

CORPORATE SUSTAINABILITY UPDATE

2021 | 2023

# PLAN FOUR ZERO





# WELCOME

PLAN  
FOUR  
ZERO

01



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

→ Find out more at: <https://www.planfourzero.com/>



# EXECUTIVE SUMMARY

Chief Executive Officer, Niall Browne and Sustainability Director, Gill Higgins reflect on the progress made since our last report.

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 <p><b>40,000</b> REGULAR FARMER SUPPLIERS</p>	 <p><b>7,400</b> EMPLOYEES 72 Nationalities 30 Sites</p>	 <p><b>€2.5Bn</b> TURNOVER 50 Markets</p>
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At Dawn Meats and Dunbia, we recognise that our future relies upon the health of our natural world and the wellbeing of our communities. Sustainability has been central to our business plan for over 40 years, and we collaborate with others to reach shared goals.

Key environmental targets which we have set for ourselves, include reducing emissions from agriculture, protecting and restoring nature, biodiversity, soil health and water quality. The rising cost of living over the last 18 months is placing significant pressure on producers and consumers alike, and this is accentuated by climate change. Our updated sustainability strategy, Plan Four Zero announced in November 2022 seeks to accelerate emissions reduction in the period to 2030 with a €100m investment committed initially to achieve our 2030 targets.

Sustainability means looking after the foundations of our food system, the air we breathe and the communities we engage with, ensuring sufficient resources for future generations. Feeding the global population sustainably to 2050 and beyond will require significant cooperation and coordination across society, to produce nutritious food in optimum conditions. Livestock production systems in Ireland and the UK are amongst the most sustainable in the world with cattle and sheep converting grass into a highly nutritious, naturally produced protein, which is rich in essential vitamins and minerals. Our quality meat products make a valuable contribution to human nutrition and at the same time we are progressively reducing emissions. As extreme weather events impact global supply chains with greater frequency, demand for assured supply of nutritious food and livestock protein in particular, is predicted to increase.

Our Sustainability Executive 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. We are proud of the exceptional teamwork and collaboration which has helped us to execute our sustainability strategy and deliver against our goals. Achieving our ambitions and transitioning to a net zero society will require big changes within our business and transformation across supply chains. Collaboration is key and we need to work together as an industry to address sustainability challenges and to remain competitive in the global marketplace. We will continue to invest in our strategy, Plan Four Zero, ensuring it is fit for the future.



Plan Four Zero is our blueprint for building a more sustainable food system, working together for a better future.

Grounded in science, the plan outlines how we will reduce emissions within our operations and across supply chains, protect nature and restore biodiversity, inspire sustainable farming and support communities on the journey to Net Zero.

Our group-wide plan is governed by Three Values and founded on Four Ambitions, which describe how we will achieve our sustainability commitments and how our actions contribute to the United Nations Sustainable Development Goals. We follow science when setting targets and making decisions and will continue to scale up the right solutions to deliver long-term sustainability, helping others along the way.

## Our Three Values

### The Right Measure

We will be guided by data and science when setting targets, developing plans and making decisions.

### The Right Solution

We will collaborate to scale up the right solutions and innovations for a more sustainable food system.

### The Right Balance

We will focus on areas of greatest impact, taking a balanced approach to bring our communities with us along the way.



## Our Four Ambitions

### Environment

We will protect and restore nature and biodiversity and work towards the development of a circular economy, powered by renewable energy.

### Farming

We will inspire sustainable farming to foster better animal health and welfare, enhance meat quality and restore biodiversity, soil health and water quality.

### Food

We will continue to provide high quality, natural, delicious food, rich in protein, essential vitamins and minerals, to support human health and wellbeing.

### Society

We will nurture inclusive relationships with our people and communities, help them to live more sustainably, and support the just transition to a net zero future.



For further information download our Roadmap



# HIGHLIGHTS 2023

04



## 49%

Reduction in operational emissions



## 9.6%

REDUCTION IN TOTAL EMISSIONS

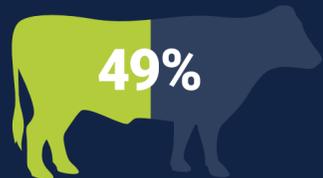


## 1243



Olympic size swimming pools of water saved since 2016, equivalent to 3.1 million metres cubed.

### CATTLE EMISSIONS MONITORING PROGRAMS



Cattle Supplies

## 500,000

CATTLE ANNUALLY

49% of cattle supplies by spend are covered by emissions monitoring programs, representing approximately 500,000 cattle annually

### FARM GREEN

## 5000

FARMERS

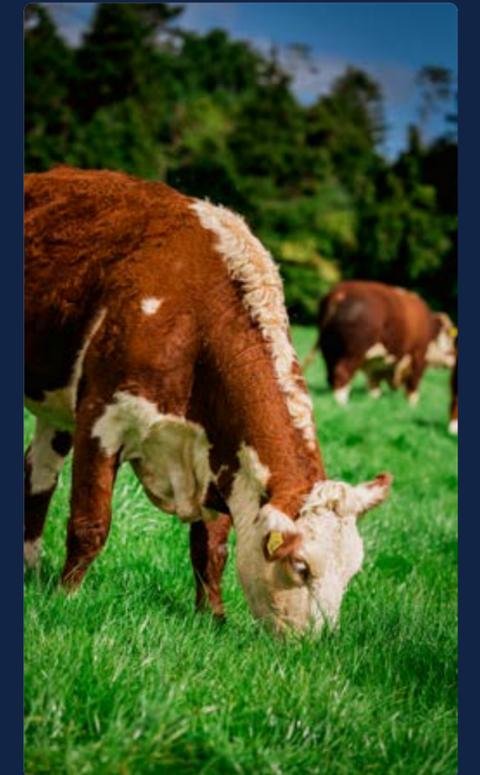
Reached via Farm Green, our sustainability engagement programme



All factories and sites powered by 100% Renewable Electricity



Volume of waste recycled, reused and recovered reached 51% by end of 2022





ENERGY SAVED

20,875



Saved enough energy to power 20,875 homes for a year

885

Tonnes of plastic saved across our rigid trays, films and flexibles

1%



FOOD WASTE

from production as a percentage of finished product is consistently below 1%

55%  
LESS

NEW VACUUM PACKAGING

solution for mince, which uses 55% less plastic, extending product shelf life by 25%

