

During the pandemic, audits were delivered remotely with a whole new suite of equipment, training and methodologies required.





## HACCP – A new way

Our most recent Food Safety Culture survey told us that people find Hazard Analysis and Critical Control Point (HACCP) difficult to understand.

We reviewed our HACCP plans during 2020, creating a new template which includes the latest thinking on effective food safety management such as ISO22000 and the U.S. Food Safety Modernisation Act.

We improved the use of plain and simple language and we now call the plan a Hazard Control Plan and Operational Pre-requisites are described as Food Safety Control Points. Simple actions like these make our cutting-edge Food Safety Management more accessible.







## Consistent Quality

Our industry leading Conception to Consumption project is an Innovate UK funded three-year flagship program.

Working with UK farmers, in collaboration with Breedr and Scotland's Rural College, the goal of the project is to develop innovative practices that deliver efficiencies to livestock production processes that are more sustainable and result in better quality beef. Meat quality represents a key work package of the project starting with genetic influence and concluding with consumer studies; a farm to fork approach.

Analysis of beef eating quality is conducted using a wide range of techniques from state-of-the-art non-invasive techniques and traditional laboratory assessments through to sensory panels. This will provide a deep understanding of meat quality attributes across a wide breadth of the supply chain. The results of this exciting 'first of its kind' beef industry research will be available in 2023.





## Embracing Digital

During 2020, 8 sites in Ireland embraced a new electronic paperless food safety and quality management system. UK sites will be on-boarded by 2022.

The system is a paperless compliance and data system which allows unified management of food safety and quality. It operates using a tablet-based system which hosts compliance and quality checks at prescribed schedules and guides users through appropriate corrective action paths and improvement plans. Data management and trending is automatic, thus

eliminating data entry and processing. This electronic system allows remote access to information, speeding up access and maintaining good working practices while reducing travel impact.

Over 90,000 A4 sheets of paper are saved annually through the rollout of this digital system and when fully implemented across the group, we expect this to rise to more than 250,000 A4 sheets in 2022. In excess of 8,000 hours have been redirected annually to other tasks, with a target of 24,000 hours per annum to be allocated when fully rolled out.

90,000+

PIECES OF PAPER  
PER ANNUM  
ARE SAVED

8,000

HOURS HAVE  
BEEN REDIRECTED  
ANNUALLY





## Health & Nutrition

**Dawn Meats actively promote the health benefits of red meat and communicate the important role it plays as part of a balanced diet.**

In April 2019 we launched our “Monthly Nutritional Newsletter” which is published on-line and which communicates the proven nutritional attributes of red meat. We are engaged at European level with UECBV on this important topic providing a platform for informed discussion and debate through <https://meatthefacts.eu/>. We are also strong supporters of the joint AHDB, HCC and QMS [#EatBalanced](#) campaign launched during 2020.

We provide products which meet our customers’ expectations and which support consumers in achieving a healthy balanced diet. Over 80% of

our finished product is pure meat, which has been naturally produced and is not subject to value-adding activities beyond the processing of live animals into beef and lamb. By primarily supporting and sourcing grass fed cattle, the resulting beef profile has a healthier fatty acid and vitamin profile.

Our New Product Development (NPD) team have delivered many projects to advance the health benefits of our value-added products and work to make them more sustainable, healthier and more nutritious.

- The NPD Team are looking at ways to address obesity, through improved portion control and reduced sugars and salts in value added ingredients.

- We are expanding our portfolio of healthier reduced fat minces and skinny value-added products, and are working well beyond FSA 2024 guidelines on salt reduction in manufactured products.
- Progress in this area is incremental as we are largely suppliers of private label meat products to multiple retail and we encourage both our customers and the ultimate consumers of our products, to make better nutritional choices by offering more of these products for sale.
- In 2020, the proportion of new Gluten Free products increased by 7% and we reduced the salt inclusion rate in all products by 10% as compared to 2019.



