

**KERRY**

# Evolve

**Dairy Sustainability Programme**

**2024**





# The Evolve Programme

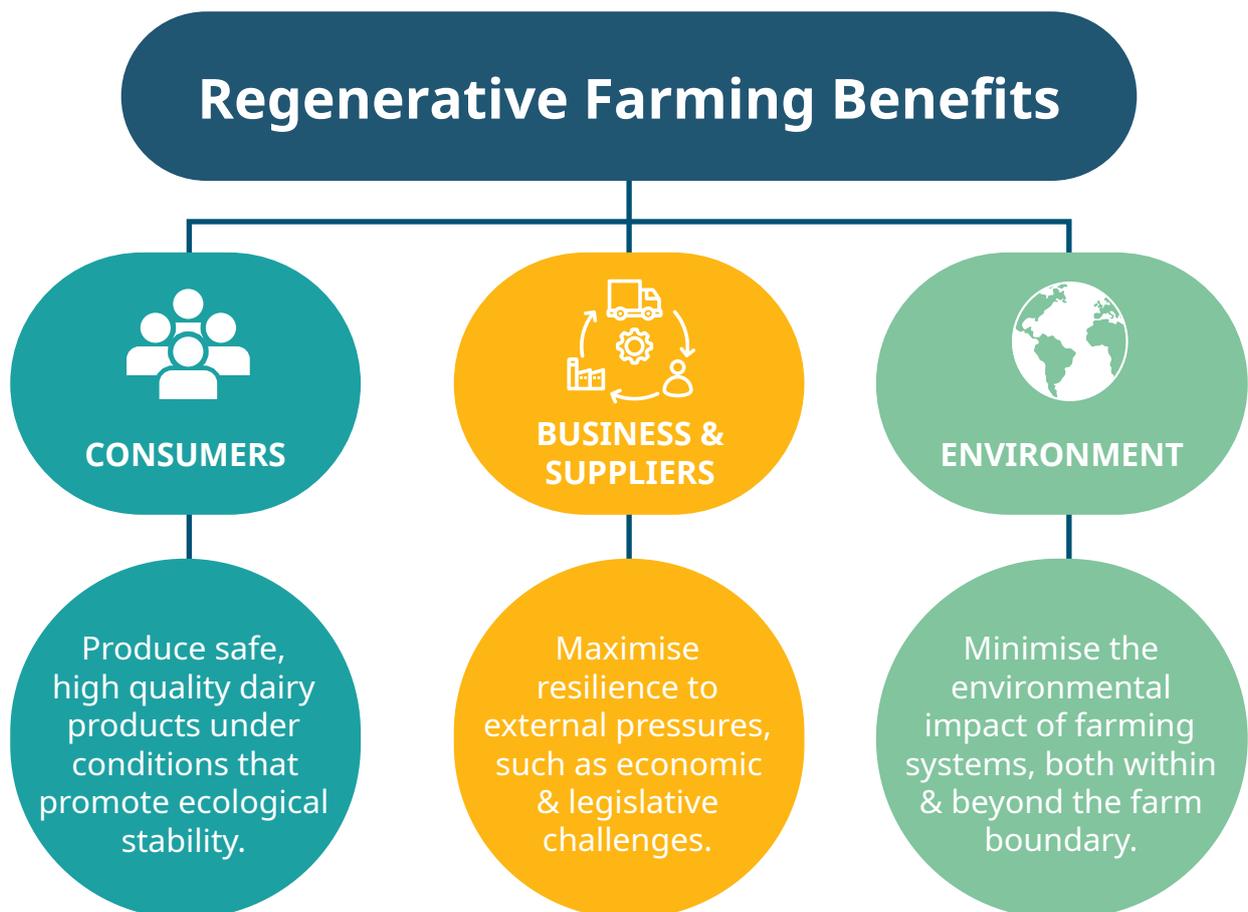
Evolve represents Kerry's dairy sustainability programme and was first established in 2022. The overall aim of the programme is to reward our suppliers for the sustainable farming practices they are currently implementing, and, to incentivise our suppliers to undertake additional sustainability measures.

Evolve was born from the realisation that current consumer demands & agricultural legislation place an ever-increasing importance on sustainably produced food & sustainable farming practices. By providing targeted financial and training support through programmes such as Evolve, Kerry continues to provide leadership towards achieving future national sustainability objectives, whilst also helping to ensure the environmental, social & economic viability of our family farm suppliers.

Evolve, and, the resulting accelerated uptake of sustainable farming practices, contributes towards the continued production by our supplier base of high-quality dairy products from a grass-based system.

The actions promoted within the Evolve programme were selected through a combination of current agricultural research findings, such as the Teagasc Marginal Abatement Cost Curve (MACC), and consideration of the main principles of regenerative farming. Regenerative farming refers to a way of farming which places great importance on soil health, on-farm biodiversity, integrated livestock management & knowledge sharing.