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BORD BIA  
IRISH FOOD BOARD

Source 96% and 81% of Irish cattle and lamb from Bord Bia Assured Farms

96%

80%



Source 99% and 97% of UK cattle and lamb from Red Tractor Assured Farms

99%

97%

€1.1m

Contributed to not for profits, community groups and charities

8300

Volunteer hours undertaken by employees



Awarded an EcoVadis Silver Sustainability Rating in 2021 and 2022



Sustainability Programme  
GOLD MEMBER  
2022

Achieved Origin Green Gold Membership in 2021 and 2022



SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

Approved Science-Based Targets aligned to 1.5°C



All production sites ISO14001 and ISO50001 Certified



ISO 50001  
ENERGY MANAGEMENT



Among the CDP Climate Change A-List Companies in 2021 and 2022





# OUR COMMITMENTS



## PLAN FOUR ZERO

### 2025

- » Reduce Scope 1 and 2 Absolute Emissions by 38%.
- » Source 100% FSC Certified cardboard packaging.
- » Ensure 100% of our plastic is reusable, recyclable or compostable.
- » Source 100% of our cattle from Bord Bia or Red tractor assured farms.
- » As part of the UK Soy Manifesto, all soya entering the UK to be from deforestation and conversion free sources.

### 2030

- » Reduce scope 1 and 2 Absolute Emissions by 59%.
- » Reduce Scope 3 emissions intensity of Purchased Goods and Services by 28%.
- » Replace f-gas refrigeration systems with net zero systems.
- » Switch 100% of our company fleet to zero emission powered vehicles.
- » All production sites will be evaluated against a variety of initiatives such as rainwater harvesting and greywater reuse, with suitable projects

- rolled out by 2030, and water usage intensity will reduce year on year.
- » Increase the volume of waste recycled, reused and recovered (excluding refuse derived fuel) to 60%.
- » Eliminate problematic or unnecessary single use plastic.
- » As part of WRAPS Courtauld Commitment, reduce food waste in the UK by 50%.
- » Source 100% of our lambs from Bord Bia or Red Tractor assured Farms.

### 2040

- » Net Zero Operational Emissions.
- » Switch to renewable and carbon neutral sources of thermal energy generation.
- » Accelerate progress towards a Net Zero Supply Chain by 2050.





# ENVIRONMENT





# ENVIRONMENT

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**Our Environment Ambition** outlines our plans to reduce operational emissions, improve water efficiency and quality, optimise energy use and increase recycling.

**Our packaging plan** focuses on increasing recycled content and recyclability, while reducing waste volumes.

**To support biodiversity** we have installed beehives, planted trees and permitted areas to go wild.

## Operational Emissions

### Target

We have a science-based target aligned with 1.5°C to reduce Scope 1 and 2 absolute emissions by 59% by 2030 and to Net Zero by 2040.

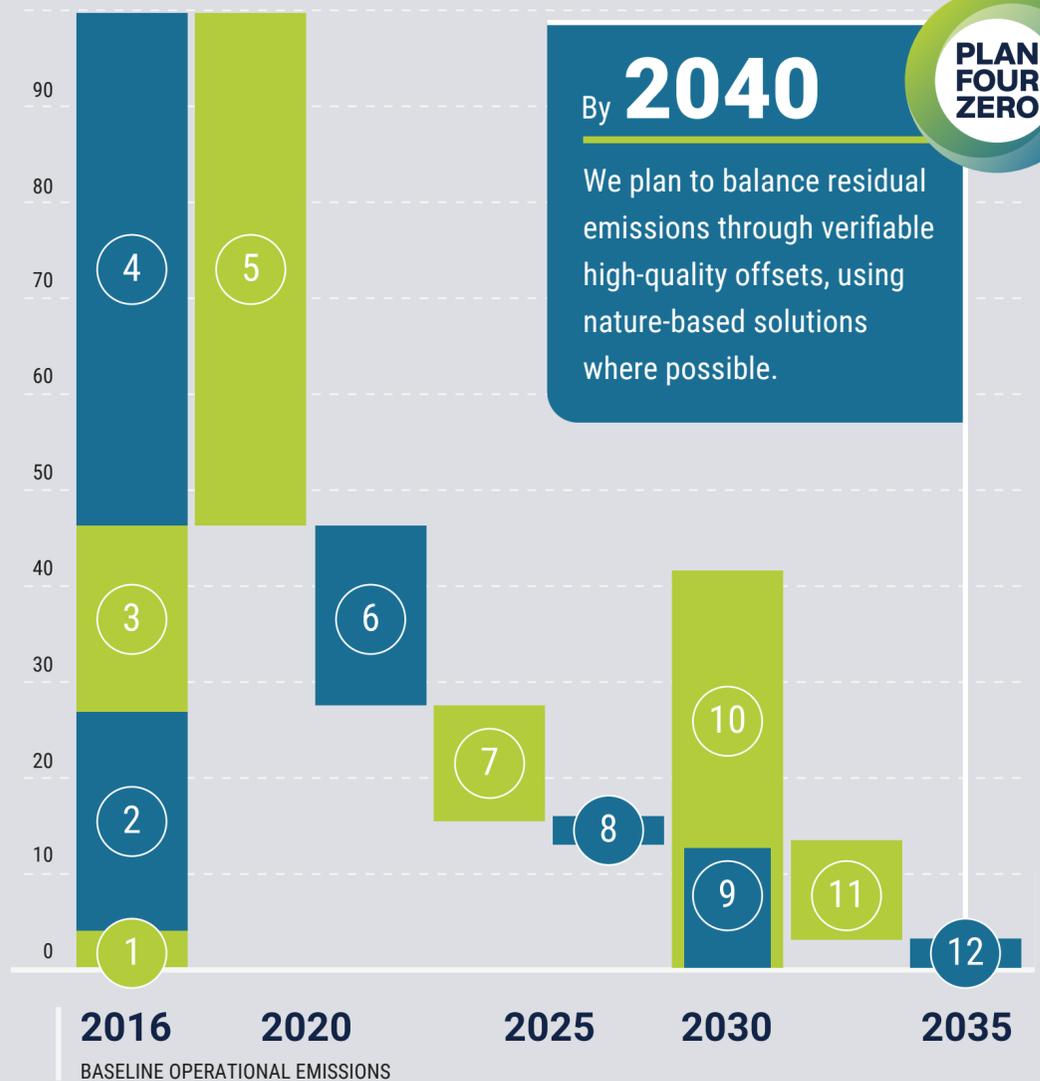
### Progress

Overall, we achieved a 49% reduction in Scope 1 and 2 operational emissions, following the location-based approach, between 2016-2022.

