



**Food Waste Charter Conference
November 2023**



Who We Are

- We are an intergenerational, Irish **family business**, established in 2000 and based in Co. Kildare, Ireland
- Beginning with only **18 colleagues**, we now have a team in excess of **700** colleagues
- We specialise in crafting **award-winning** cooked meats, across our **AA BRC, Tesco Approved** sites
- We are **market leaders** and are committed to leading innovation and operating at the forefront of our industry.



Our Irish production sites have been sustainably designed with unique wetland ponds



Category Leading Brands



Brady Family is a **Top 20** grocery brand in ROI

Brady Family is the **#1** Prepack Brand in Ireland

#1 in terms of "offering real advantage over other brands."

#1 White Meat Brand in ROI and fasted growing

#1 brand in SCM for affluent, young shoppers

#1 in the category against equity statement - *'is a brand that is good for you'*

Brady Family's Real Ham is:

- ✓ Cured on the bone for three days
- ✓ No added water
- ✓ Crafted from one single pork joint
- ✓ 100% Irish Bord Bia approved meat
- ✓ Dressed by hand
- ✓ Not tumbled
- ✓ Slow cooked
- ✓ Glazed by hand



Green Farm is a tasty **convenient** cooked meat choice that is **100% Natural & High in Protein**

Our range of chicken + turkey is a nourishing addition to any salad, sandwich, stir-fry or snack.

Green Farm helps make eating well easy for everyone.



Sustainability at OBFF: Here is Our Purpose



Food Waste – Reduce by 50% by 2026 from a 2022 Baseline

Corporation

From the Farm to our Consumers Homes – Our Purpose covers our entire Supply Chain

Every part of our Sustainability Agenda is important to us at OBFF, where we have specific Commitments in place to support us deliver on Our Overall Goal:

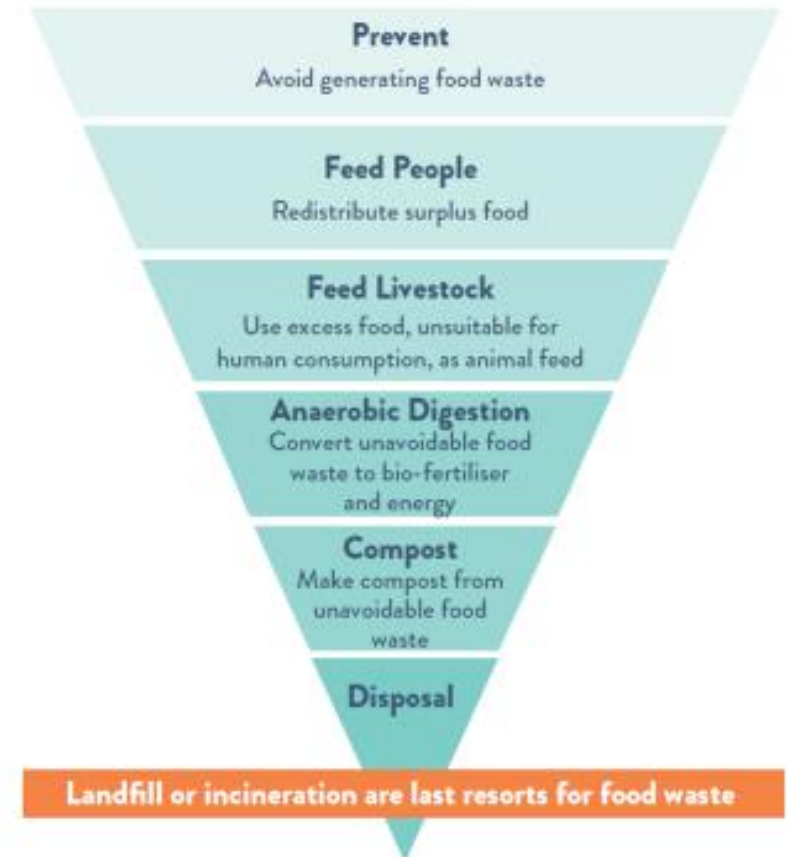
‘Bringing Better Quality Food to Everyone, Everyday’

Our Critical Focus Areas Include:

- 1. Responsible Sourcing:** Introduced a Responsible Sourcing Policy and this year a NEW Animal Welfare Standard
- Climate Action:** Setting Science Based Targets with a 1.5°C pathway.
- Our People:** Making OBFF a Good Place to work is critical to us, as we are implementing new ways of work to suit our diverse workforce.

