



# Gold Member Velvet Cloud

## Spotlight Target Area: Packaging / Community Engagement

Since Velvet Cloud commenced trading six years ago, it has achieved significant sales growth, brand awareness and a range of endorsements from high profile opinion leaders in key target markets testifying to the quality and taste of its produce. Within the Irish market, the company’s products are now on sale in over 120 retail outlets, it launched an e-commerce channel during the pandemic, and it has recently secured a central listing with Musgrave SuperValu and Centra.

Despite this rapid growth, Velvet Cloud are committed to making a difference and working as sustainably as possible in everything it does.

The company demonstrated a strong performance throughout 2020, achieving exemplary performance in both its packaging and community engagement targets. In 2020, Velvet Cloud sourced 100% of its cardboard packaging from FSC certified sources and despite the impact of the Covid-19 pandemic, continued to support local groups, as well as carrying a host of online events to share learnings about its journey to date.

### About

Velvet Cloud produce a range of handmade natural sheep’s milk, yogurt and cheese products on the Flanagan family farm outside Claremorris, Co Mayo. Having farmed the land for generations, the Flanagan flock graze an abundance of grass and clover pastures for almost the entire year due to the mild and temperate climate in its West of Ireland location.



Sustainability Programme  
**GOLD MEMBER**  
2021

### Membership Tier 5

Minimum Origin Green Targets Required Annually = 4

### Origin Green Target Areas

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

“We are probably one of the smallest companies, if not the smallest to be awarded Origin Green Gold Membership, so it’s a huge achievement and gives us great motivation to keep striving towards more ambitious sustainability targets.”

**Michael Flanagan, Founder and MD of Velvet Cloud**