### EMISSIONS MEASURES 2016–2022

- » Procuring 100% of electricity requirements across our sites in the UK and Ireland from renewable sources. We are progressing towards on-site renewable energy generation, including solar and wind.
- » Upgrading refrigeration systems and reducing fugitive emissions.
- » Upgrading equipment and boilers to burn lower carbon fuels.
- » Switching to renewable sources of thermal energy generation to heat water and renewable sources of heat recovery such as heat pumps.
- » Employing lean management principles in daily operations.
- » Leveraging ISO14001 certification for environmental management and ISO50001 certification for energy management across the site network.

100 % OF TOTAL EMISSIONS



- 1 Our Fleet
- 2 Thermal Energy for Heating Water
- 3 F-gases from Refrigeration
- 4 Electrical Energy
- 5 Renewable Electricity
- 6 Upgrade Refrigeration Systems
- 7 Renewable Thermal Energy
- 8 Zero emission powered vehicles
- 9 Estimated Remaining Emissions
- 10 Science Based target
- 11 Drive down remaining emissions as close to zero as possible
- 12 Residual Emissions



## Case Study

### Refrigeration System Upgrade Dungannon, Northern Ireland

#### COMPLETION OF THIS PROJECT

is a key step to achieving net zero at Dunbia Dungannon by 2040 and helping Dunbia (UK) achieve its approved Science Based Targets Initiative (SBTi) goals.

The nature of the processing activity undertaken at Dungannon requires a significant demand for refrigeration to ensure a high-quality product is produced that meets food safety and product quality demands.

Refrigeration at the site is currently provided by means of an older ammonia refrigeration system and a number of smaller localised f-gas refrigeration systems that are not as efficient as

equipment now available and do not permit heat recovery to be effectively utilised. From 2023, this project will provide an upgrade to the existing refrigeration systems by installing a centralised newer more efficient ammonia – glycol refrigeration system which takes full advantage of modern efficiency measures such as variable speed drives, heat recovery and smart controls. Additionally, ammonia refrigerant will have a significantly lower global warming potential than the existing HFC systems. It is estimated that installation of a centralised ammonia-glycol system would provide annual carbon savings of 2,420 tCO<sub>2</sub>e and a 19% reduction in site energy consumption.





# ENERGY

Moving to low and zero emission sources of energy is crucial to achieving our net zero target by 2040.

## Energy Management

### Target

Since 2020 we have sourced 100% renewable electricity to power our sites and as we further electrify thermal energy generation into the future, we will continue to procure or generate from renewable sources.

### Progress

In the reporting period we implemented over 20 capex projects and system upgrades which saved 2.8m kWh per year. From our 2016 baseline we have saved enough energy to power 20,875 homes for a year.



Electrical energy is used 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 and liquid petroleum gas (LPG) and other fuels are used to produce energy for hot water and steam generation.

All production sites are ISO14001 and ISO50001 certified for environmental and energy management and real-time performance is observed through our Energy Management System, with metering systems in place on the main users of water, electricity and fuel.



FOR MORE INFORMATION ON OUR APPROACH TO ENERGY MANAGEMENT



## Case Study

### New Econoliser Steriliser Project Slane, Ireland

The site was using a trickle flow steriliser in the Slaughter Hall that had a constant flow of hot water through the steriliser.

Two different types of sterilisers were examined and the Econoliser spray bar unit was selected as greater water savings were achievable over the year. Currently wastewater is tankered offsite for treatment, water usage is a high priority focus area. As a result of this investment, annual usage reductions are being achieved.



#### Every year, we are now saving:

- » 730m<sup>3</sup> of waste water
- » 60k Kwh of gas
- » 16k Kwh of electricity



## Case Study

### Hot Water Heat Recovery System Carroll's Cross, Ireland

This processing plant has 3 main production areas that require a full wash each night. This requires on average 80m<sup>3</sup> of water at, or above, 50°C to ensure that the appropriate hygiene standard is achieved on processing equipment.

The plant refrigeration system consists of 9 compressors that supply the desired refrigeration temperatures across the production lines freezers

(-53°C) and cold storage rooms (-35°C). These compressors are oil cooled units, reaching temperatures > 55°C.

Incoming water is passed through heat exchangers attached to the cooling oil circuit on each compressor and is then pumped to hot water storage tanks. A recirculation circuit back through the same heat exchangers and additional



heat exchangers located in pump room maintains and increases the water temperature to approximately 55–60°C. This provides the volume of hot water required to sanitise the plant during the night shift and saves 318,624 kWh of energy a year.



# WATER

Water is critically important for all food processing, where it is primarily used for sterilisation, washing and general hygiene.

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As part of our meat production process, water is accessed through wells on our sites, the public water supply and by harvesting rainwater.

We are signatories to WRAP’s Water Roadmap, which sets out pathways to address collective challenges in protecting water for food supply, nature and communities. The food industry vision is to deliver the Courtauld Commitment 2030 water target where 50% of the UK’s fresh food is sourced from areas with sustainable water management.



FOR MORE INFORMATION ON OUR  
APPROACH TO WATER MANAGEMENT

## Water Management

### Target

All production sites will be evaluated against a variety of initiatives such as rainwater harvesting and greywater reuse, with suitable projects rolled out by 2030, and water usage intensity will be reduced year on year.

### Progress

In the reporting period, through capital expenditure projects completed and system upgrades we saved 22,000m<sup>3</sup> per year. From our 2016 baseline we have saved enough water to fill 1,243 Olympic size swimming pools, equivalent to 3.1 million meters cubed.





## Case Study

### Rainwater Harvesting Highland Meats, Scotland

The inclement weather on the West coast of Scotland has been utilised by capturing and storing the rainwater collected from the roof of the lairage unit, with this water being used during the washdowns and cleaning processes within the lairage.

The system is comprised of a 15m<sup>3</sup> storage tank fitted with a sediment filter, with the water transferred to the lairage via the two pumps shown. The system

is connected to the existing water hoses in the lairage. There is a float switch fitted allowing the tank to automatically fill with mains water in periods of low rainfall, a rarity in that part of Scotland.

The infrastructure in place will allow the site to expand the system to other areas in the future. The project will result in savings of 1,100m<sup>3</sup> of water per year!



## Case Study

### Grey Water Usage Sawley, UK



At Sawley, a wetlands system is used which consists of 12 reed-bed ponds that use natural mechanisms to clean our wastewater effluent from the treatment plant. Once the liquid is visibly translucent and licensed discharge parameters are met, the treated wastewater is discharged into the River Ribble.

