



# SAI Platform ERBS Origin Green

Presented by Siobhán Bradley

# Agenda



- 1. Introduction to SAI Platform**
- 2. Introduction to the European Roundtable for Beef Sustainability**
- 3. Member example: Bord Bia and Origin Green**
- 4. Connect with us**

A wide-angle aerial photograph of a rural landscape. The terrain is hilly and covered in a patchwork of green fields, likely agricultural land. A dirt road cuts through the landscape, with a line of vehicles visible on it. The sky is clear and blue.

01

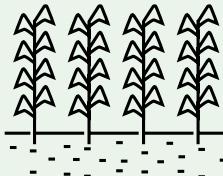
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## About SAI Platform

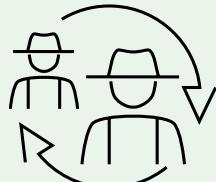
# Our story

2002

Sustainable agriculture needed  
to be addressed in a  
**collaborative industry space.**



The food and drink industry  
faces a multiple of serious  
**environmental, social and  
economic challenges.**



Since 2002, our members have been  
working together to **share knowledge,**  
**create solutions and promote**  
**sustainable agriculture.**



Today we are a global  
organisation, with **190 +**  
**members** across the food  
and drink supply chain.

2024

# The efforts and progress of SAI Platform has been recognised by the European Commission in their latest Benchmarking paper



## Benchmarking: Exchange of views

Joint Civil Dialogue Group on horizontal matters and on Environment and Climate Change

7 November, 2024



Wide range of existing, public, private and sectoral initiatives





ERBS

European Roundtable  
for Beef Sustainability

02

The European Roundtable  
for Beef Sustainability

We currently represent retailers, beef producers, allied industries and processors



