

Food and Drink Industry Ireland ENABLING HEALTHIER LIFESTYLES





Food and Drink Industry Ireland is a business sector within IBEC

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IBEC MISSION

IBEC promotes the interests of business and employers in Ireland by working to foster the continuing development of a competitive environment that encourages sustainable growth, and within which both enterprise and people can flourish.

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FOREWORD

“The food and drink industry is Ireland’s most important indigenous sector. With a gross output of over €18 billion and total employment linked to the sector at 230,000, it is a vital part of Ireland’s economic and social framework.

Innovation and development within the sector is driven largely by consumer trends and preferences. Consumers are at the heart of everything that the food and drink industry does and it is continually adapting to better serve their wants and needs.

In recent times, consumers have become more aware of their diets and the need to balance their overall lifestyle. The food industry has responded rapidly and comprehensively to this trend to enable consumers to make better food choices, by supplying improved products, better choice and appropriate information.

This document outlines the breadth of activities that Food and Drink Industry Ireland (FDII) member companies have undertaken over the past five years, particularly in the area of enabling healthier lifestyles. Each chapter documents the range of positive initiatives that have been taking place right across the sector and gives some practical examples of these activities at category or individual company level in the ‘In Focus’ sections.”



Paul Kelly

Director, Food and Drink Industry Ireland.

“I am confident that shown will illustrate food industry is fully to playing its role in to lead healthier life and in the future.”

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clearly that the
committed
helping consumers
styles both now



Colin Gordon
Chairman of the FDII Consumer Foods Council
CEO, Glanbia Consumer Foods

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PRODUCTS AND CHOICE

The food and drink industry in Ireland has invested significantly over the past number of years to improve the range and choice of food and drink products available to the Irish consumer. In a competitive business environment, and driven by the continued upward trend in obesity rates in Ireland, the industry has focussed on innovating to develop an ever increasing range of healthier options, while working to reformulate and improve the nutritional profile of existing products. These moves are supporting and enabling consumers to tailor their diet to suit their personal requirements.

IMPROVING OUR PRODUCTS

Changing consumer attitudes to diet and nutrition, as well as industry's desire to improve its product portfolio, has driven the process of reformulation, which is taking place across all product categories.

Consumer health has been a key driver of innovation for the food and drink industry over the past number of years. One of the core streams within this has been to improve and enhance the nutritional quality of existing products and brands. This activity includes reducing the level of 'nutrients of concern' (such as salt and saturated fat) and increasing the amount of 'positive nutrients' (such as fibre, calcium, iron etc) in existing products.

This section outlines some of the activities that our member companies have undertaken in the past five years in the area of product reformulation. The examples shown are just an illustrative snapshot of the enormous amount of work that has been taking place in each area.

SALT

In 2004, the Food Safety Authority of Ireland (FSAI) launched a coordinated 'reduce salt' campaign, which aimed to establish voluntary agreements with food manufacturers, retailers and caterers to achieve a gradual, sustained and universal reduction in the salt content of all prepared foods.

This campaign supports the FSAI's long term goal to reduce the average population intake of salt from 10 grams (g) a day to 6g a day by 2010 through partnership with the food industry and State bodies.

In recognition of the high levels of salt intake in the Irish population and the link between excessive salt consumption and cardiovascular disease, many companies had been working, prior to the launch of the FSAI's campaign, on an individual basis to reduce the amount of salt used in their products. However, since the FSAI's salt initiative was created, a significant number of FDII member companies have agreed to set salt reduction targets on a category/group basis.

FDII coordinates the agreement of salt reduction targets for five product groups and reports these targets to the FSAI on an annual basis. These groups include the Irish Bread Bakers Association (IBBA), Meat Industry Ireland (MII), the Irish Breakfast Cereals Association (IBCA), the Irish Soups and Sauces Association (ISSA) and the Snack Food Association (SFA).

“ Changing consumer attitudes to diet and nutrition, as well as industry’s desire to improve their product portfolio, has driven the process of reformulation, which is taking place across all product categories.”

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1 PRODUCTS AND CHOICE CONTINUED

SALT continued

All of these associations have made significant progress since 2004 in voluntarily reducing the level of salt in their products. In 2008, the Irish Dairy Industries Association (IDIA) joined the initiative and presented salt reduction targets to the FSAI.

With latest (2008) figures showing that consumption levels have dropped to approximately 8g - 8.5g, it is clear that significant progress has been made. This success can be attributed directly to the efforts of FDII members, as well as public health bodies, which have been working over the past number of years to raise public awareness about the consequences of excessive salt consumption.

The food industry remains committed to playing an active role in reducing population salt levels and will continue to work with FSAI to help achieve this important public health goal.

¹IN FOCUS: A snapshot of activities to reduce salt

The Irish Soups and Sauces Association (ISSA) is affiliated to FDII/IBEC and represents the interests of the soups and sauce sector in the Republic of Ireland. Its members include Premier Foods & Unilever Ireland.

The ISSA were one of the first FDII associations to agree to voluntary salt reductions across all products. Entitled "Project Sitric", the ISSA's activity commenced in 2004, with an initial target of a 10% reduction across all products on a sales volume basis. Since then, a number of additional commitments have also been made.

By 2010, Project Sitric will have delivered:

- 25% salt reduction in the Dry Soup range.
- 16% salt reduction in the Instant Soup range
- 10.5% salt reduction in the Dry Sauces and Meal makers
- 13% salt reduction in Wet Sauces

Additional Commitments:

- All reformulated products will be lower in salt than the previous version
- All new products will have lower than average salt content

These activities have been acknowledged by the FSAI:
"FSAI has welcomed the steady progress made by the Irish soups and sauces manufacturers."

¹ 'In Focus' profiles are designed to showcase examples of activities that have been undertaken by FDII member companies or associations. They do not represent the full extent of industry activities in that particular area.

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1 PRODUCTS AND CHOICE CONTINUED

SATURATED FAT

It is generally accepted that saturated fat intake across Europe is too high. The average healthy adult should consume no more than 20 g saturated fat per day.

However, in Ireland, the average adult consumes almost 36 g per day. The food industry is acutely aware of this issue and has been working to reduce the saturated fat content of many different types of processed foods.

Reformulation of foods in order to reduce the amount of saturated fat they contain presents a complex technical challenge. However, despite these difficulties, the industry remains committed to playing its part in reducing saturated fat intake levels in the Irish population.

TRANS FATTY ACIDS

In the 1990s, in line with scientific data, food companies began to reduce and remove Trans Fatty Acids (TFAs). Over the past number of years, most companies have almost entirely eliminated TFAs from their products.

The success of this initiative has recently been confirmed in Ireland where an FSAI report², published in May 2008, showed that 80% of 100 pre-packaged food products tested for their fat and TFA content, contained either no or low levels³ of TFAs.