Alongside the river discharge point, a pipe network connects the discharge point to our grey water tank.

The ballcock at the top of the tank communicates with the discharge point to indicate whether it needs filling or whether it is at full capacity.

Grey water directly flowing from our wetlands system will get used for livestock truck and trailer washing on site, a service which users pay for.

This system allows the saving of fresh water as we become less dependent on the mains supply and creates an income from something that was deemed as waste.



# WASTE

By adopting a LEAN approach, we have been a zero waste to landfill business since 2016.

We have a streamlined site waste reporting system and Key Performance Indicators are agreed and progress is shared through monthly calls, site reports and site operations meetings. This communication strategy provides insights into opportunities for improvement across our sites. As part of this management system each site completes waste audits to ensure good segregation, adherence to the waste hierarchy and to identify opportunities for waste reduction.

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## Waste Management

### Target

Increase the volume of waste recycled, reused and recovered (excluding refuse derived fuel) to 60% by 2030.

### Progress

In the reporting period, we implemented 16 initiatives, including capex and employee engagement projects, resulting in the volume of waste recycled, reused and recovered reaching 51% by end of 2022.

→ FOR MORE INFORMATION ON OUR APPROACH TO WASTE MANAGEMENT

## Case Study

### Waste segregation game Sawley, UK



As part of Environmental Week, this game was a big hit at our Sawley site with team members trying their hand and competing with one another to win prizes and bragging rights.

New recycling bins have been installed around the site to promote correct waste segregation and reduce general waste. All bins are colour coded and are filled with biodegradable bags.





# BIODIVERSITY

Given the nature of our business, we are intrinsically linked to the environment and the eco-systems in which we operate.

## Biodiversity Management

### Target

Increase the number of community biodiversity initiatives supported to 30 per year by 2025.

### Progress

In 2022, we supported 9 local initiatives in our communities in Ireland and the UK and have a plan to step up engagement and support 28 initiatives throughout 2023.





## Case Study

### Britain in Bloom Halesowen, UK

Dunbia Halesowen sponsored this garden space where colleagues work in the garden alongside community volunteers, providing a pleasant area to relax for the people of Halesowen.

Known as The Royal Pocket Kings Garden, it was officially opened in 2023 by the Deputy Lord Lieutenant for His Majesty and the Mayor of Dudley.



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## Case Study

### West Devon supporting North Devon Biosphere

This charity does amazing work in preserving and improving the natural habitat of Devon and has done extensive research into sustainable energy alongside mental health and connection with nature.

It is always a joy to support good causes locally which help us preserve our beautiful landscapes, forests, rivers and moors for our local communities.

*“From the red deer of Dartmoor, along our meandering rivers, past historic coastal communities, to the diversity of our marine environment stretching beyond Lundy Island, our UNESCO biosphere reserve celebrates life by recognising the connections between people and nature.”* **North Devon Biosphere.**

A huge thank you to the team in West Devon on selecting a good cause for us all.

 [northdevonbiosphere.org.uk](http://northdevonbiosphere.org.uk)



# PACKAGING

Packaging is essential for safely storing and transporting food.

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Creating and manufacturing fit for purpose packaging and plastic requires sophisticated innovation and engineering, so that food stays fresh, quality is maintained, and food waste is kept to a minimum.

Our strategy focuses on removing unnecessary plastic, increasing recyclability and recycled content in our packaging, while removing complexities and designing products in support of a circular economy. We have strong partnerships with our packaging suppliers and work in collaboration to make sure any new solutions we roll out will have long-term sustainability benefits.

We are members of REPAK and WRAP’s UK Plastics Pact, working to achieve the 2025 and 2030 targets to eliminate problematic plastics, stimulate innovation and new business models and help build a stronger recycling system.

→ FOR MORE INFORMATION ON PACKAGING

## Target One

### Target

**100% of our plastic to be re-usable, recyclable, or compostable by 2025.**

We are working towards this national collective target, which is not without its challenges! In the UK infrastructure to recycle flexible films has yet to be introduced. A safe solution for re-useable red meat primary packaging needs to be developed and we are actively collaborating with our packaging suppliers and researchers to identify a viable solution.



### Progress

**2021–2023:** We are engaging with relevant industry bodies to increase recycling possibilities for flexible plastic packaging.

We initiated a project to deliver a new vacuum packaging solution for mince, which uses 55% less plastic. It also increases produce shelf life by 25%, helping to reduce food waste.

**Compostable:** We introduced a new compostable tray, protected with a thin layer of film representing less than 2% of the total weight. Once this film is removed, the remaining part can be composted. These trays allowed us to remove more than 8 tonnes of plastic.





## Target Two

### Target

**30% average recycled content across all plastic packaging by 2025**

Introduction of Recycled Content into liners and pallet wrap. Investigation / exploratory discussions regarding recycled content in vacuum skin pac skin film and vac pac mince material.

### Progress

**2021–2023:** All rigid trays have a recycled content of over 50% and all MAP – modified atmosphere packaging lidding films now have 30% recycled content. We are working with packaging suppliers to develop a film solution for VSP.

In the UK, plastic liners contain 30% Post Consumer Recycled Film and we are in the process of introducing 30% Post Consumer Recycled Film on pallet wrap.

## Target Three

### Target

**Prioritise the prevention of plastic packaging waste, eliminate problematic or unnecessary single use plastic by 2030.**

The focus of our strategy is to down gauge (reduce the weight of packaging) and value engineer our range of plastic packaging products.

### Progress

**2021–2023:** Working to reduce the weight of our packaging as far as possible, while maintaining performance is a key objective of our strategy.

This is an ongoing process, as we constantly search for new solutions. In the reporting period, a reduction of 15%, or 885 tonnes, of plastic across our rigid trays, films and flexibles, has been achieved. Solutions delivered to date are expected to result in future annual plastic savings of approximately 800 tonnes a year.



## Target Four

### Target

**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.

### Progress

**2021–2023:** 98% of our paper packaging volumes are FSC certified, with 100% of corrugated and solid board packaging FSC certified.





# FARMING





# FARMING

Our Farming Ambition outlines how we are working to harness nature-based solutions and promote the widespread adoption of sustainable practices, which reduce emissions, while improving farm efficiency.

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## Farming Ambitions

### Target

We have a science-based target aligned with 2°C to reduce Scope 3 emissions intensity by 28% per tonne of finished product by 2030. In 2023–2024 we are updating this target to align with 1.5°C, including setting a FLAG target and reaching Net Zero by 2050.