## Health Benefits of Red Meat

Red meat is the most bioavailable source of iron and zinc. Both beef and lamb are sources of potassium and are rich in niacin, vitamin B12 and B6. Health claims for meat nutrients include:



Heart  
Health



Normal  
Vision



Muscle Growth  
and Maintenance



Mental Function,  
Anti-Fatigue



Immune Function,  
Natural Antioxidants



Strong Bones  
and Teeth



Hormone  
Regulation



Healthy Skin,  
Hair and Nails

### GRASS FED BEEF IS HIGHER IN CLA'S AND BETA-CAROTENE

Conjugated Linoleic Acid or CLA, is known as an essential fatty acid that is found in ruminant (cattle and sheep) products, such as meat and milk. It is referred to as 'essential', because we have to get these fatty acids from our food, as our

bodies cannot manufacture them. Beta-carotene is a precursor to Vitamin A. Vitamin A is required for growth and development in humans, the maintenance of our immune system and good vision.





## Transparency & Assurance

We invite external third-party oversight and verification of business policy, practice and performance, to provide confidence to our stakeholders.

To provide transparency and assurance we engage with a range of recognised independent standards and audit bodies in the areas of food safety, quality and traceability; ethical and fair treatment of employees; health and safety; environmental and resource efficiency standards; supply chain transparency and responsible business practice verification.

The [Dawn Meats](#) and [Dunbia](#) Business Codes of Conduct and Supplier Codes of Conduct are designed to uphold and communicate our purpose, vision and values.

We have a commitment to drive excellence and bring us on a path to being 'Europe's most sustainable meat company'.

All team members are expected to support progress towards this goal, to assist continuous improvement and enhance our reputation. Dawn Meats are signatories to the [EU Code of Conduct for Responsible Business and Marketing Practices](#) launched in July 2021.





## Origin Green

**In Ireland, we have been a founding and verified member of Origin Green since the programme's commencement in 2012.**

Origin Green is the world's only national sustainability programme for the food and drink industry, bringing government, the private sector and the entire supply chain together to set and achieve measurable sustainability targets. Origin Green provides a programme for producers, farmers, processors, retailers and foodservice to establish sourcing, manufacturing and social sustainability targets and to report annual progress against these targets.

At the time of writing, verified Origin Green members accounted for over 90% of Ireland's food and drink exports. Farm-level accreditation is provided to ISO:17065 and the carbon footprinting model is accredited to the Carbon Trust

PAS 2050. Manufacturers are independently verified by Mabbett, international auditors.

Since 2012, Dawn have submitted 9 progressively ambitious Origin Green Sustainability Plans. Commitments include reductions in energy, water, emissions and waste, supporting diversity and equality, increasing community engagement, advancing nutrition and improving the sustainability of packaging and livestock sourcing. Dawn Meats are one of only eight sponsors of the Origin Green Ambassador Programme.

We have been recognised at the Bord Bia Sustainable Food & Drink awards on three of the four occasions the awards have taken place; namely in 2013, 2017 and most recently in 2019.

The most recent Origin Green Sector Sustainability Report can be viewed here:

[Origin Green](#)





## BITC Ireland's BWR Mark

In November 2019, Dawn Meats became the first Irish food manufacturer to achieve BITC Ireland's Business Working Responsibly Mark ([BWR Mark](#)) for all our ROI sites, making us one of only 40 businesses to achieve this standard. The BWR Mark is the leading independently audited standard for sustainability certification in Ireland and is audited by the NSAI and based on ISO26000. Dawn Meats are members of BITC's [Leaders' Group on Sustainability](#), supporting the work of subgroups devoted to the Low Carbon Pledge and the Inclusive Workplace.



## EcoVadis

In December 2020 Dawn Meats were awarded a Silver grade under EcoVadis' Sustainability Rating.

- **Overall Score:** This grade represents inclusion in the Top 10% of companies rated in the meat processing industry.
- **Sustainable Procurement:** This grade represents inclusion in the Top 2% of companies rated in the meat processing industry.

[EcoVadis](#) provides the leading solution for monitoring sustainability in global supply chains. The EcoVadis rating methodology is based on international sustainability standards including the Global Reporting Initiative, United Nations Global Compact, ISO 26000 and is supervised by a scientific committee of sustainability and supply chain experts, to ensure reliable third-party sustainability assessments.



