



# Gold Member Liffey Meats

## Spotlight Target Area: Health & Nutrition

Liffey Meats develops and implements innovative actions and wide-ranging policies to foster corporate social and environmental responsibility in its supply chain. Liffey Meats has continued to expand and grow quickly. To maintain this rate of growth without creating excess waste or poor use of water, energy etc., Liffey Meats views efficient production as the only means of moving forward. Sustainability has been adopted as a core principle through the business and this is evident from the company's performance throughout 2020, demonstrating an exemplary performance across five different targets. As part of its health and nutrition target, Liffey Meats set a target within its sustainability plan to increase sales of lean produce by 10% every year. In 2020, the company surpassed this target due to the large growth of the retail sector in 2020 exacerbated by the Covid-19 pandemic. Through working with its retail partner, Lidl Ireland, the company was able to meet this strong demand for its lean produce and worked together with Lidl to identify and promote the health benefits of this produce within store brochures.

## About

Created over 100 years ago, Liffey Meats has evolved from a traditional family butcher to one of Ireland's main beef producers and exporters. With five generations in the industry, the knowledge, experience, and passion garnered in that time have only served to enhance its present product. Situated in the centre of Ireland's finest grasslands, Liffey Meats has built up a formidable supplier base from Bord Bia Quality Assured farms, which guarantees complete traceability of its prime Irish beef. Now established as one of Ireland's top beef exporters, the company takes pride in being able to respond quickly and efficiently to customer needs. Liffey Meats has continued to invest in the development of its facilities, offering customers the assurance of impressive products, made to the highest industry standards.

## Membership Tier 2

Minimum Origin Green Targets Required Annually = 7

## Origin Green Target Areas

Raw Material Sourcing	Supplier Certification	★
	Primary Producer Sustainability Initiatives	
	Packaging	★
	Energy/Emissions	★
	Water	★
Manufacturing Processes	Waste	
	Biodiversity	
	Health & Nutrition	★
	Employee Wellbeing	
	Community Engagement	
Social Sustainability	Diversity & Inclusion	

"We have reached an important milestone in our corporate responsibility and sustainability plan. We feel a responsibility to inspire others to create a sustainable tomorrow and we would like to deliver results to meet our commitments. We are extremely passionate about the Origin Green Programme as a means to portray our commitment to sustainability."

**Francis Mallon, CEO, Liffey Meats**

