



### Sustainability headlines

- 100% sustainably sourced and recycled paper since 2016
- 100% minimum tillage operations introduced in 2017 on Cereals
- Reduction of general waste by 40% per tonne of output by 2020

### Background

Slaney Farms was founded by John Stafford, who has been growing potatoes near Enniscorthy, Co. Wexford for the past 25 years.

Slaney Farms is a family business that grows and produces quality potatoes for the Irish market. The Company operates a fully integrated potato processing system and employs 24 full-time and eight part-time staff. In recent years, it has invested over €2m in state-of-the-art storage, washing, grading and packing facilities, enabling year-round supply. The Company has successfully listed its own brand with key multiples and independent stores.

### Sustainability credentials

Slaney Farms operates with a core set of values around environmental sustainability and works closely with business partners, government agencies and others to support sustainable food production.

Soil sustainability is managed through crop rotational and minimum tillage practices, with technology employed to ensure optimal (and minimal) fertilizer is used.

Slaney Farms is a member of Bord Bia's Quality Assurance programme; the Department of Agriculture's Green Low-Carbon Agri-Environment Scheme (GLAS); and the voluntary environmental performance system EcoCert.



### Origin Green in action

Slaney Farms' participation in Origin Green covers the three-year period 2017-2020, with 2015 acting as the baseline year. Origin Green targets involve both production and farmland sites, and focus on the areas of **raw material sourcing; manufacturing and social sustainability.**

In the area of raw material sourcing, the company has taken a number of steps around paper and packaging usage. Since 2016, 100% sustainably sourced and recycled paper has been used at Slaney Farms. They have also reduced by 20% the plastic micron in packaging and by 52% the plastic micron in pallet wrap.

Measures around energy, waste and water over the three-year period of Origin Green include: a commitment to a 5% reduction in manufacturing process energy costs; an improvement of overall vehicle fuel efficiency by 10%; a reduction of general waste by 40% per tonne of output; and an increase in recycling by 55% per tonne of output.

In the area of soil health, the company moved to 100% minimum tillage operations in 2017 in Cereal production.

The Company are currently engaged in a salad potato project aimed at increasing the quantity of salad potatoes grown in Ireland.

### **Social responsibility**

Slaney Farms is committed to the local economy and, each year, they support local growers by sourcing strawberries for the Slaney brand to supply Tesco and Supervalu across the country. The company has set a target to increase sourcing of local suppliers of strawberries and horticulture produce by 5% by 2019, as well as employing an additional five full-time and three part-time local staff by 2018.

In support of consumer wellbeing, the company's website will include a section on the health and nutritional benefits of potatoes, in conjunction with healthy recipes for each season that promote health and wellness.

Slaney Farms sponsors the local Davidstown GAA club throughout the year and contributes financially each year towards the development of young players in the county.

In the area of biodiversity, actions undertaken include hedgerow planting, bird cover and fallow grass, as well as the introduction of minimum tillage.

They also engage the local community by welcoming educational trips from surrounding schools.



### **Ongoing Improvements**

Crop rotation has led to an increased yield on the farm through the growing of crops such as beans and oilseed rape. Both crops improve soil structure through their rooting system and allows for the increased levels of nutrients to be left behind for the following crops. This in turn allows for the use of minimum tillage, i.e., sowing a crop without inverting the soil. Minimum tillage saves both on fuel and labour costs for the business, and reduces the damage done to soil.

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