## Collaboration and Strategic Partnerships

As a business, we drive change through innovation programmes and by forming strategic partnerships.

We recognise that collaboration is crucial to address significant challenges such as climate change, plastic pollution, human rights risks and global food security. In pursuit of our sustainability agenda, we engage in many initiatives at local, national and global levels. We work with and advocate on behalf of the agri-food industry to drive positive change.



### GOVERNMENT

Department of Agriculture, Food and the Marine  
 Department for Agriculture, Environment and Rural Affairs  
 Department of Agriculture and Rural Development  
 Department of Business Enterprise & Innovation  
 Department of Employment Affairs & Social Protection  
 Environment Agency (England)  
 Environmental Protection Agency  
 European Employment Services  
 Food Safety Authority  
 Food Safety Scotland  
 Food Safety Authority of Ireland  
 Health & Safety Executive  
 Health & Safety Authority  
 Irish Naturalisation & Immigration Service  
 Innovate UK

Northern Ireland Environment Agency

Natural Resource Wales – Wales

Northern Ireland Assembly

Scottish Environment Protection Agency

Sustainable Energy Authority of Ireland

Scottish Parliament

Welsh Assembly

Work Place Relations Commission

### AREA OF ENGAGEMENT

Compliance

Food Safety

Health and Safety

Environment

Research & Development

Industry Support





## INDUSTRY BODIES

Agricultural & Horticultural Development Board  
 Agri-Food Diversity and Inclusion Forum  
 Animal Health Ireland  
 Association of Independent Meat Suppliers  
 Bord Bia  
 British Meat Processors Association  
 British Retail Consortium  
 Business in the Community Ireland  
 Campden BRI  
 Enterprise Ireland  
 European Roundtable for Beef Sustainability  
 Food and Drink Industry Ireland  
 Food Industry Intelligence Network  
 Food Network for Ethical Trade  
 Global Roundtable for Sustainable Beef  
 Hybu Cig Cymru  
 Institute of Food Science and Technology  
 Institute of Grocery Distribution  
 Institute of Occupational Safety and Health  
 International Meat Traders Association  
 International Meat Secretariat

Irish Business and Employers Confederation  
 Irish Cattle Breeding Federation  
 UK Cattle Sustainability Platform  
 UK Plastics Pact  
 Livestock & Meat Commission NI  
 Meat Business Women  
 Meat Industry Ireland  
 Meat Technology Ireland  
 Quality Meat Scotland  
 Red Tractor  
 REPAK  
 RSAIB  
 Scottish Association of Meat Wholesalers  
 SEDEX  
 Society of Food Hygiene and Technology  
 Teagasc  
 The European Livestock and Meat Trades Union (UECBV)  
 WRAP Courtauld Commitment 2025  
 WRAP Food Waste Reduction Roadmap  
 WRAP Meat in a Net Zero World

## AREA OF ENGAGEMENT

Agriculture  
 Animal Welfare  
 Climate Action  
 Diversity and Inclusion  
 Environment  
 Ethical Trade  
 Food Waste  
 Innovation  
 Knowledge Transfer  
 Market Access, Insight and Research  
 Nutrition  
 Packaging  
 Risk assessment  
 Sponsorship



## PRODUCERS

Producers

Farmers

### AREA OF ENGAGEMENT

Animal Welfare

Knowledge Transfer

Supply availability and consistency

Resource efficiency



**REPAK**

**BORD BIA**  
IRISH FOOD BOARD



Agri-Food Diversity & Inclusion Forum (AgDiF)



THE UK  
PLASTICS  
PACT



**wrap**



## Awards

We are honoured to have received recognition for our sustainability strategies and achievements, including a number of industry awards from assurance schemes, trade organisations and public bodies.