This achievement clearly demonstrates the speed and effectiveness of voluntary industry initiatives.

IN FOCUS: A snapshot of activities to reduce saturated fat

The Snack Food Association (SFA) is affiliated to FDII/IBEC and represents the interests of the sector in the Republic of Ireland. Its members include Largo Foods (Tayto-Hunky Dorys), Walkers and Robt. Roberts (KP).

In the past five years, SFA members have undertaken a significant volume of work to reduce the levels of all types of fats in their products. Of particular note has been the progress achieved in reducing the level of saturated fat in savoury snacks.

Cooking crisps in sunflower oil, which is naturally low in saturated fat, yields products that are significantly lower in saturates than those that are cooked in alternative oils. All SFA members have now migrated to using sunflower oil in the manufacturing process of their products.

Since sunflower oil is generally more costly than alternative cooking oils, its use has added to the overall expense of the manufacturing process. However, the public health benefits of this move have been significant. A recent survey carried out by the Irish Universities Nutrition Alliance (IUNA) shows that in the period 2005-2008 there was a reduction of 3% in the population dietary intake of saturated fat from savoury snacks.

SFA members have also committed to ensuring that new products introduced to the market have been developed in a manner that keeps their fat levels to a minimum.

² Trans Fatty Acid Survey (2007): Retail Products

³ ≤ 2 % of total fat being trans fat

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1 PRODUCTS AND CHOICE CONTINUED

SUGAR

Sugar is an important ingredient in food and beverage manufacture, as well as an important nutrient that provides energy in the diet.

While it is a naturally occurring ingredient, which offers preservative, texture, colour and sweetening properties to food, the industry recognises that the use of sugar must be appropriately managed.

To help consumers manage their sugar intake, the industry has adopted a dual strategy of (a) reducing the sugar content of existing products, and (b) providing brand variants that are significantly reduced in sugar or are sugar free.

IN FOCUS: A snapshot of activities to reduce sugar

While many sectors of the food industry have developed low or no sugar alternatives in recent years, perhaps the best examples of this activity are in the soft drink category.

Almost every leading soft drink brand is now available in a 'no sugar' variant. These brands, which include products such as Ribena Toothkind, Diet Club Orange, Pepsi Max, 7-Up free, Diet Coke and Coke Zero, are readily available where the original brand variety is supplied, giving the consumer the choice to opt for sugar or no sugar.

Sugar free variants are well-marketed and are positioned as an enjoyable alternative to the sugar-containing versions. The result has been a massive growth in market share for low and no sugar varieties over the past number of years, with the no added sugar:added sugar ratio moving from 28:72 in 1987 to 57:43 in 2007.

These shifting trends have resulted in a significant decline in the contribution to sugar intake by soft drinks in the diets of Irish consumers.

This sector has responded very effectively to changing consumer requirements from a nutritional point of view by providing a variety of products which facilitate the body in different ways from hydration to athletic performance. This allows individuals to make choices best suited to their needs.

As a result of innovation and new product development by the Industry, consumers can now choose from a wide range and variety of drinks offering refreshment, hydration and nutrition for every occasion and every moment of the day.

In 2006, the soft drink category was one of the first sectors within the Food and Drinks Industry to adopt a specific nutrition labelling scheme (based on GDA's). Companies have been implementing the scheme since then, making it easier for the consumer to make an informed choice based on nutritional information.

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“ The result has been a massive growth in market share for low and no sugar varieties over the past number of years, with the ‘no added sugar’:‘added sugar’ ratio moving from 28:72 in 1987 to 57:43 in 2007.”



1 PRODUCTS AND CHOICE CONTINUED

MICRONUTRIENTS

Recent food consumption surveys have shown that there are inadequate intakes of some vitamins and minerals in the Irish population. Specifically, there is a tendency for women to fall short of their recommended daily intakes for calcium, iron and folate (folic acid), while children and teenagers have also been shown to have inadequate intakes of calcium, iron, vitamin A, C, D and folate.

Certain food categories have become increasingly important in providing our population with vital micronutrients.

These products are either naturally rich in essential micronutrients or fortified during the manufacturing process. Important sources of key micronutrients are; dairy products, meats, vegetables, potatoes, fish, eggs, fruit, breads and breakfast cereals.

Folic Acid

Adequate intake of folic acid for women of childbearing age is vitally important to reduce the number of Neural Tube Defects (e.g. Spina Bifida) which are relatively common in new born babies in Ireland.

In 2006, the National Committee on Folic Acid Fortification recommended that most bread products should be fortified with folic acid during manufacture. This recommendation was fully supported by the bread and flour industries who actively engaged in discussions throughout the process.

While industry discussions on a mandatory scheme continue the industry remains committed to supporting the reduction of NTD levels in Ireland through the provision of voluntarily fortified food products.

Vitamin D

A substantial proportion of the Irish population have low vitamin D intakes. Vitamin D, which is essential for healthy bones, is produced in the body when skin is exposed to sunlight but is also supplied to a lesser extent by the food and drink we consume. However, food becomes the predominant source in countries with limited sunshine, such as Ireland.

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1 PRODUCTS AND CHOICE CONTINUED

FOOD FORTIFICATION

Voluntary fortification of food and drink has provided health benefits to populations across the world.

In Ireland, evidence from the Irish Universities Nutrition Alliance (IUNA) food consumption surveys shows, in many instances, the positive role that fortified foods play in the diets of Irish adults, teenagers and young children.

IN FOCUS: The benefits of breakfast

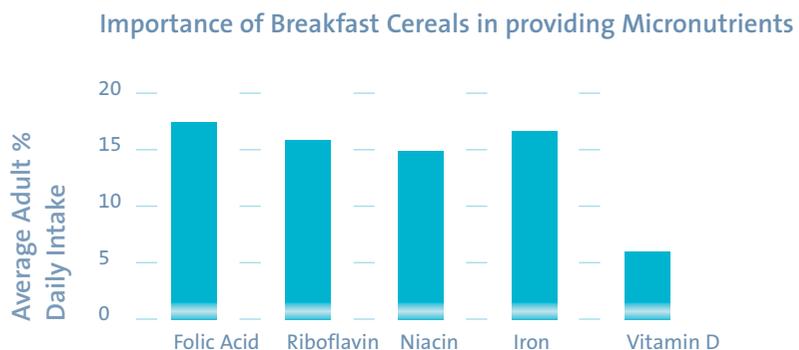
The Irish Breakfast Cereals Association is affiliated to FDII/IBEC and represents the interests of the sector in the Republic of Ireland. Its members include Flahavans, Nestle Cereals, Kellogg's and Weetabix.

Numerous research studies have shown that adults and children who regularly eat breakfast cereals are of lower body weight than those who skip breakfast – this is particularly significant when we consider the ever increasing incidence of obesity in both adults and children in Ireland.

