



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**

An aerial photograph of a vast, green landscape. The terrain is characterized by rolling hills and a complex network of winding paths and rivers. A prominent dirt road winds through the center of the image, with a line of cars visible on it. The vegetation is a mix of vibrant green fields and darker, more wooded areas. In the background, more hills are visible under a clear sky.

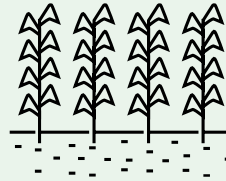
01

About SAI Platform

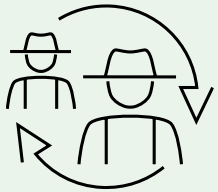
Our story

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

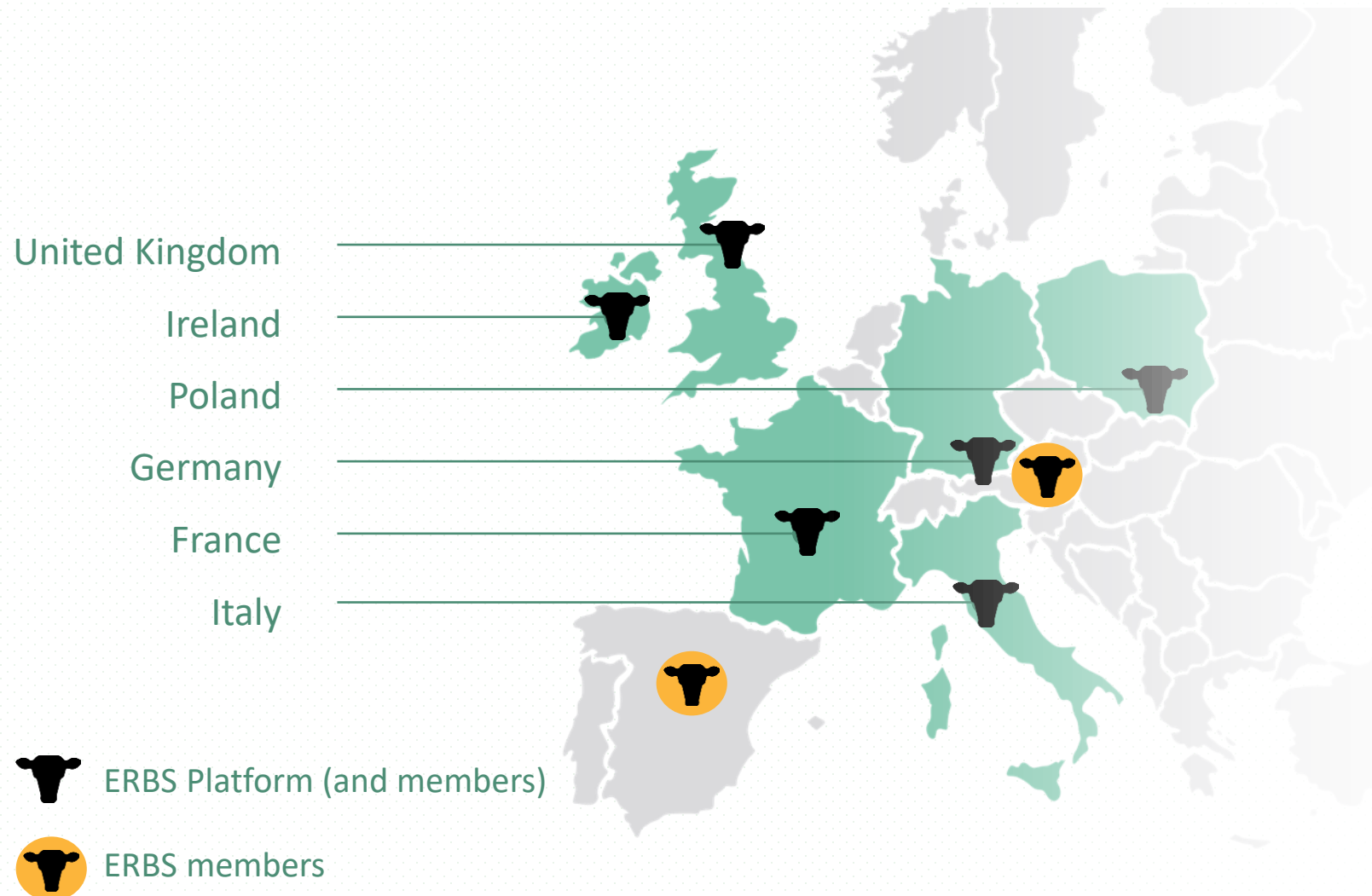
02

The European Roundtable for Beef Sustainability

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



The ERBS is growing



- ✓ 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)**.



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 cow is grazing in a lush green field. In the background, there are several large, mature trees with dense foliage. The scene is bathed in a warm, golden light, suggesting late afternoon or early morning. 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.

SUPPLY CHAIN LEVEL



FARM



MANUFACTURING



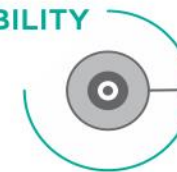
RETAIL & FOODSERVICE

METHODOLOGY

ON FARM ASSESSMENTS



SUSTAINABILITY CHARTER



SUSTAINABILITY CHARTER



WHAT IS MEASURED?

ENERGY

EMISSIONS

BIODIVERSITY

WATER

SOCIO-ECONOMIC

TRACEABILITY

WELFARE

ANIMAL HEALTH

FOOD SAFETY

RAW MATERIAL SOURCING

WASTE

SOCIAL SUSTAINABILITY

HEALTH & NUTRITION

SUSTAINABLE SOURCING

TRANSPORT

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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