Our target relates to emissions from the sourcing of live cattle and sheep from 40,000 regular farmer suppliers across the UK and Ireland, and other meat products, which account for 70% of our total emissions.

### Progress

**2016–2022:** We achieved a 15% reduction in emissions intensity between 2016–2022, driven primarily by a reduction in our average carbon footprint of the assured farms from which we source.

- » In Ireland, Bord Bia carbon footprint over 96% of our Irish cattle suppliers who are members of the Sustainable Beef and Lamb Assurance Scheme.
- » Large scale farm foot printing is not in place in the UK, so we are working with Promar to measure emissions from 200 lamb farms and 300 beef farms.
- » Farmers receive a feedback report outlining their emissions hotspots and includes recommended actions they can take to bring emission down.
- » Farm carbon footprints are repeated every 18–24 months to monitor progress.

Research from Teagasc, CIEL and AHDB has shown that significant reductions have been, and will continue to 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 protected urea or organic fertilizers lower in nitrogen.
- » Optimising soil health and grassland management and employing regenerative farming practices.
- » Avoiding deforestation, limiting land use change and planting trees and hedgerows.



Find out more at: <https://www.planfourzero.com/farming/>

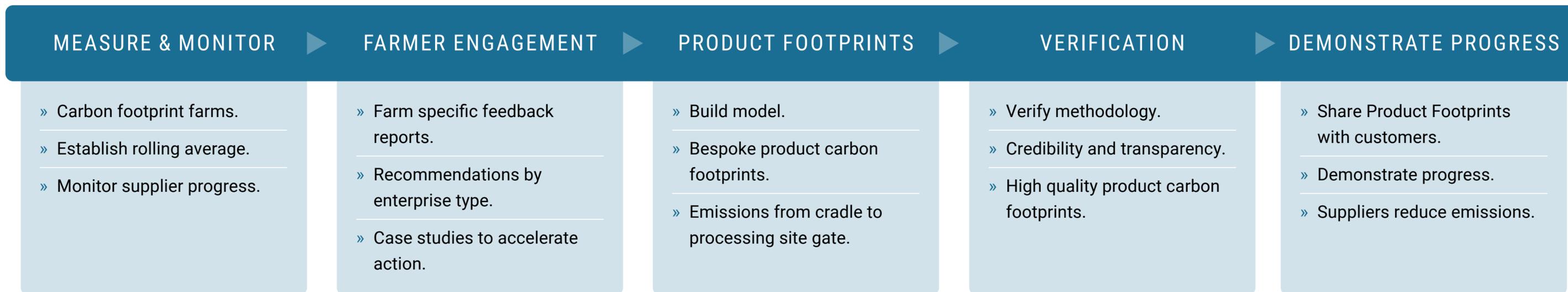




We are building a model to calculate bespoke carbon footprints for our products, including emissions from cradle to our factory gate. The Carbon Trust will verify the model to ensure data quality and credibility.



Linking supply chain data will enable us to demonstrate progress against our climate targets as suppliers take action to reduce emissions.





# PARTNERS

Collaboration is key and we work with industry partners on innovation and knowledge sharing projects, such as the Low Carbon Beef Project with FAI Farms in the UK and the Teagasc Signpost Farms Programme in Ireland.

- » The purpose of these projects is to demonstrate best practice in sustainable livestock production.
- » Measures include better grassland management and soil health, improved herd health and mortality, optimising daily liveweight gain and reducing age at slaughter.
- » The combined effect of these and other management practices has the potential to substantially reduce emissions and improve productivity.



**FARM GREEN**

**500,000**  
CATTLE EMISSIONS MONITORING

**49%**

Approximately 500,000 cattle in emissions monitoring programs, which is 49% of cattle supply by spend.

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**5,000**  
FARMERS REACHED



In excess of 5,000 farmers reached via our knowledge sharing initiatives in the reporting period.

Farm Green is our supplier engagement initiative, through which we share learnings via videos, webinars and case studies.

TO VIEW THE LATEST FROM FARM GREEN, GO TO: <https://www.planfourzero.com/our-news/>





## Case Study

### Low Carbon Beef in the UK

We are partners with FAI Farms and Breedr on the Low Carbon Beef Demonstration Farm in Oxford, a commercial on-farm project which began in May 2022, and which is part-funded through Innovate UK.

#### Goal

- » The project aims to demonstrate how the UK beef sector can produce beef animals of dairy origin on an extensive regenerative grazing system.
- » The project will monitor growth rates, carcass output and health and welfare of the livestock. It will also monitor the biodiversity and ecological impact on the farm.