Breakfast cereals are also a vitally important source of several essential vitamins and minerals. Fortified breakfast cereals contribute the following to population intakes⁴:

- 18% of folic acid intake
- 15% of Niacin intake
- 7% of Fibre intake
- 17% of Riboflavin intake
- 18% of iron intake
- 7% of Vitamin D intake⁵

The category plays a key role in child nutrition and development, as those eating cereals are more likely to meet their daily requirements for essential vitamins and minerals.



⁴ IUNA North South Food Consumption Data Survey, 2005

⁵ Source: Role of breakfast and breakfast cereals in a healthy diet, Dr. Carrie Ruxton

“ Breakfast cereals play a key role in child nutrition and development, as those eating cereals are more likely to meet their daily requirements for essential vitamins and minerals.”



1 PRODUCTS AND CHOICE CONTINUED

ADDITIVES

As consumer needs and perceptions change, the food industry must respond. This has never been more evident than in the use of artificial additives and flavours.

All additives must be scientifically reviewed and approved for safety before they can be used. They can only be used where they are functionally important in food and in some cases, where the additive is essential to make the food available to consumers.

Over the past number of years, consumers have become less accepting of artificial additives. FDII members have monitored these trends closely and have responded, where relevant, by actively removing artificial colours, flavours and preservatives, where it is technically feasible to do so.

IN FOCUS: A snapshot of activities to eliminate artificial colours, flavours & preservatives

In response to consumer preferences, there has been huge focus in recent years on the reformulation of existing food and drink products to eliminate artificial colours, flavourings and preservatives and on the development of new products that are free from artificial additives.

One notable example of recent achievements in this area is that of the confectionery sector. Each of the top three confectionery companies – Cadbury, Mars and Nestle have made significant progress in eliminating artificial colours, flavours and preservatives from their products, with most of the leading chocolate and sugar confectionery brands now completely free of artificial additives.

This is in addition to other reformulation projects in the confectionery sector, which have resulted in significant reductions in trans-fats.

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DELIVERING THE HIGHEST STANDARDS IN FOOD SAFETY

Supplying safe food to the consumer is of paramount importance to the industry and in recent years, it has shown the ability to react quickly to emerging science.

As our understanding of food increases, through better science, the industry must adapt at a rapid pace to the challenges that this presents. In this area, the food industry often reacts positively and proactively in advance of regulation to deliver products of the highest possible standard to the consumer.

IMPROVING CHOICE

In addition to the extensive work that has been undertaken by the industry on product reformulation, FDII member companies have invested significantly over the past five years into the development of new healthier options or 'better for you' product ranges, to provide the consumer with improved choice.

A significant number of new products are now introduced to the market for their 'better for you' qualities. Consumers now have the option of choosing lower calorie, lower fat, lower salt and lower sugar varieties of many leading brands, as well as products that have added beneficial nutrients and micronutrients.

IN FOCUS: Acrylamide

In 2002, Swedish scientists reported that acrylamide can be formed in starchy foods during cooking at high temperatures. Although the presence of acrylamide in food has only recently been discovered, it has probably been present for many years in staple foods, forming a significant part of the human diet.

Since its discovery, extensive measurements of acrylamide in food have been carried out in many countries, including Ireland. These tests have shown the presence of acrylamide in a wide variety of fried, baked and roasted foods.

The food industry is engaging with regulators to reduce the level of acrylamide in foods. At the request of the European Commission, the food industry produced a number of sector specific pamphlets to help all manufacturers to reduce the levels of acrylamide in their products.

1

PRODUCTS AND CHOICE CONTINUED

IMPROVING CHOICE (CONTINUED)

Significant investment has also been made in the marketing and promotion of these products to help them succeed in the marketplace and drive consumers towards healthier alternatives.

FDII member companies are committed to supporting and enabling consumers to choose a healthy balanced diet for themselves and their families. The food industry will continue to develop and expand the range of products that they offer to help make healthier choices easier for consumers.

PORTION SIZE

To support consumers in choosing suitable portion sizes, the food industry must ensure that it provides an appropriate range of portion sizes to suit individual needs.

Consumption of inappropriately large portion sizes is now considered to be a significant contributor towards the rising levels of obesity in Ireland (IUNA, Food Consumption Surveys). The food industry has been cognisant of this fact and has begun to take action across Europe towards agreeing standard portion sizes.

In addition to the agreement of standard portion size, the industry must inform and educate the consumer about appropriate sizes.

To support this, the vast majority of companies include recommended portion sizes on pack, where appropriate.

IN FOCUS: Expanding choice in portion size offerings

Choice is about more than giving consumers a range of different brands. Providing an appropriate range of portion sizes within a given brand is vital to allow consumers to tailor their consumption in a way that suits their lifestyle and specific dietary needs.

Many companies have made enormous progress in this area in recent years.

Ballygowan

In 2006, Ballygowan responded to the needs of younger consumers with the launch of a 250ml sports pack style bottle, designed especially for children. The fun-size Ballygowan bottle helps parents to encourage children to choose water.

Coca-Cola

Within the Coca-Cola range, Diet Coke and Coke Zero are available for those that want a no calorie option and Coca-Cola is available in a wide range of portion sizes from a 150ml can to 350ml and 500ml bottles up to the larger 2L bottles for sharing.

This kind of choice in the range of products and package sizes enables consumers to make sensible product choices that are compatible with a healthy, active lifestyle.

“Consumption of inappropriately large portion sizes is now considered to be a significant contributor towards the rising levels of obesity in Ireland.”
(IUNA, Food Consumption Surveys).

“More than 25% of new products are introduced to the market for their ‘better for you’ qualities.”
(FDII member survey, 2008)



2

CONSUMER INFORMATION

The food industry recognises the importance of providing consumers with the right information that enables them to make appropriate lifestyle choices. A range of complimentary communication methods are used to help inform consumers about the products that they are interested in. These include:

- On-pack communication
- Customer care lines
- Consumer websites

PRODUCT LABELS

Using product labels to inform consumers about the contents and appropriate usage of a given product is a highly effective and targeted communication strategy. A significant portion of the label must be devoted to displaying legally required information, such as ingredient list, date of minimum durability, product name, net quantity, storage instructions etc.

On some smaller products, this doesn't leave very much space for voluntary information. However, despite this, most products sold on the Irish market voluntarily display nutrition information and/or instructions that direct consumers to further sources of information (e.g. customer care line and/or website).

GUIDELINE DAILY AMOUNT LABELLING

For many years, Irish food and drink companies have provided consumers with on-pack nutrition information. Until recently, this has generally been in the legally prescribed format of a 'type 1' or 'type 2' nutrition panel, which appears on the back of a given product pack.

In order to simplify this for consumers the food industry decided, several years ago, to develop a new way of presenting nutrition information on the front of the pack.

The guiding principles for the development of this new scheme were that it should; (1) show easy to interpret, at-a-glance information, (2) be relevant for all consumers and (3) take account of the product portion size and frequency of consumption.