# The ERBS is growing

United Kingdom

Ireland

Poland

Germany

France

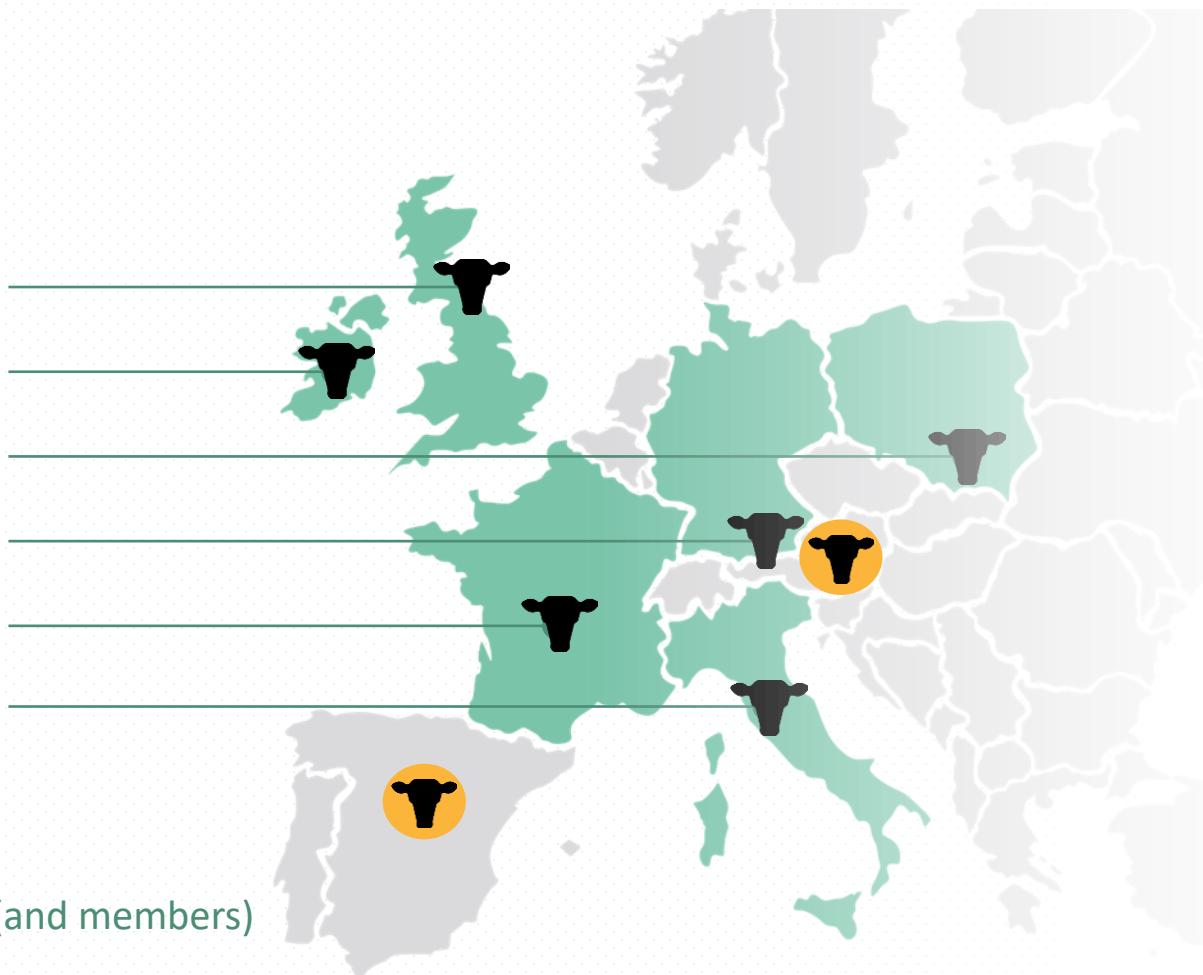
Italy



ERBS Platform (and members)



ERBS members



- ✓ Each Platform commits to the ERBS targets and progress reporting
- ✓ Flexible approach for each Platform
- ✓ Recognition of National Programmes

The ERBS is also a part of the **Global Roundtable for Sustainable Beef (GRSB)**.



GLOBAL ROUNDTABLE FOR®  
**SUSTAINABLE BEEF**

# ERBS 2023 Progress – Overall Highlights

Examples of positive progress in every outcome area



**Leadership**  
taken by Platforms in how they are driving progress

**Over 100 activities**  
reported on (past, current and planned, counted across each outcome target)

**250 000 farmers**  
reached through Platform activities



**Adaptability**  
of activities to local context, from training to research to influencing

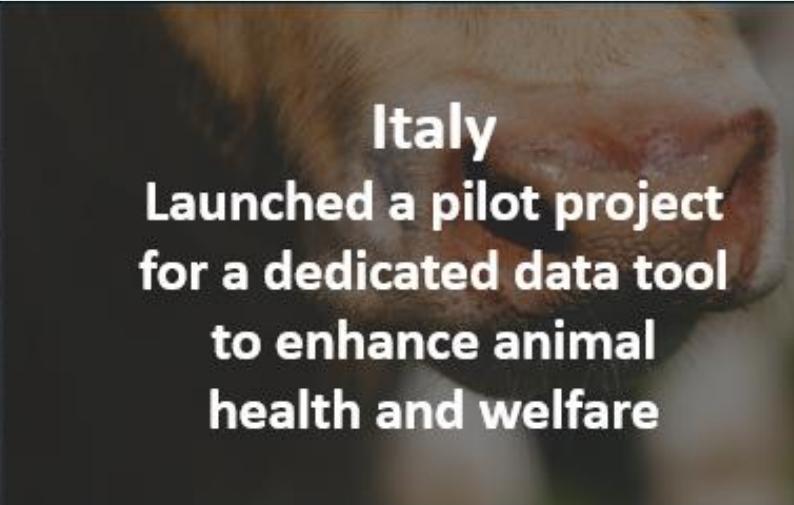


# ERBS 2023 Progress – Platform Highlights



## Poland

85% of farms in the  
Cultivate programme  
have a business plan



## Italy

Launched a pilot project  
for a dedicated data tool  
to enhance animal  
health and welfare



## Germany

From 2020 to 2022, loose  
housing increased 5%  
resulting in a total share  
of 68%



## Ireland

12% reduction in GHG  
emissions at farm level  
from 2014 to 2023



## France

94.8% of audited farms  
have loose housing for  
cattle



## United Kingdom

100% use of pain relief  
agreed across the UK for  
cattle surgical  
procedures for members  
of national schemes



We are launching new targets for  
2030!