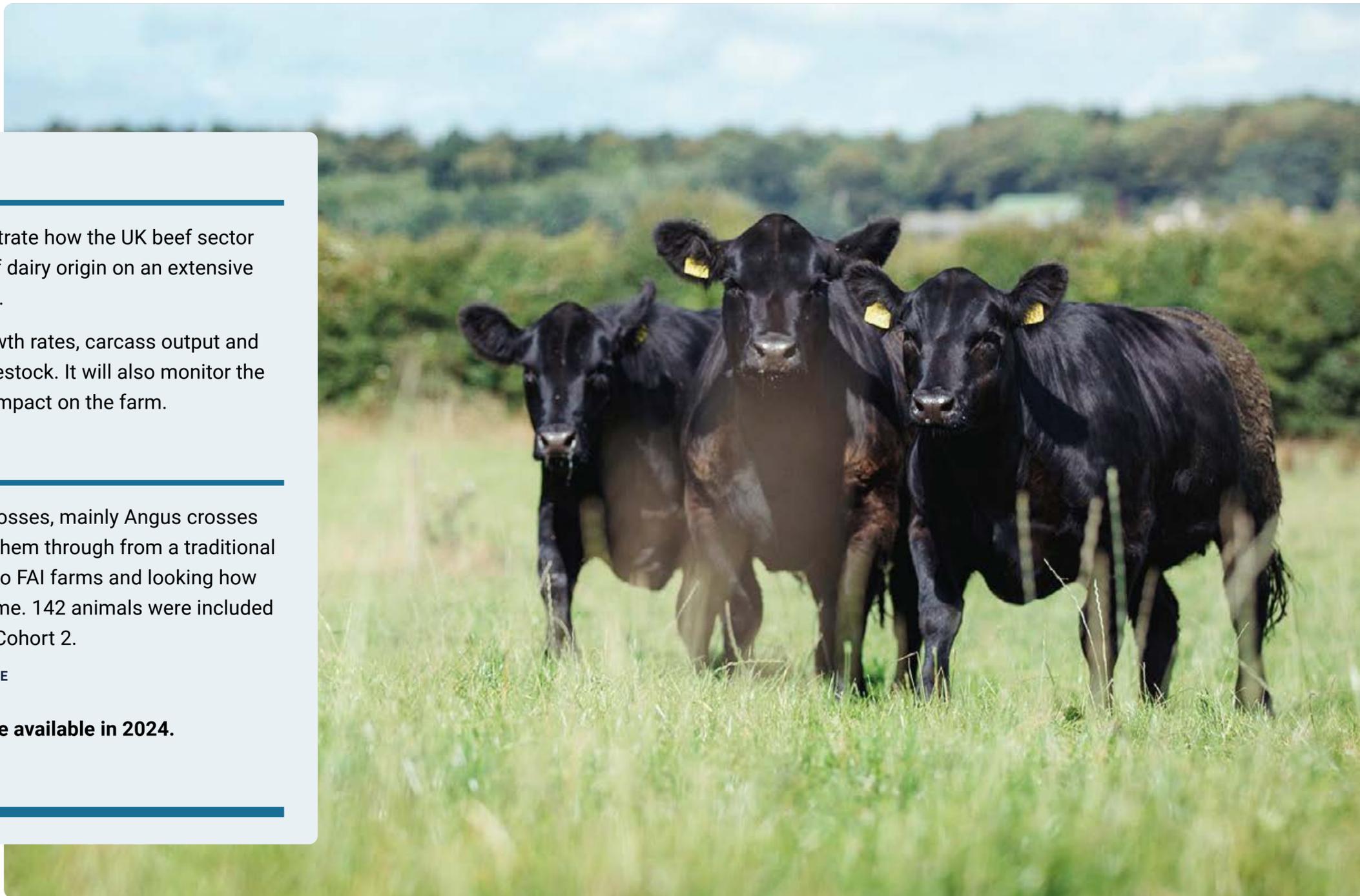
#### Progress

The trial includes dairy-beef crosses, mainly Angus crosses from the dairy herd, following them through from a traditional rearing farm bringing them onto FAI farms and looking how they perform during their lifetime. 142 animals were included in Cohort 1 and 90 animals in Cohort 2.

[→ WATCH THE LATEST UPDATE HERE](#)

**Results from the project will be available in 2024.**

[→ FIND OUT MORE HERE](#)





## Case Study

### Newford Suckler Beef Demonstration Farm

Newford was established in 2015 in Athenry, County Galway. It is part of the Teagasc Signpost Farms Programme and is operated by Dawn Meats and supported by McDonald’s, with independent technical advice provided by Teagasc and supported by our media partner in the project, The Irish Farmers Journal. The farm operates on a full commercial basis and the Herd consists of 100 Angus and Hereford cross Friesian cows, differing from the typical suckler herd, bred for their docility, fertility traits and first calving at 24 months.

#### Goal

To drive and demonstrate efficiencies in sustainable Irish steer and heifer suckler beef production.

#### Progress

The table shows Newford’s performance compared to the national average, achieved by adopting the practices outlined by Teagasc and Bord Bia. Newford’s carbon footprint is 14% lower than the national average.

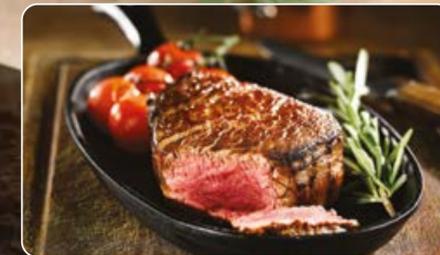
MEASURE	NEWFORD	NATIONAL AVERAGE
Stocking Rate	2.9 LU/ha	1.48 LU/ha
Average Age at Slaughter (Heifers)	18 months	25.5 months
Average Age at Slaughter (Steers)	20.6 months	27.5 months
Lifetime Average Daily Weight Gain	1.02 kg	0.75 kg
Calving Interval	362 days	390 days
Heifers calved at 24 months	100%	24%
6-week calving rate	93%	45%
Calves per cow per year	0.97	0.87

Our Demonstration Farms are an important part of our agricultural strategy, seeking to find the best way of producing sustainable, quality beef.





# FOOD





# FOOD

Our Food Ambition outlines our actions to reduce food waste and optimise product quality and shelf life.

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Our meat products make a valuable contribution to human nutrition as part of a balanced diet, and we actively raise awareness via regular social media engagement of the important role red meat plays in maintaining enhanced human health.



## Food Ambitions

### Nutrition

- » Over 80% of our finished product is unprocessed raw meat sourced from extensively reared livestock where grass is converted into a highly nutritious, naturally produced protein.
- » We actively raise awareness of the important role red meat plays in maintaining good human health throughout the stages of life.
- » Our New Product Development Team are working to advance the health benefits of our value-added products.



→ FOR MORE INFORMATION  
ON OUR FOOD AMBITION



# FOOD WASTE

Food waste from production as a percentage of finished product is consistently below 1%.

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We follow the highest standards of food safety and are working on a number of innovative storage technologies to ensure consistent quality meat, maximise product shelf life and reduce food waste.



## Storage Technology

- » To date we have completed extensive research trials with equipment and packaging to incorporate innovative technology into our operations.
- » We are now using this technology to balance supply and demand, reduce waste and improve efficiencies and carcass balance.

## Shelf Life

- » The Red Meat Club is non-competitive industry wide club of beef and lamb suppliers and food quality experts. The club completed a study in 2022 and evidenced that existing microbiological limits for meat quality may unnecessarily shorten shelf life. The study findings will now be used to ensure appropriate shelf life is assigned to products to reduce food waste.

## Gas Club

- » A non-competitive club of red meat suppliers and food quality experts are working on an industry wide study to assess the suitability of gas mixes for food preservation in the absence of CO<sup>2</sup>.

## Supply Chain

- » We are members of WRAP's Courtauld Commitment and Meat in a Net Zero World, collaborating to reduce food waste in the UK by 50% by 2030, along with the resulting emissions.
- » We engage with farmers to improve animal health and welfare, reducing mortality and food waste.
- » We work with customers to improve on-pack home storage instructions, such as changing freezing from 'at day of purchase' to 'before the use by date' and increasing frozen storage times from 1 month to 3 months.
- » We support and donate food to Fare Share in the UK and Food Cloud in Ireland.