# DAWN MEATS Company History

1976 – 1985

Dawn Meats established by three farming families in Carroll's Cross, Kilmacthomas, Co. Waterford

Constructed abattoir facility in Grannagh, Co. Waterford

Dunbia established opens as a butchers shop in Moygashel, Co Tyrone

Opened slaughter hall and extensive new boning hall facility in Dungannon

1986 – 1995

Acquired Highland Meats, Scotland

First Sales & Marketing Office opens in Smithfield, London

Retail Packing Plant built in South Wales

Boning halls built in Grannagh and France

Sales & Marketing Offices open in Italy and France

Built retail packing factory in Dungannon

1996 – 2005

Doubled retail packing capacity in Wales

Acquired Meadow Meats, Cardington, Carnaby, Ballyhaunis and Western Proteins

Sales & Marketing Offices open in Holland and Spain

Acquired Charleville Foods

All UK Retail packing operations relocated to £35m purpose built facility in Wales with industry leading NPD capabilities

Acquired Rose County Foods

Acquired Excel Meats, Newgrange Meats Kilbeggan in ROI and Oriel Jones & Sons in Wales

2006 – 2015

First Premium Butcher factory shop opens to the public

Sales & Marketing Offices open in Germany and Poland

New online venture [www.thepremiumbutcher.ie](http://www.thepremiumbutcher.ie) launches

'Sustainability today for all our tomorrows' – first formalised Sustainability Plan launched

Acquired Deurdens & Jaspers Beef facilities and West Devon Meats

Construction of dedicated McDonald's patty plant

Secured 49% stake in Elivia – France's 2nd largest beef processor

Acquired Kepak Preston

Extended Preston to include purpose built sausage making facility

State of the art redevelopment at Llanybydder

2016 – 2021

Strategic partnership and acquisition agreement with Dunbia

Ongoing Capital investment program



**NATURALLY BETTER**  
For Nutrition, Society  
& the Natural World

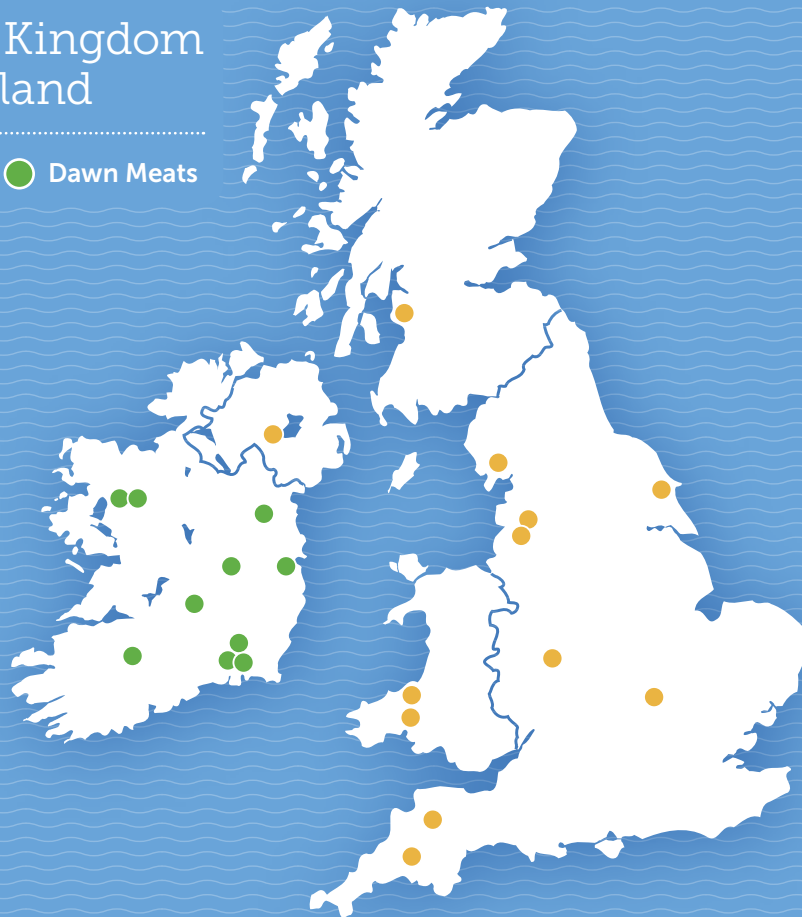


## Our Strategic Locations



### United Kingdom and Ireland

● Dunbia ● Dawn Meats



### Europe



### INTERNATIONAL SALES OFFICES

### Far East