# The ERBS 2030 Targets



## Climate

Improve the climate footprint of beef production

1. For the agricultural scope, a GHG emission intensity reduction plan in place that is reviewed and adapted at every reporting cycle
2. On the agricultural scope, reduce the GHG emission intensity by 30% by 2030 (vs a 2019 baseline)
3. Safeguard existing carbon stocks on beef production, and increase carbon sequestered\*

*\* With an ambition to set outcome target in the future*



## Nature

Beef production has a positive impact on nature

1. Enhance biodiversity in beef farming and production ecosystems\*
2. Sustain and enhance water resources linked to beef production\*
3. Sustain and improve soil health in beef production\*

*\* With an ambition to set outcome targets in the future*



## Resilient Farming

Beef production is a safe work environment for people and has an economically viable future

1. The value chain actively supports farmers at an increasing scale to have more resilient livelihoods
2. Farmers are actively supported at an increasing scale with resources for their farms to be safer for themselves and their workers



## Animal Health and Welfare

Animals in beef production are provided with an environment in which they can thrive

1. Target mortality rates are below 1.5% (or 20% year-on-year reduction for systems with mortality rates above this target)
2. Loose housing for all animals (when housed) by 2030
3. Pain relief and anaesthesia for all surgical procedures, castration, dehorning, and disbudding. Derogations may apply per local guidance or legislation.
4. Antibiotic use below 10mg/PCU, with a 50% reduction by 2030 (vs 2018 baseline).

# The ERBS are collaborating to shape the future of beef production sustainability in Europe



**We are:**

- ✓ **Harmonising**
- ✓ **Defining**
- ✓ **Developing**
- ✓ **Implementing**
- ✓ **Measuring**
- ✓ **Reporting**
- ✓ **Achieving**

A scenic landscape featuring a horse in a grassy field. In the background, there are large, mature trees with dense foliage. The lighting suggests it might be late afternoon or early evening, with a warm glow. The overall atmosphere is peaceful and natural.