## Case Study

### Supporting Coalisland Community Foodbank at Dungannon

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As part of our Communities 2023 Outreach Programme Dunbia Dungannon provide weekly donations to the Coalisland Community Foodbank and Hub. Between July 2022 – June 2023, the site donated 2,400kg of food.

The foodbank is a voluntary organisation set up in April 2020 to provide support to those in the local area who needed it most.





# SOCIETY





# SOCIETY

Our Society Ambition outlines our actions to maintain an inclusive workplace for our people and develop and retain the talent we need to help us adjust and innovate, as we support our communities through the transition to net zero. It outlines our approach to protecting human rights and our community engagement initiatives.

## INCLUSIVE WORKPLACE

- » People are our key asset, and our Diversity, Equity and Inclusion Plan governs our approach to recruitment and talent development, managing the workplace environment, learning and education and employee engagement.

## RECRUITMENT & TALENT DEVELOPMENT

- » Career Paths are in development for all team members.
- » In 2023 we introduced a next generation recruitment system to strengthen our recruitment procedures and build in capacity for attracting a more diverse range of talent at all levels. The system has promoted recruitment competitions and is linked to multiple recruitment sources to allow access to a wider range of candidates. The system offers language capabilities to enable non-English speaking applicants' access to opportunities, facilitating applications in the end users' language, and use of translations.
- » Working with agencies who offer tailored support, training and guidance to the long-term unemployed and with Regional Skills forums and apprenticeship schemes, we assist young people and other workers returning to the labour market.
- » Traditional Craft, New Generation and Higher-Level Apprenticeships are offered as options for upskilling existing employees and attracting new talent, including, though not limited to, Sales, Engineering Mechatronics and Accounting.
- » Our Butchery Academy is an on-the-job skills development learning program and is an effective and proven route for employees to higher skilled grade level jobs.
- » In the reporting period, updated policies were introduced which focused on employee wellbeing and inclusivity. These are available in key languages, based on the employee demographic at our sites.





# INCLUSIVE WORKPLACE

## WORK ENVIRONMENT, LEARNING AND EDUCATION

- » Working with the National Centre for Diversity, we developed workshops on Inclusive Leadership and a pilot program was completed in April 2023, with 17 leaders in attendance. Additional workshops are planned.
- » Approximately 380 team members completed Dignity at Work training, raising awareness of the protected grounds under equality legislation, stereotypes, harassment, sexual harassment and bullying.
- » 55 employees participated in the Skillnet Accelerator Programme, which was developed in partnership with Skillnet, providing industry led training on emotional intelligence, decision making and accountability, influencing with authority, time management, silencing the inner critic and maximising performance.
- » 3 pilot groups conducted Mental Health Awareness training.
- » 32 participants completed the Management Professional Development Programme, which was relaunched in 2023. The programme builds knowledge, skills and competency in Self-awareness, Self-efficacy, EQ, Leadership style, Managing work, Lean, Sustainability, Dignity at Work, Agri Food Business, New Product Development, Sales and Marketing.
- » Mentor Skills Training was completed in 2023, with 28 participants and we introduced an LMS Mentor refresh training programme.
- » In the reporting period we invested €11.5m on learning and talent development, supporting employees to complete 644,000 hours of training.





# INCLUSIVE WORKPLACE

## Case Study



### AWARENESS, ENGAGEMENT AND COMMUNICATION

We participate in forums including Meat Business Women and the Agri-Food Diversity and Inclusion Forum, and celebrate International Women’s Day, National D&I Day, World Mental Health Day and International Men’s Day, running cultural celebration and inclusion events across our sites.

### Celebrating Cultural Diversity across our sites

- » Several sites hold monthly celebrations of the different cultures represented.
- » The canteen features a special menu highlighting traditional dishes and team members are encouraged to wear national colours.



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→ FOR MORE INFORMATION ON OUR SOCIETY AMBITION

→ FOR MORE INFORMATION ON OUR INCLUSIVE WORKPLACE



# ETHICAL TRADE & HUMAN RIGHTS

**Guided by the Ethical Trade Initiative Base Code, human rights in our supply chains and operations are protected.**

As members of the Food Network for Ethical Trade and AB members of SEDEX, our sites undergo SMETA and Supplier Workplace Accountability Audits.

All employees complete Modern Slavery Awareness and Stronger Together training as part of their onboarding, and in addition 123 employees have completed Modern Slavery Management training via LMS – our Learning Management System.

Dunbia (UK) is a UKVI Licence Sponsor Holder and in 2022 the first skilled workers entered the business via the Scheme. The retention rate for participants is strong at 96%. The Scheme has also provided greater recruitment stability, and we are working with participants to upskill and enable promotion and progression within the business.

**BETWEEN 2022–2023, WE CONDUCTED:**

- » 24 Ethical Audits.
- » 26 Labour Provider Audits.



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→ FOR MORE INFORMATION ON OUR SOCIETY AMBITION

→ FOR MORE INFORMATION ON OUR ETHICAL TRADE





# COMMUNITY ENGAGEMENT

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## COMMUNITY ENGAGEMENT

Sponsoring education and science to encourage innovation in sustainability, we provide financial and resource assistance to local NGOs, charities and not for profits.

Our Community Engagement Leads arrange company-wide events where all sites get involved such as Movember and Darkness Into Light.

Each site has a Community Engagement Champion focused on local initiatives, encouraging employees to volunteer and aim to have a positive impact in our communities.

## BETWEEN 2021–2023

Between 2021–2023, 480 community groups, charities and not for profits were supported, raising €1.1m. In addition, employees volunteered for over 8,300 hours.



## Case Study

### Dawn Dealz

- » Our Strategic Procurement Team at Grannagh held the DAWN DEALZ event in aid of the Irish Motor Neurone Disease Association and Childrens’ Health Ireland at Crumlin Hospital.
- » The event consisted of a Charity Cake and Vintage Clothing Sale on site, raising over €5,000.



→ FOR MORE INFORMATION ON OUR SOCIETY AMBITION

→ FOR MORE INFORMATION ON OUR INCLUSIVE WORKPLACE



# COMMUNITY ENGAGEMENT

## Case Study

### Junior Achievement Ireland



» The JAI programme inspires and motivates young people to succeed in the changing world of work by equipping them with the skills, knowledge and confidence they need. JAI work directly with young people, schools and the business community to encourage young people to stay in school and help them realise their potential in order to empower a generation to learn, work and live.

» We are delighted to volunteer with JAI to deliver hands-on learning experiences in primary and second level schools in Waterford and Kilkenny.

