



Readiness Radar Sustainability Insights Summary 2021

BORD BIA
IRISH FOOD BOARD

Introduction

Welcome to the 2021 Sustainability Insights Summary based on the findings of Bord Bia's Readiness Radar. In this document we assess how the Irish Food and Drink Industry is currently feeling about sustainability. The results are based on a survey of n=111 Irish industry representatives from across food, drink and horticulture. This represents an estimated 60% of the all Irish food and drink exports. The average number of employees in the businesses we consulted is 252, however a wide variety of business sizes are represented. Likewise, there is an average turnover of €32m across the sample, but within this there is a significant level of diversity of business scale.

Sustainability is the most significant and the most widely accepted business challenge of our time, and is one that food, drink and horticulture clients increasingly face driven by demands from customers, consumers, and their own social responsibility agendas. As such, it is an area that they have worked hard to improve, yet it remains the area that ranks third in terms of their desire for further support in this area.

To download a full copy of the Readiness Radar report see:

<https://www.bordbia.ie/industry/readiness-radar/>



Statistics

In the context of other disruptions like Covid-19, Recession and Brexit, Sustainability does not pose the same immediate risk, but it is nonetheless classified as **a business risk for 60% of businesses.**



3 in 10

of our food, drink and horticulture businesses classify themselves as sustainability “leaders”

with meat companies leading the charge in this regard. This is a fastmoving area and one that will require constant focus to maintain our position.



Given this

8 in 10

consider sustainability spend to be an investment as opposed to a cost.

And a necessary one, in terms of creating a more secure future.



Among those who are sensitive to the risk posed by sustainability to their businesses

3 in 4

verified sustainability measures in place

and 85% are members of Bord Bia’s Origin Green.



At a total industry level, the aspects of sustainability that are most widely prioritised are

packaging, responsible sourcing and waste

which are top of mind at present. However, there is a “long tail” of issues that are on their minds, from carbon and nutrition through to community support. With an eye on the future, industry does not believe that packaging is going away as a topic but reducing carbon emissions too becomes more relevant.

When looking at **what is driving the sustainability agenda,**



1. Social responsibility

2. Customer demands

3. Consumer expectations

are called out as the top 3 forces of change. While not specifically called out here the sustainability credentials of the industry also influence the attractiveness of the industry from a talent perspective.

It is unanimously agreed that in the future the broader sustainability agenda will continue to become more significant for them, with

95%

of the sector agreeing that sustainability will become more important in the next 3 years. The mitigation of risk on this issue is challenging us but is one we can continue to address collectively and ambitiously as an industry through the Origin Green programme.