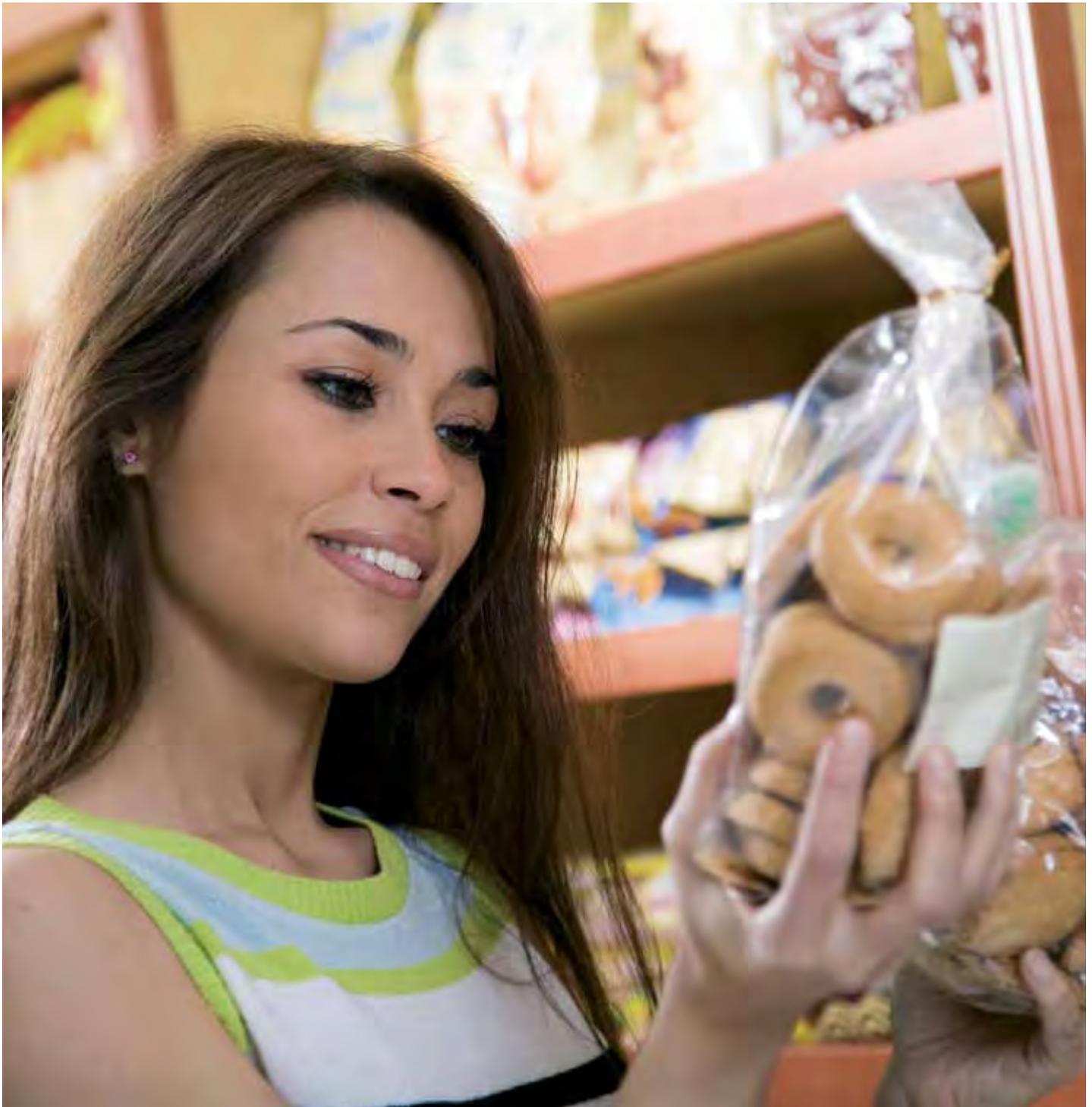
The result was a new voluntary nutrition labelling scheme called the Guideline Daily Amount (GDA) guide and was first introduced to the Irish market in 2006.

The GDA guide is based on well-established scientific guidelines for the level of energy (calories) and key nutrients (sugars, fat, saturates and salt) the average healthy person needs to have a balanced diet.

The GDA guide generally appears front of pack, where space permits, and tells consumers exactly how much energy and key nutrients are in each portion of a particular product. In addition, it shows how these figures relate to the percentage GDA for each.

“ The food industry recognises the **importance of providing consumers with the right information** that enables them to make appropriate lifestyle choices. ”

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2 CONSUMER INFORMATION CONTINUED

The GDA guide is usually presented in a five icon format, as shown below. Where space is particularly limited (for example on very small packs), a single GDA icon for calories is sometimes used instead.

Each 30g portion contains



of an adult's guideline daily amount

Since 2006, there has been significant investment by the food industry in the roll-out of the scheme on pack. As a result, GDA labels can now be found on the majority of branded food and drink products and on a large volume of supermarket 'own-label' products. It is the front of pack nutrition labelling system of choice in Ireland.

The Irish food and drink industry has also invested significantly to raise awareness of GDA labels and help consumers understand how to read them correctly. This has been achieved through a significant advertising and in-store promotion campaign, which

was launched in June 2008. Research conducted by Millward Brown in December 2007 has shown that the GDA guide is supported by Irish consumers, with over 84% of those surveyed finding it "very easy" or "quite easy" to use. A further 83% of respondents also said that they found the labels very useful.

Customer Care lines

Customer care lines are an extremely useful resource that enable consumers to talk directly with a company representative who can provide further information about a particular product.

Alternatively, the care line staff can put the caller in touch with a qualified individual (for example a nutritionist) who can offer relevant expert advice.

Consumer Websites

With pack space often at a premium, companies are increasingly looking at consumer websites as an alternative means for providing consumers with relevant information.

Unlike the product label, a website offers unlimited space to communicate product and company information. It's therefore an extremely valuable information stream for individuals with special dietary requirements/preferences – for example those who follow vegetarian or kosher diets or those who have specific allergies or nutritional requirements.

With the ongoing improvements in broadband coverage and uptake in Irish households, this method of communicating with consumers will no doubt continue to increase in both relevance and importance to consumers.

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3

ADVERTISING AND COMMERCIAL COMMUNICATIONS

Advertising and marketing of food and drink products – particularly activity that is directed towards children- has understandably been the subject of much attention in recent times.

Acknowledging the changes in our external environment over the past number of years, advertisers have begun to address the challenge of how they communicate with consumers.

The result has been an enormous level of change in the way that food and drink companies market and advertise their products. Most of these changes have been as a result of the introduction of voluntary self-regulatory advertising and marketing codes, combined with the codes of the Broadcasting Commission of Ireland.

