



Gold Member Keelings

About the Company

Located in Dublin, Keelings is a family-owned Irish company with a story stretching all the way back to 1926 when the current farm was established. From the early 1920s to the late 1960s, rhubarb was the main crop. In the 1930's, Keeling's began growing fruits and salads and supplying them to the local Dublin markets.

The business first planted strawberries in 1937, with Bramleys following in 1949. Since then, Keeling's has expanded its range and continued to grow and source the best quality fresh produce for its customers.

Spotlight Target Area: Community Engagement

Keelings is committed to protecting the environment and supporting people and communities to make a positive difference in the World. Keelings launched the "Better World" sustainability initiative in 2021, and this will be implemented in 2022 and beyond. Keelings' Better World' sustainability strategy will focus on a range of challenges across five key pillars; Climate Change, Sourcing & Materials, Biodiversity, Community, and Health and Nutrition and People. The main drivers for this initiative include long-term sustainable business practices that benefit the environment. Throughout the year 2021, Keelings demonstrated exemplary performance in its sustainability plan across the target areas of Supplier Certification, Emissions, Waste, Water, Employee Wellbeing, Community Engagement, and Product Health & Nutrition. Within the Community Engagement target area, collaboration with Origin Green partner Foodcloud has been an important and rewarding initiative for the company. Keelings increased donations to Foodcloud from 8.9 tonnes of food in 2020 to 14.3 tonnes in 2021 against a milestone of 8.9 tonnes, exceeding this target by over 60%. Keelings intend to donate over 100,000 meals to FoodCloud by the end of 2025.

Membership Tier 1

Minimum Origin Green Targets Required Annually = 8

Exemplary Performance Target Areas

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



Sustainability Programme
GOLD MEMBER
2022

"Keelings are delighted to achieve Origin Green Gold membership. This recognition is a testament to the hard work, dedication and passion for achievement that our teams demonstrate on a daily basis to achieve our purpose, Better Food Better World. We are committed to working in harmony with nature, improving the environment and supporting the communities we operate in to build a more sustainable future."

William Keeling, Board Sponsor