EPA Food Waste Methodology - Raised a few questions???

- The Importance of understanding our Waste Streams - **How** much do we have and **Where** is it going?
- **What** is the Potential Value of each of these Waste Streams?
- What Additional Information is needed to make more informed decisions - **Where's** our gaps?
- Prevent Waste Generation - Critical **1st Step** in all our actions going forward.
- Managing our Waste Streams requires **ALL** Departments across the Business...
- OBFF Must play a role in supporting the bigger Waste Challenge - Supply Chain engagement and EPA Support.



OBFF's Approach to Reducing Food Waste – DATA IS KEY



Food Waste Make-up



Measurement

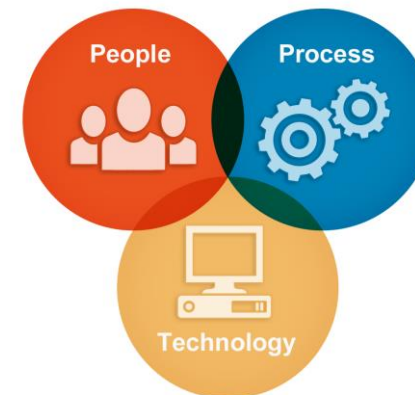


Unavoidable Waste

Setting Targets



Key Focus Areas
Across Operations



Lidl Trim Product

A key focus area for OBFF was finding a home for all product that doesn't meet the initial spec requirements for the Sliced Products that we produce. This is then packaged as a Trim Product.

Food Waste Prevention Project

- **Ham Trim Product (at our Timahoe site):**
 - Due to this product, we have been able to prevent **36%** of operation food waste.
 - Accounting to an average of **5.33 tonnes** of potential operational food waste per week.
- **Turkey and Chicken Trim Products (at our Rathowen site): ***
 - These products have allowed us to prevent **45%** of operational food waste.
 - Lidl have agreed to take this on an '**as available**' basis.
 - Accounting to an average of **1 tonne** of potential operational food waste per week.



FoodCloud

- Due to the nature of our product and the short shelf life, we do have times when we have unavoidable packaged product that our customers won't take.
- This is still **PERFECTLY GOOD** product for Human Consumption.
- To help get this product to those who need it most, OBFF has partnered with FoodCloud.
- Since 2017 FoodCloud has moved more than 43.78 tonnes to over 600 charities around Ireland.
- In 2023 OBFF has already donated 12.1 tonnes.
(Example of Impact Reports received from FoodCloud)
- We look forward to our continued partnership with this great initiative.



O'Brien Fine Foods YTD 2023 FoodCloud Impact Report

Food Donation Impact YTD 2023



12.1

tonnes



28,857

meals



38.8

tonnes of CO₂ eq. avoided

Total Impact to Date



57.2

tonnes



136,071

meals



182.9

tonnes of CO₂ eq. avoided



What did we learn....



- **Measure, measure, measure....**

Data is and always will be your best friend. Continue to look at how you can improve the data that you have.

- Make sure you **Regularly Review** this data, looking for those areas that you need to investigate further.

- Waste Management/Prevention requires **ALL Departments** in your Operation.
- Ensure everyone understands the role that they are playing in your company's waste management program.



- Just because it's a waste product for you, doesn't mean it is for someone else.
- **Place a value on all your waste streams** and look to expand on who your potential customers can be.



Thank You

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