Taken together, these voluntary and statutory codes put in place some of the toughest restrictions on advertising in the world. The results have been unequivocal, with a dramatic drop in the rate of advertising for foods and drinks that are high in fat, sugar and/or salt (HFSS) during children’s programming on indigenous broadcast media observed over the past six years.

Advertising for HFSS products now accounts for as little as 7% of all ads shown during children’s programming on indigenous broadcast media.

Year	2002	2003	2004	2005	2006	2007	2008
Spots	8055	8218	5661	4238	4169	2775	1821
%	36.9	34.2	25.3	16.8	16.9	9.8	7.2

Source: RTE Television, Advertising Sales

ADVERTISING CODES AND RESTRICTIONS

European

EU Pledge

The EU Pledge is an initiative by eleven major food companies who have made a voluntary commitment to the EU Platform on Diet, Physical Activity and Health. This platform is the multi-stakeholder forum, set up by DG-Sanco in 2005 to encourage interested parties to take initiatives to tackle obesity in Europe.

The participating companies all committed to implement the pledge no later than Dec 31st 2008, company specific measures on food and beverage advertising to children. All companies must meet the following minimum standards:

- Not to advertise food and beverage products to children under the age of 12 on TV, Print and Internet except for products which fulfil specific nutrition criteria based on accepted scientific evidence
- Not to engage in any commercial communications related to food and beverage products in primary schools, except where specifically requested by or agreed by the school administration for educational purposes.

Participants in the EU Pledge include Burger King, Coca-Cola, Danone, Ferrero Group, Kellogg’s, Kraft Foods, General Mills, Mars Foods, Nestle, Pepsico International, Unilever.

World Federation of Advertisers Commitments to the EU Platform

As one of the founding members of the EU Platform on Diet, Physical Activity & Health, the World Federation of Advertisers (WFA) have made nine commitments to the Platform in relation to advertising. These activities include;

- Strengthening advertising self-regulatory mechanisms across the EU27
- Strengthening and expanding the remit of advertising self-regulation for food and beverage advertising across the EU27
- Teaching children of 6-11 years to be media literate
- Facilitating a healthy lifestyles advertising campaign

“Taken together, these voluntary and statutory codes put in place some of the toughest restrictions on advertising in the world.”

“Advertising for HFSS (high fat, sugar, salt) products now accounts for as little as 7% of all adverts shown during children’s programming on indigenous broadcast media.”



3

ADVERTISING AND COMMERCIAL COMMUNICATIONS CONTINUED

UNESDA, the Union of European Beverages Associations is committed to playing a positive role in helping consumers to make these conscious choices by encouraging commercial communications and sales practices that adhere to sound and responsible principles.

As part of the UNESDA commitments, a code of practice was developed in 2005. Entitled “Code of Practice Guidelines for Responsible Commercial Communication & Sales Practices for Non – Alcoholic Beverages.”

Some of the commitments to act responsibly contained in the code and signed up to by members include:

- Not placing any marketing communication in printed media, websites or during broadcast programmes specifically aimed at children.
Note: A “child” is defined as “below 12” and “programmes aimed at children” are defined as those programmes whose viewers are mostly children (i.e. more than 50%).
- Avoid any direct appeal to children to persuade parents to buy products
- Not engage in any direct commercial activity in primary schools. Respect the commercial – free character of schools
- Review of other Marketing practices including: promotions, sponsorships.

The Code is subject to monitoring and each year the commitments are reviewed as part of the overall strategy of continuous improvement.

UNESDA members believe that self-imposed measures by the industry, combined with a rigorous enforcement mechanism, are the most effective

way to define these principles and truly ensure responsible behaviour by the relevant producers.

National

Advertising Standards Authority of Ireland (ASAI) Code

All FDII members adhere to the strict conditions for advertising as set down by the Advertising Standards authority of Ireland. A specific section of this code relates to the advertising of food and non-alcoholic beverages.

In 2006, ASAI completed a substantial review of their Code of Standards for Advertising, Promotional and Direct Marketing in Ireland. In the course of this review particular attention was paid to the sections on Children and Food. Detailed research was carried out on international best practice in the area. The validity of the research was independently verified by a senior academic in UCD. In addition a widespread consultation process was undertaken with Government Departments, State Bodies, consumer organisations, NGO’s and the public.

As a result of this exercise, the Children’s section of the Code was expanded and a specific set of provisions on the advertising of food and non-alcoholic beverages to children was included. Separately a new section on the advertising of Food and non-alcoholic beverages was included.

Central Copy Clearance Ireland (CCCI)

Eleven major food and beverage companies have committed to the recently established CCCI. This process involves the pre-vetting of all advertising copy by independent experts in the area of advertising.

If an advertisement is deemed inappropriate, the copy will not be cleared for broadcast. This service is funded completely by industry at a considerable cost to the individual firms.

BCI Children’s Advertising Code
FDII’s members are fully compliant with the contents of the BCI’s Children’s Advertising Code. This code is currently being reviewed. During the technical review process carried out recently, the BCI found that there was not one single breach of the code during the first two years of its operation.

BCI General Advertising Code

FDII’s members are fully compliant with the contents of the BCI’s General Advertising Code. This code regulates how food and beverage companies can advertise their products to all audiences.

Individual Company

The vast majority of individual companies have adopted and implemented specific internal codes of conduct in relation to food and beverage marketing communications.

The Way Forward

The Irish food and drink industry believes that this good work, which has already delivered tangible results, should continue in partnership with Government, under a co-regulatory framework.

Current thinking by many Governments across Europe supports this co-regulatory approach and it is the principle that underpins the European Commission’s EU Platform on Diet, Health & Physical Activity.

“ The EU Pledge is an initiative by eleven major food companies who have made a voluntary commitment to the EU Platform on Diet, Physical Activity and Health to change the way they advertise to children.”

“ The Irish food and drink industry believes that this good work, which has already delivered tangible results, should continue in partnership with Government, under a co-regulatory framework.”



4

RESEARCH & DEVELOPMENT

The importance of product research and development (R&D) within the food and drink sector cannot be overstated. In order to continue to meet consumer's evolving needs in a dynamic marketplace, the industry must be able to innovate to improve its existing products and to bring new products to the market. The Irish food and drink industry has been achieving this goal for many years through targeted R&D at home and internationally.

RESEARCH FOCUS

Research topics are varied and include all aspects of food and drink production, including new product development (NPD) and reformulation of existing products. Reformulation generally targets salt reduction, removal of artificial colours and preservatives as well as trans-fat elimination and saturated fat reduction.

NPD, on the other hand, aims to create and deliver new products to satisfy changing consumer needs and preferences. A substantial proportion of reformulation and NPD projects are focussed on improving and making products even healthier. This in turn makes a positive impact on public health.

IN FOCUS: Nestlé Research Centre, Switzerland

Located in Lausanne, Switzerland, the Nestlé Research Centre (NRC) is one of the world's leading research institutions in food, nutrition and life sciences.

