



Gold Member

Ashbourne Meat Processing

About the Company

Ashbourne Meat Processing, founded in 1985, is still in firm hands of the Houlihan and McMahon families. The company has become one of Ireland's leading beef processors, dedicated to continuing expansion over the years. Operating two sites, one in Roscrea and one in Naas, they are committed to passing down knowledge and dedicated expertise for years to come.

Following the highest industry standards, Ashbourne Meat Processing have become a firm favourite for premium chilled and frozen beef products for retailers and manufacturers across Europe, Asia, and Africa. They source their beef locally from cattle grazing in the rich fields of Tipperary.

Spotlight Target Area: Waste

Ashbourne Meat Processing pursued multiple opportunities to improve their waste management practices across their two sites, setting a range of targets within their 2019-2023 Origin Green Plan. In the past year, they reduced the waste per unit produced at one of their facilities by 14.3% compared to 2021, putting them 12.2% ahead of their milestone target.

After carrying out a waste audit in 2022, Ashbourne Meat Processing now have a databased foundation to incorporate into their future initiatives. Additionally, they installed recycling bins across the site to aid in waste segregation. As a result, they reduced their waste intensity and reduced their carbon footprint. Now, the business is on track to achieve its waste reduction target by the end of their plan next year.



Membership Tier 2

Minimum Origin Green Targets Required Annually = 7

Exemplary Performance Target Areas

Raw Material Sourcing	Raw Materials and Suppliers	
	Packaging	★
Manufacturing Process	Energy/Emissions	★
	Water	★
	Waste	★
Social Sustainability	Product Health and Nutrition	
	Employee Wellbeing	★
	Community Engagement	★
	Diversity and Inclusion	
Additional Targets	Biodiversity	
	Approved Sector Specific Target	



Sustainability Programme
GOLD MEMBER
2023

Approach to Sustainability

Ashbourne Meat Processing hold sustainability as one of their core values, focusing on reducing their environmental impacts to preserve Ireland's rich natural resources. In 2022, the member reported on 18 targets within their Origin Green Annual Review. They demonstrated exemplary performance in their Packaging, Emissions, Waste, Water, Community Engagement and Employee Wellbeing targets.