03

# Member Case Study

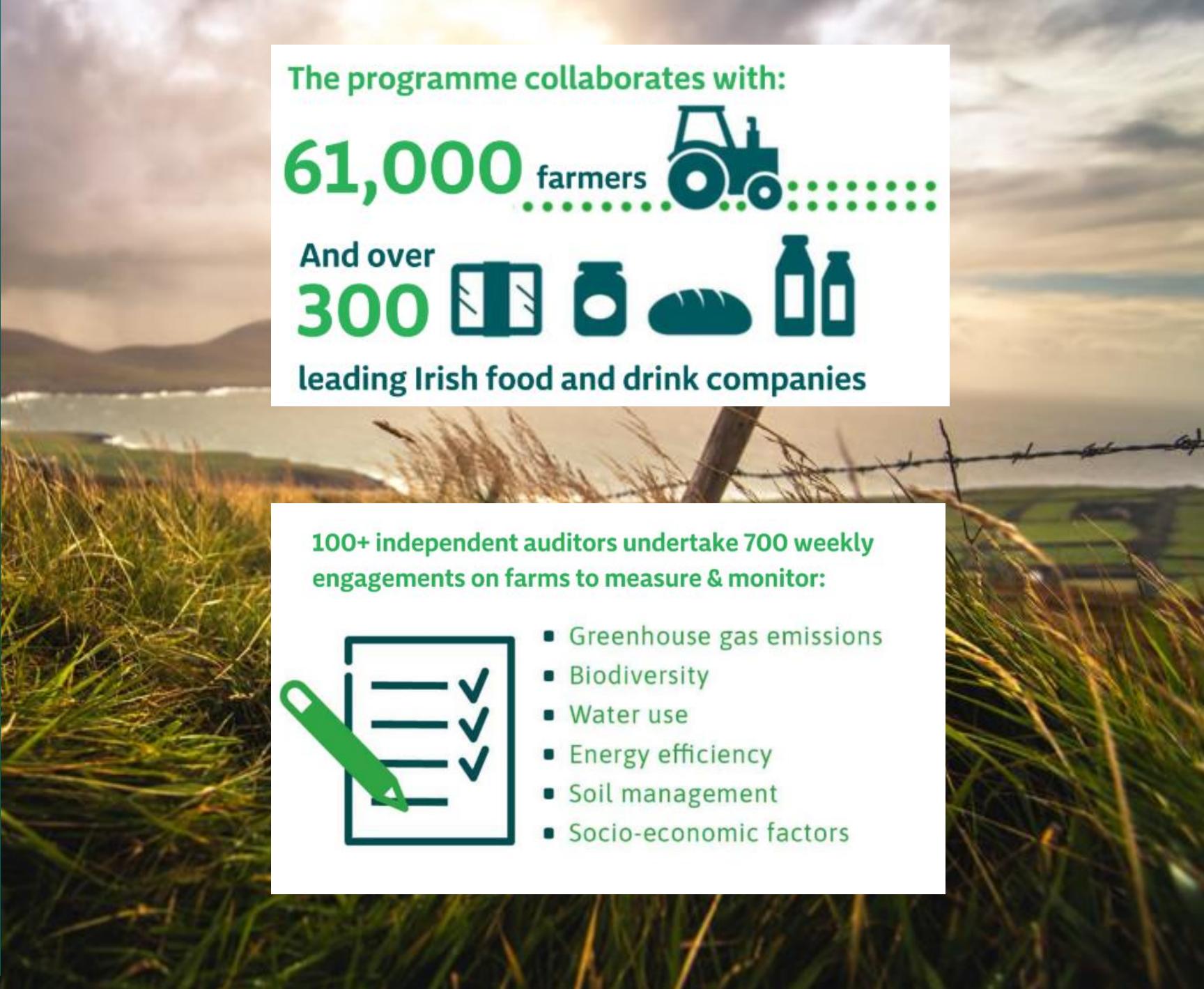
## Bord Bia/Origin Green



- ✓ A pioneering, national food and drink sustainability programme
- ✓ Unites government, the private sector and the full supply chain
- ✓ Focuses on the three key pillars of sustainability: economic, social and environmental performance.



The overall ambition of the Origin Green programme is that Irish food and drink is the first choice globally because it is trusted as sustainably produced by people who care.



The programme collaborates with:

**61,000** farmers



And over

**300**



leading Irish food and drink companies

100+ independent auditors undertake 700 weekly engagements on farms to measure & monitor:

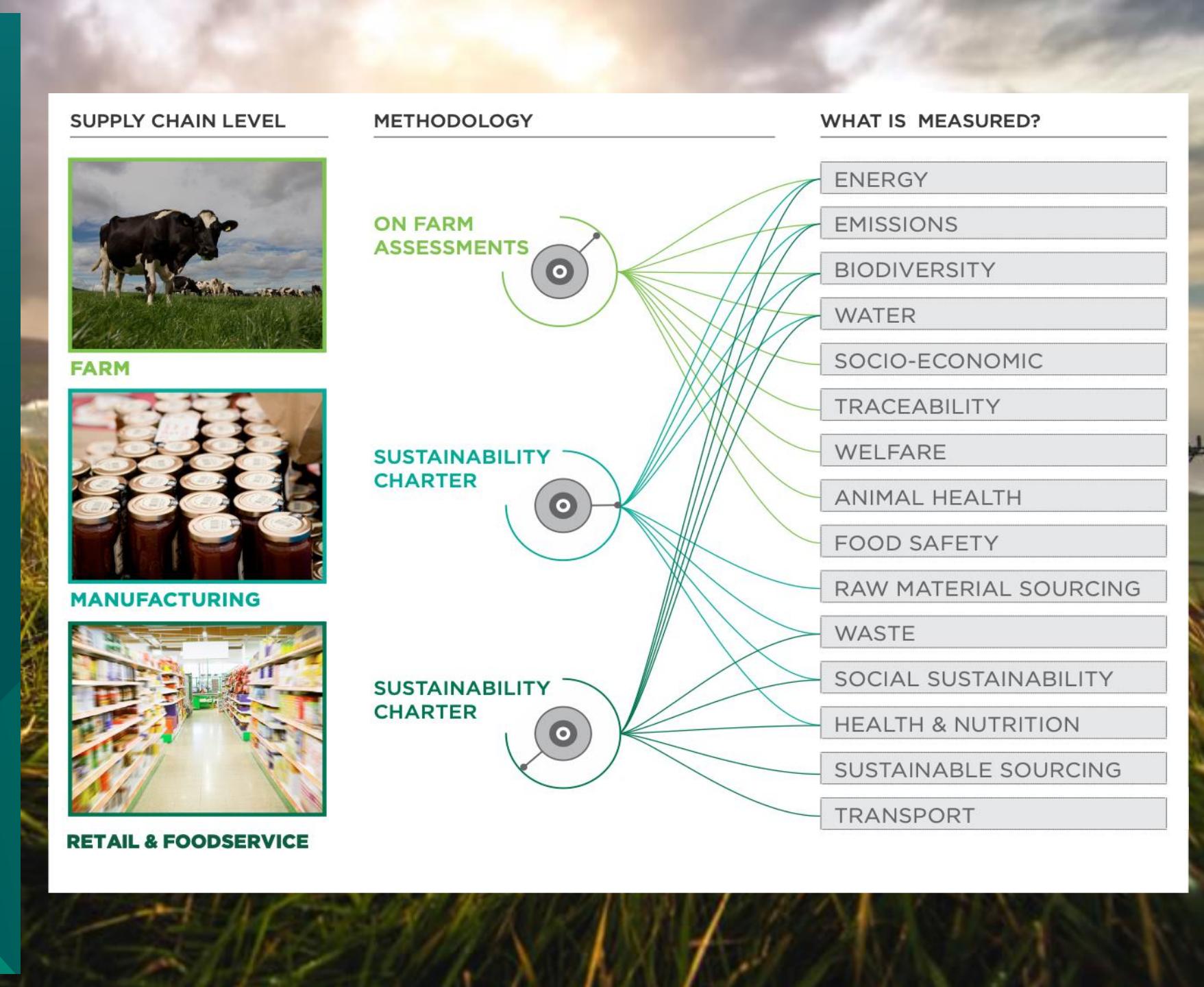


- Greenhouse gas emissions
- Biodiversity
- Water use
- Energy efficiency
- Soil management
- Socio-economic factors



To prove and power positive change across Ireland's food and drink industry so Ireland can continue to build and protect a global reputation for food sustainability.

**BORD BIA**  
IRISH FOOD BOARD



# Summary

## ERBS

- ✓ Harmonisation of the approach to sustainable beef production at the European level is achievable.
- ✓ Collaboration is translating the into practical implementations.
- ✓ A unique example of international cooperation, delivering tangible benefits to both producers and the entire sector.

## Irish Beef Sector

- ✓ Origin Green is built on three key pillars: economic, environmental, and social.
- ✓ Ireland's continued transformation in these areas underscores its role as a leader in sustainable agriculture.



# Join us to shape the future of beef sustainability in Europe

## Contact us

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