Since few areas of research are as complex as food research, the NRC has a diverse staff of premier researchers across a range of scientific competencies, to fulfill the Nestlé vision of "Good Food, Good Life", with good food central to a balanced, healthful lifestyle for consumers. Composed of a permanent staff of 650, including over 300 scientists, the NRC is the heart of Nestlé's Research & Development network.

The Centre is at the hub of the international research community, with more than 330 joint collaborations and worldwide partnerships with universities, research institutes and private industry. In 2007 alone, NRC scientists published 240 peer-reviewed research publications and obtained 25 patents.

Areas of particular interest include; product, process and ingredient safety; sensory and nutritional quality; physiology and metabolism; nutrient uptake; food structures; and the regulation of appetite and satiety.

At the Nestlé Research Centre, scientists aim to find the best science anywhere in the world and apply this science to bring consumers of all ages and stages of life, foods and beverages that contribute to health and wellness, while still offering taste and convenience.

“ Located in Lausanne, Switzerland, the Nestlé Research Centre (NRC) is one of the world’s leading research institutions in food, nutrition and life sciences. ”



4 RESEARCH & DEVELOPMENT CONTINUED

FUNCTIONAL FOODS & DRINKS

Functional Foods are generally regarded as consumer foods that provide added health benefits over and above the provision of basic nutrition. Some of the most well known functional foods include probiotics, prebiotics and synbiotics.

The emergence of this novel category is a testament to the level of investment in R&D in recent years. The category is expected to continue to grow in the future as improved scientific understanding and consumer awareness of the links between diet and health fuels the market.

FUNDING

Irish food and drink companies have made enormous investments in research and development projects over the past number of years.

While some companies do currently avail of some funding through Government innovation programmes, a large proportion of the capital provided is usually supplied by the industry itself. This financial outlay demonstrates industry's commitment to the constant improvement of the products they produce.

IN FOCUS: Glanbia Innovation Centre

Glanbia Nutritionals is at the forefront of the global nutrition marketplace through the development of innovative health-based solutions. Glanbia is committed to the expert delivery of science-based nutritional solutions, and is investing in the necessary resources that will deliver results.

To support these efforts, the Glanbia Group Innovation Centre (GIC) located in Kilkenny, was opened in 2004. It is equipped with specialist laboratories, a pilot plant, sensory analysis facilities, and a research library, all dedicated to the advancement of Glanbia's portfolio of nutritional solutions.

Staffed with a team of nutritionists, microbiologists, immunologists, food scientists and applications experts, the GIC is responsible for developing and testing nutritional solutions for a broad range of industries, such as functional foods, dietary supplements, clinical, infant and sports nutrition.

“ In 2004, Glanbia showed their commitment to market-led research by opening a €15 million innovation centre in Ballyragget, County Kilkenny.”



5

PROMOTION OF HEALTHY LIFESTYLES

The food and drink industry is unique amongst other commercial sectors in the commitment it has to supporting healthy, active lifestyles. No other sector does more to encourage and promote healthy eating and physical activity – from large-scale national campaigns to smaller initiatives in local communities.

The following are just some of the activities that FDI member companies have engaged in over the past number of years to foster and promote a culture of healthy, active lifestyles in Ireland.



Britvic Energise Sport

Energise Sport is the official sports drink to the Gaelic Players Association and to date, over €2m has been invested by the brand in the GPA, at grassroots level. Supporting and nurturing emerging talent; educational scholarships and research are all part of Energise Sports commitment to sports activity in Ireland.



Cadbury

GAA Under 21 Football Sponsorship

The Cadbury GAA U21 Football Championship has been in existence since 2004. 31 counties participate in the Championship, with an average panel of 25 per county so there are approximately 800 players directly impacted by this sponsorship.

As part of the Cadbury sponsorship, Cadbury devised a Cadbury Hero of the Future programme, whereby 15 players throughout the season are shortlisted for this award.

Both the Club and Country Board of winning player are also presented with a cheque for €1,000. Both of these strands of the overall prize are designed to support the clubs and County so they can promote the game, and thereby promote active lifestyles.

Cadbury University Scholarships

To acknowledge and promote involvement and best practice amongst U21 footballers at college level, Cadbury developed a University Scholarship programme in 6 universities nationwide.

Cadbury, together with the guidance of the University Sports Director/GAA Development Officer award scholarships to the most deserving U21 footballing student. These scholarships have been very well received by each college and these help to promote participation and excellence in football at this level.



Coca-Cola

Grassroots Sports

Coca-Cola in Ireland has a strong heritage in supporting grassroots sports programmes that reach out to communities on a national and regional level, promoting and encouraging physical activity.

Today it is more important than ever to encourage young people to participate in physically active pastimes, whether it is competitive sport or something which is just about taking part. Part of encouraging this participation is providing facilities and support at grassroots levels through clubs and community based youth programmes.

Each year tens of thousands of young people across the island of Ireland take part in Coca-Cola supported grassroots sports training and competitions in more than 10 different activities.

Coca-Cola has been supporting grassroots GAA for more than 35 years and are the GAA's first and longest standing partner. Since their partnership began in 1971 over 500,000 young people have taken part in Feile na nGael and Feile Peil na nOg.

These festivals focus on Gaelic football, hurling and camogie. Over 25,000 young people from more than 550 clubs throughout the country take part each year with the winners of the preliminary heats traveling to a host county or counties for national finals.

“ The food and drink industry is unique amongst other commercial sectors in the commitment it has to supporting healthy, active lifestyles.”

“ Coca-Cola has been supporting grassroots GAA for more than 35 years and are the GAA’s first and longest standing partner.”



5 PROMOTION OF HEALTHY LIFESTYLES CONTINUED



Kellogg's

Let's Get Active!

Kellogg's enjoys a long and proud heritage of supporting community projects in Ireland, with an emphasis on physical activity. Many of these activities are captured within their *Let's Get Active!* initiative - a community-based programme of events, designed to help people in Ireland get active and have fun while raising money for a good cause.

Events in 2008 included the FAI Inner City Futsal Programme, which is designed to give boys & girls from the ages of 7-14 the opportunity to adopt the same approach to soccer as some of the world's elite and most talented players. Thanks to Kellogg's investment over the past four years, the scheme has grown to over 60 venues throughout Ireland with over 4,500 participants (30% girls). The joint venture won the UEFA Award for the best grassroots football programme in Europe.

Kellogg's is also proud to sponsor the Jump for Joy Schools Challenge - a fun, interactive programme that encourages secondary school students to get active while raising funds for Our Lady's Children's Hospital, Crumlin. In the last 14 years, more than 100,000 students and teachers have jumped, hopped, skipped, pedalled, danced, or hula-hooped to raise more than €2million for the hospital.

