

**Company**

Sunshine Bread & Confectionery, Ltd.  
(T/A Walsh's Bakehouse)

**Sector**

Bakery

**Chief products**

A variety of bread for the catering and retail industry

**Sustainability headlines**

- Overall energy consumption reduced by 10% by 2019
- Overall water consumption to be reduced by 25% by 2019
- 100% of suppliers to have a sustainable plan in place by 2019.

**Background**

Sunshine Bread & Confectionery is a family-run bakery founded in 1985 by brothers Michael and Dermot Walsh. The company's most famous offering, the Waterford Blaa\*, is an indigenous food to the area and has received the PGI (Protected Geographical Indication) status. (<http://goo.gl/iau6KC>)

\*A blaa is a doughy, white bread bun (roll) speciality; particularly associated with Waterford, Ireland.

**Who we are**

Sunshine Bread & Confectionery is based in Waterford City and employs 16 people. The company's bread products are available fresh in Waterford City through larger retail stores as well as smaller independent grocery shops and delis. Its products are frozen for sale to national and export markets and the company now exports blaas to Dubai, France and Soho Coffee in the UK.

**Our sustainability credentials**

Sunshine Bread & Confectionery aims to become a more sustainable business, reducing its environmental impact and saving valuable resources. It complies with all packaging regulations as set out under Directive 2004/12/EC and operates under ISO22000, Food Safety Management. It is committed to developing an Environmental Management System based on ISO14001, and will use Origin Green as the basis for this.



### **Origin Green in action**

Through its participation in Origin Green, Sunshine Bread & Confectionery has chosen raw material sourcing as a key target area and has a core aim of ensuring that 100% of suppliers are part of a sustainability programme by 2019. This overall target encompasses all raw materials: flour, yeast, water, salt, fats, fruit and sugar and will be guided by the company's own sustainable procurement policy.

Energy reduction related to gas and electricity is a further key objective and a 10% saving has already been achieved through the installation of new machinery, including the installation of an Air Source hot water heat pump. This will be followed by further initiatives over the coming years.

The company installed a new mixing water meter in 2014, saving approximately 150 litres per week. It expects to achieve further reductions in water usage by 25% over the course of the plan.

### **Social responsibility**

The company donates thousands of loaves to charities and community groups to help with their fundraising activities each year. The bakery is located in an older residential neighbourhood, and staff regularly visit elderly neighbours within the vicinity to bring them fresh bread.

The company is encouraging employees to avail of the cycle to work scheme and expects to have up to 50% enrolment by 2018. Ongoing training is provided for company employees, with senior management encouraging staff to avail of workshops in the areas of payroll, finance and exports to further strengthen their knowledge and expertise.

### **What we're doing better**

The company is committed to delivering mentoring programmes to transition year students, and these are constantly being upgraded. The target is to have every school in the area on board and the company is working with the Taste Council of Ireland to deliver on 'The Future is Food' Transition Year unit programme, which is now available in all schools nationwide. This unit provides a better understanding of the Irish food industry to students, while offering hands-on experience of managing a small company and how food is produced.

**To find out more, contact:** +353 51 378080

**Website:** [www.manddbakery.ie](http://www.manddbakery.ie)