» In 2022 and 2023, 6 volunteers from Dawn Meats delivered 2 JAI programmes and 2 workshops, reaching 3 local schools and 124 students.

## Case Study

### SciFest

- » We sponsor and volunteer with SciFest, a nationwide programme in Ireland which was set up to promote STEM (science, technology, engineering and mathematics) education amongst students and to encourage an interest in and love of STEM subjects.
- » The SciFest programme consists of a series of one-day STEM fairs for second-level students and is designed to be as inclusive and accessible as possible. It helps students to grow in confidence and develop their communication skills, provides an opportunity to visit local third-level colleges, and supports the inquiry-based, problem-solving approach promoted by the science and maths curriculum in second-level schools.



- » We sponsored a brand new award, The Dawn Meats Agricultural Science Award, for 2023.
- » The competition is open to secondary school students throughout Ireland with submissions being judged at 16 regional locations in April and May.
- » Future leaders of the Irish meat industry will require drive and dedication from the emerging problem solvers of today, especially those who focus on agriculture and food science with sustainable production at its core.



# COMMUNITY ENGAGEMENT

## Case Study

### The Great Agri Food Debate



» South East Technological University (SETU) from Waterford in Ireland were declared the winners of the 8th annual Great Agri-Food Debate, organised by Dawn Meats and McDonald's.

» SETU debated with University College Cork in the final having opposed the motion that:

*“The solution to negative consumer perceptions of red meat is more honest communication”.*

» Eight teams from across Ireland and the UK – seven third level institutions and one industry grouping – entered the highly popular competition in 2023, including teams from Wales and Northern Ireland. The final was held in-person on March 28, in the elegant Butchers Hall in London.

» Aberystwyth University made a welcome return after their debut in 2021, as did 2022's newcomers the Munster Technological University (MTU) and PYF – a team of placement year students from McDonald's Progressive Young Farmers programme.

## Case Study

### Dunbia and STEM NI Ambassadors for the Future



» We volunteer with the STEM Ambassador programme in Northern Ireland, which was set up to help employers connect with young people, inspiring them to become the next generation of STEM professionals.

» Through outreach programmes in schools, colleges and out-of-school groups, the support of the network of 33,000 Ambassadors is helping STEM to grow the UK's workforce with talented and passionate individuals.



# SUPPORTING FARMERS

**Succession planning is essential for the future of our industry, and we support young farmer groups in the UK and Ireland in developing their skills, sharing knowledge and encouraging their passion for agriculture.**

Through sponsorship of national conferences, programs and walk the chain events, we have established integrated supply chains with premium branded product offerings, from groups like the Welsh Young Farmers Clubs.

Outside of our UK and Ireland supply chains, many of the world’s farmers are experiencing the worst effects of climate change, and are in need of immediate support to manage the cost of adaptation. These farmers are on the frontline of climate action and have a fundamental role to play in restoring and protecting soils, forests and grasslands to secure future food supplies and enable carbon storage.

→ FOR MORE INFORMATION ON OUR SOCIETY AMBITION

→ FOR MORE INFORMATION ON HOW WE ARE SUPPORTING FARMERS



## Case Study

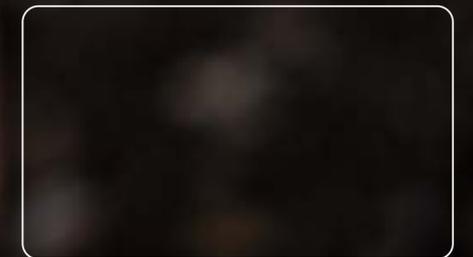
### Knowledge Sharing in South Sudan

- » Our on-going investment and support for the Agriculture Demonstration and Learning Centre in Nyamlell, Bahr al Ghazal State, South Sudan, is encouraging community farmers to build skills in climate smart agricultural techniques, enabling them to progress out of extreme poverty.
- » South Sudan is ranked 191 out of 191 on the Human Development Index, making it the poorest country in the world.
- » This project encourages the dissemination of more sustainable practices for farmers and greater diversification of crops to bolster income streams, improve nutrition in the local community and help it become more resilient to climate shocks.
- » 75 farmers are learning the basic agronomic practices of vegetable production from Concern’s technical staff attached to support agriculture activities at the centre.
- » All the farmers have received seed kits and materials to help them build their livelihoods and a more sustainable future by the production of groundnuts and vegetables.





# RESPONSIBILITY





# RESPONSIBILITY

Realising our Four Ambitions for Net Zero will require big changes within our business and transformation across supply chains.

We work in partnership with others to drive change for a better future and accelerate climate action as knowledge and technology evolves, while producing natural, nutritious food.

» Investing an initial €100 million in Plan Four Zero and our Sustainability Executive will continue to monitor progress, ensuring our strategy is fit for the future.

» Our achievements to date are a result of the hard work and dedication of our people, supported by strong governance and leadership.  
» Plan Four Zero is a core aspect of our business strategy, our Sustainability Executive and Sustainability Team are determined to make a difference and help build a more sustainable food system.

## SUSTAINABILITY EXECUTIVE

CEO

Sustainability Director

Commercial Director

Engineering Director

Head of Marketing

Operations Director

Food Safety and Quality Director

Retail Commercial Director

Human Resources Director

## SUSTAINABILITY TEAM

Environmental Team

Animal Welfare Officers and Vets

Strategic Procurement Team

HR Team

Product Development Team

Finance Team

Agriculture Team

Livestock Procurement Managers

Ethical Trade and Compliance Team

Food Safety and Quality Team

Packaging Development Team

R&D and Innovation Team





# RESPONSIBILITY



- » Disclosing annually to the CDP Climate Change and Forests Questionnaires, we were among the A-List Companies in 2021 and 2022.
- » In line with best practice, our emissions inventory is independently verified by the Carbon Trust. The interest rate on our multi-million Euro Revolving Credit Facility is linked to achieving our Science-Based Targets and improving our CDP score.



Sustainability Programme  
**GOLD MEMBER**  
2022

- » Reporting progress annually to Origin Green against 8 key sustainability target areas including emissions, raw materials sourcing, packaging, water, waste, biodiversity, health and nutrition, community engagement and diversity and inclusion. Gold Membership was awarded in 2021 and 2022.



- » 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.
- » Awarded a Silver Rating in 2021 and 2022, places us in the Top 10% of companies rated in the meat processing industry.



FOR MORE INFORMATION ON OUR GOVERNANCE AND RESPONSIBILITY





# THANK YOU