As part of the *Let's Get Active* initiative, Kellogg's teamed up with RTE 2fm to get the whole nation active in August.

Thousands of people participated in these outdoor events, which took place all over Ireland, encouraging people to find fun ways to get at their 30 minutes of exercise per day.

For more information, visit www.letsgetactive.ie.



McDonald's

The launch of the McDonald's Little Athletics Programme is an exciting new partnership with Athletics Ireland to deliver a comprehensive, inclusive and engaging Little Athletics Programme to the children of Ireland with Sonia O'Sullivan as their 'Little Athletics' ambassador.

Little Athletics is a programme designed by the Athletics Association of Ireland to address the specific physical requirements of children in the 5 to 10 year old age bracket. It focuses on introducing the fundamentals of athletic movement to children in a fun, exciting and non-competitive environment.



Unilever

Flora – Cooking with Schools Campaign
'Cooking with Schools' is an exciting initiative from Flora, designed to help primary school children across Ireland to get cooking – and to learn to cook healthy meals from an early age. After all, healthy children become healthy adults!

Eating well is essential for good health, yet more and more children don't know

how to choose and prepare healthy food. Cooking with Schools aims to encourage change by helping kids cook and by putting healthy eating at the heart of the classroom. This will provide children with a fun opportunity to find out how they can eat and enjoy healthier meals.

Cooking with Schools will provide thousands of euro worth of resources to primary schools all over Ireland.

Over 400 schools nationwide have already registered on www.cookingwithschools.com and are benefiting from this initiative.

FLORA Women's Mini-Marathon

Flora is committed to encouraging Irish consumers to adopt a heart healthy diet and lifestyle. The sponsorship of the Flora Women's Mini-Marathon encourages the women of Ireland to make a heart healthy change in their lifestyle by training for the big event.

The focus of the campaign in 2008 was to inspire people to think about their heart health - "*What would you do if you could see your heart?*" - and show them ways that they can make improvements in their diet.

2008 marked the 26th year of the Flora Women's Mini Marathon, and the fifth year that Flora has sponsored it.

Flora's sponsorship to date has proven hugely successful. In 2007, over €14m was raised and over 40,000 women took part making it not only Ireland's largest one day charity event but also the biggest all-women's event of its kind in the world.

For further information on the event, visit www.florahearts.ie

“ No other commercial sector does more than the food industry to promote healthy eating and active lifestyles.”

“ In 2008, the Kellogg’s/FAI Inner City Futsal Programme won the UEFA Award for the best grassroots football programme in Europe.”



6

PARTNERSHIP

The Irish food and drink industry has long supported the principle of partnership – recognising that working together with Government and other relevant stakeholders is often the best way of achieving real progress.

The following examples show just some of the partnerships that food and drink companies are currently engaged in:

Promoting Healthy Lifestyles

In 2005, the Irish food and drink industry launched the Nutrition & Health Foundation (NHF) – an innovative multi-stakeholder partnership platform, which brings together industry, Government, scientists, health professionals, educators and other relevant stakeholders to provide evidence-based information to consumers, encouraging them to make positive changes to their dietary and physical activity habits.

The NHF is wholly funded by the food industry and has run a range of enormously successful initiatives over the past four years, including the 'Workplace Wellbeing Campaign' and its annual 'Eat Smart Week'. (For more information, visit www.nhfireland.ie)

The NHF was the first of its kind to be established in Europe and the efforts of the Irish food industry in bringing this initiative to life has been duly acknowledged by the EU Platform on Diet, Health & Physical Activity.

Since its launch, the NHF has assisted other EU Member States, including Hungary, to establish their own 'national platforms', which have a similar mission to encourage an improved and healthier society on a national basis.

Tackling Population Health Challenges

The Irish food and drink industry have been active partners in the Food Safety Authority of Ireland's (FSAI) Salt and Health Campaign. The goal of the campaign, which commenced in 2004, is to decrease the average population intake of salt from approximately 10g a day, to 6g a day by 2010.

Excellent progress has already been made thanks to a range of significant voluntary salt reductions across a number of different food categories, with latest (2008) figures showing that population consumption levels have dropped to approximately 8g - 8.5g of salt per day

The food industry remains committed to playing an active role in reducing population salt levels and will continue to work in partnership with the FSAI to help achieve this important public health goal.

Promoting Heart Health

Several companies operating in the food and drink sector are involved in sponsorships and patronage of the Irish Heartbeat Trust. The Irish Heartbeat Trust supports research and special services at the Heart Failure Unit in St Vincent's University Hospital Group.

The main focus of the charity is to develop an early warning system for people with cardiomyopathy and to help prevent heart failure.

Supporting Families of Children with Serious Illness

In 2008, Avonmore partnered with Barretstown – an activity-based camp for children and families suffering from the trauma of childhood cancer and other serious illnesses.

Each year, hundreds of children and their families visit Barretstown, where their programme of therapeutic recreation works to improve the lives of the children, and their families, by re-building confidence, trust and self-esteem.

Avonmore's partnership with Barretstown aims to raise €2 million over three years to help send a lot more families to have 'serious fun'. 'Send more families to Barretstown' is promoted by Avonmore through TV advertising, on-pack communication and through a dedicated website.

“ The **Nutrition & Health Foundation** was the first of its kind to be established in **Europe** and the efforts of the Irish food industry in bringing this initiative to life has been duly acknowledged by the EU Platform on Diet, Health & Physical Activity.”



6 PARTNERSHIPS CONTINUED

Promoting Safety on our Roads

The Coca-Cola Designated Driver Campaign has been in action since 2004. The campaign is run for four weeks, three times a year, covering the time around St. Patrick's Day, the August Bank Holiday and Christmas.

During the weeks of the campaign, Coca-Cola offers 'designated drivers' in Ireland's licensed premises free soft drinks as a means of encouraging people not to drink and drive.

The campaign is backed by An Garda Síochána, the Vintners Federation, Restaurant Association of Ireland, Licensed Vintners Association, Irish Hotels Federation, Beverage Council of Ireland, Irish Nightclub Industry Association and the Mature Enjoyment of Alcohol in Society (MEAS).

Respecting our Community Environment

Run by An Taisce, National Spring Clean is Ireland's most popular, well recognised and successful anti-litter initiative. Now in its tenth year, the campaign encourages every sector of society to actively participate and take responsibility for litter, by actually conducting clean-ups in their own local environment.

Both Coca-Cola and the Wrigley Company are major partners in the annual 'National Spring Clean'. Other partners include local government, local community groups, and Repak. In 2008, almost 440,000 volunteers took part in over 4,400 events across Ireland. They collected over 4500 tonnes of litter, 35% of which was recycled.

Changing Habits with respect to Littering

The Gum Litter Taskforce (GLT) was formed in 2006 following a negotiated agreement between the Department of Environment, Heritage and Local Government (DEHLG) and FDII. The Gum Litter Taskforce was established to tackle the issue of gum litter in an effective and sustainable way - by raising awareness of the issue and encouraging the public to dispose of their gum responsibly in the bin.

