



Gold Member Dawn Meats

Spotlight Target Area: Supplier Certification / Packaging

Dawn Meats has been actively involved in the Origin Green programme since its inception in 2012. The Company sources 96% of its cattle and sheep from members of Bord Bia's Sustainable Beef and Lamb Assurance Scheme and has over 20,000 farmer suppliers in Ireland. Dawn Meats work in partnership with key stakeholders to advance the sustainability of the livestock sector.

The Company's packaging strategy is focused on reducing substrates and increasing the recyclability and recycled content of its plastic packaging. Dawn Meats delivered a solution for its retail Modified Atmosphere Packaging and Skin Packaging trays to make them easier to recycle and to support a circular economy. The volume of non-detectable carbon black plastic trays in the supply chain reduced by **84%** over the last 2 years, while the average recycled content in rigid plastic trays increased to **90%**. Corrugated and solid board paper packaging is Forest Stewardship Council certified.

About

Established in Co. Waterford in 1980, Dawn Meats is a family-owned company marketing quality beef and lamb products to customers in over 50 countries. Dawn Meats is the largest processor of lamb in Europe and the leading processor of beef in the UK and Ireland. With annual revenues of over **€2 billion**, the Company employs approximately **8,000** people at **29** locations in Ireland, the UK, Continental Europe and Asia, processing one million cattle and three million sheep annually. Sustainability has been central to Dawn Meats' business strategy for over **20** years, and actions are implemented through the cross-functional sustainability team.



Sustainability Programme
GOLD MEMBER
2021

Membership Tier 1

Minimum Origin Green Targets Required Annually = 8

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	★

“As a founding member of Origin Green, we are delighted to have been awarded Gold Membership for 2021. This achievement has been made possible through the dedication and efforts of our people, suppliers and customers, and we would like to thank each of them for their contributions.”

Gill Higgins, Group Head of Sustainability at Dawn Meats