The GLT Awareness Campaign has been developed which incorporates a set of integrated initiatives including an education campaign, local authorities participation in environmental initiatives, poster and radio advertising and measures to ensure the greater visibility of penalties for littering.

Members of the GLT include representatives of the chewing gum industry; Department of the Environment, Heritage and Local Government; Food and Drink Industry Ireland; Department of Education and Science; ENFO; ECO UNESCO; Foróige and local authority representatives.

Supporting the Conservation of Ireland's Wildlife and Habitats

A number of companies operating in the food and drink sector are corporate supporters of the Irish Wildlife Trust (IWT), offering vital assistance to the Trust's goal of maintaining our natural heritage.

This support allows the IWT to undertake important conservation and education work throughout Ireland. It enables them to manage three nature reserves and provides them with the necessary facilities to conduct research and educational programmes for schools and the general public.

Funds raised by corporate membership are used for the following:

- creating and delivering educational materials and programmes,
- purchasing land for nature reserves,
- setting up campaigns to protect vulnerable habitats and species and
- research to gain essential baseline data on different biodiversity in Ireland.

“ The **Gum Litter Taskforce (GLT)** was formed **in 2006** - part of a joint initiative which aims to achieve a long-term solution to irresponsible chewing gum disposal.”



7

SUSTAINABILITY

The Irish food and drink industry recognises that the production and consumption of its products (from farm to fork) triggers environmental implications. To ensure long-term sustainability, the challenge for Irish manufacturers is to improve the environmental performance of their products and processes, while still meeting consumers' needs for food safety, nutrition, health, convenience and product choice.

Environmental legislation, consumer awareness and societal expectations in this area are all increasing so the industry must react positively and accept the challenges presented by the sustainability agenda.

FDII members are taking their responsibilities in this area very seriously. Continuous and significant improvements towards environmental sustainability are being made and this is helped by the consistent roll-out of existing best practices and technology across the entire sector, as well as improving the commercial competitiveness of new technologies.

Doing business in a sustainable way is in the interests of all commercial enterprises and FDII members recognise this fact. Our members are acting responsibly and are taking these steps to protect the delicate environment.

Carbon Emissions

Climate change is arguably the biggest single challenge facing the world today. Experts advise that the Earth is in a pattern of rising temperature and sea levels that is almost certainly the result of human activities. The main cause is the release of greenhouse gases, such as CO₂, into the atmosphere. Tackling climate change requires everyone to play their full part – the public sector, energy suppliers, industry and private individuals. The food industry is showing leadership in energy and carbon management. This includes

voluntarily cutting energy use, fuel switching, investing in energy efficient and low carbon technologies, detailed energy audits and feasibility studies.

Packaging

Packaging protects food and drink products from damage and contamination. However, excessive packaging can be wasteful. As such, reducing, recovering and recycling packaging waste is an environmental priority.

FDII members have joined Repak, to meet their legal obligations to recover and recycle packaging waste. Repak is an industry organisation whose aim it is to facilitate and grow packaging recycling. Based on the principle of producer responsibility, it has over 2000 participating companies in membership, many of whom come from the food and drink sector. Since its inception, Repak has helped increase packaging recycling from under 15% in 1998 to almost on 60% in 2007 and also helped Ireland meet and exceed its EU packaging recovery targets in 2001 (25%) and 2005 (50%).

However, businesses recognise that we can go further, particularly in reducing the amount of packaging going to households in the first place. FDII members are committed to making reductions in the levels of packaging reaching households and in addition have begun to use 100% recycled packaging, where possible.

Transport

Transporting food and drink, like all other goods, has environmental impacts and the industry has experienced an increase in transport operations over the past few decades. This has an effect on road congestion, damage to infrastructure and road accidents. There are also impacts on greenhouse gas emissions, air and noise pollution, though to a lesser extent. The target for industry is to ensure efficient food and drink distribution while still meeting consumer demand.

Water

As a significant user of water, the food industry recognises that it is a resource, which must be managed carefully. Water is an essential ingredient in many food and drink products. It is also used in the preparation, production and cleaning processes. However, manufacturers have a responsibility to help tackle stress on this resource, while at the same time ensuring food safety and hygiene are not compromised. Water usage forms a core part of our member company's environmental policies.

“ Food and drink companies are **taking their environmental responsibilities very seriously** and have **begun to act accordingly.**”

“ **92% of companies** surveyed by FDII have put in place **specific company environmental policies.**”



7 SUSTAINABILITY CONTINUED

Waste

While waste prevention is the ultimate goal for industry, a certain level of waste is inevitable. Management of this waste through re-use, recycling and recovery of resources is a prime focus for the food and drinks sector.

In particular, the industry is working hard to minimise disposal and divert biodegradable waste away from landfill into recovery and recycling. In addition, food and drink companies are investing in new technologies to adapt their by-products to emerging new markets.

Ballygowan

Ballygowan has taken significant measures to continually reduce its impact on and make a positive contribution to the environment.

In addition to using recycled materials (15 - 20%) in all plastic bottles, initiatives include a reduction in the weight of bottles; the recycling of shrink and cardboard boxes and ensuring all bottles are 100% recyclable.

The company is committed to, and has historically delivered, a reduction in energy and water usage every year.

Of huge importance is the Ballygowan source which is a natural, sustainable water source the protection of which is strictly controlled.

Unilever

Over the past decade, Unilever has reduced CO2 emissions by over 30% in its operations. In Ireland, they are committed to reducing their carbon footprint and reducing energy consumption through a combination of annual target setting and on-site initiatives.

IN FOCUS: Diageo Ireland

Diageo Ireland is fully committed to reducing its energy usage, waste production and carbon dioxide emissions for the benefit of the environment, their business and their community.

On the St James's Gate site, approximately 30% of Diageo's waste is now recycled, 40% is composted, while 30% is used as fuel, which totally eliminates the need to landfill. At the beginning of 2007, Diageo secured a multi-million euro 'green energy' electricity contract with Bord Gais, meaning that all electricity purchased for the brewing sites across Ireland from Bord Gais comes from renewable sources such as wind turbines.

IN FOCUS: Largo Foods

Largo Foods electricity supply is provided by Airtricity who have a large number of windfarms in Co. Donegal. This is in line with the company's future energy strategy, which includes building of carbon credit from energy use and purchase.

As the wind farms are based in close proximity to Largo's manufacturing facility, distribution charges should be lower than other suppliers making it a commercially viable option.

Largo Foods have also installed power factor correction (capacitors) in their Donegal factory. This extends life span on motors and gearboxes and any motor drive item of plant that are used. They are now looking at the feasibility of their own wind generated electricity at their Ashbourne factory in Co. Meath.



NOTES





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