Encouraging regenerative farming practices within our supplier base will result in multiple benefits across Kerry's enterprise:



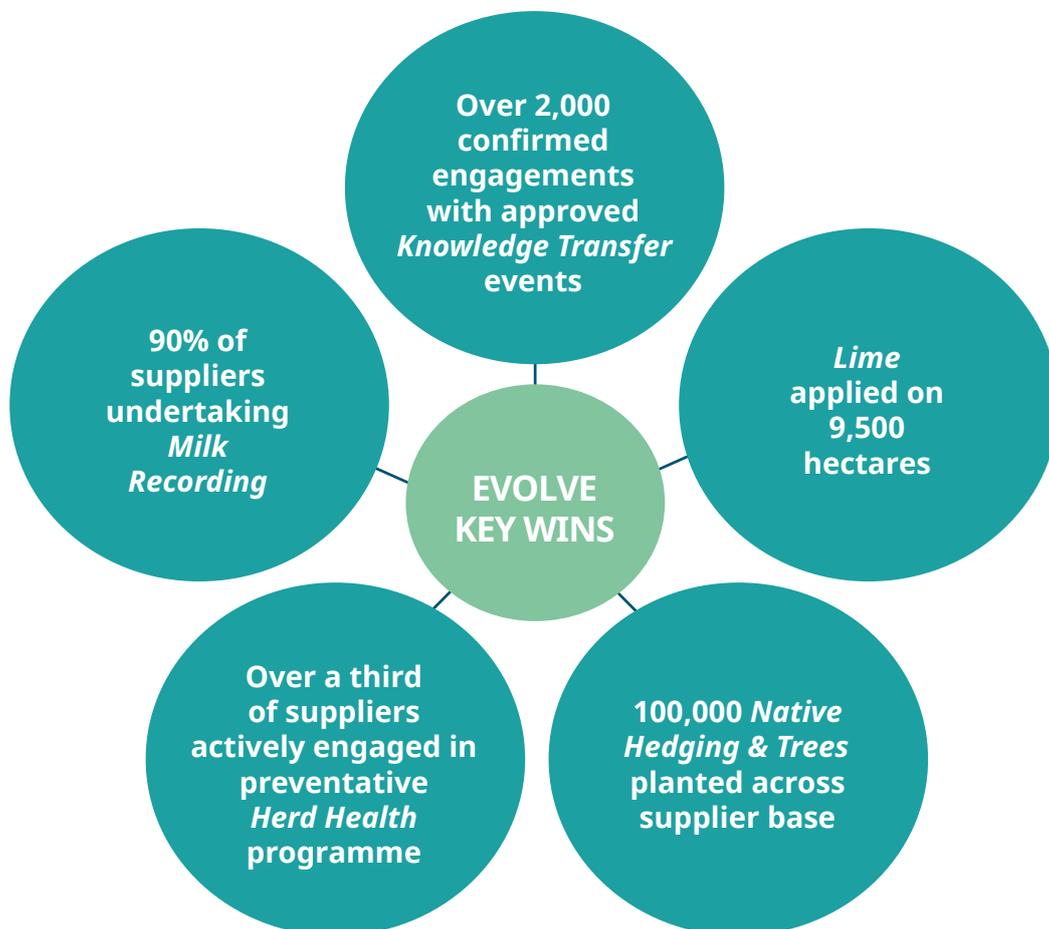


## Evolve 2023 Programme

Evolve 2023 was built upon the 2022 programme and included five new actions, resulting in a total of 16 available actions. In 2022, 94% of suppliers engaged with the programme, and it has been encouraging to see that in 2023 participation

remained very high, with a supplier participation rate of 95.3%. This continued high level of interest in the programme has led to further expansion of the initiative for 2024.

## Evolve Key Wins



# Introducing the Evolve 2024 Programme

For 2024, the Evolve programme offers a total of **23 actions**, of which nine are new additions. As ever, each supplier can choose which actions they wish to partake in. However, Kerry encourages suppliers to partake in as many actions as possible to **maximise** both the resulting positive **impacts** on the sustainability of their farming enterprise and Evolve payment.

The Evolve actions fall across **five main categories**, namely:

1. Water quality
2. Soil health
3. Biodiversity & grassland management
4. Animal health & welfare
5. Farmer livelihood & personal development

Across these five categories a wide range of outcomes are represented, with focus placed on the continuation of:

- improving on-farm nutrient use efficiency and minimising the risks of on-farm nutrients entering waterways

- undertaking soil health assessments and building soil fertility where needed
- maintaining and enhancing on-farm biodiversity
- prioritising animal welfare throughout the farming enterprise
- developing skillsets through both interaction with fellow suppliers and external institutions

Participation in selected Evolve programme actions provides milk suppliers with the opportunity to avail of Bank of Ireland Enviroflex loan funding at a reduced interest rate. Enviroflex provides loans from €10,000 to €500,000 at discounted variable rates, with flexible repayment terms. For any queries relating to qualification for the Bank of Ireland Enviroflex loan, please contact your local Area Manager.

Included in this booklet is a table outlining all 23 actions and the associated reimbursements. Please also note the included simplified summary chart - it may be helpful to place this simple chart in your work area to readily check which Evolve actions you could undertake and be reimbursed for, as the year progresses.

**Look out for the 'How to claim your Evolve incentives' booklet in April, which will provide a detailed explanation of each Evolve 2024 action and associated payment.**

# 2024 Dairy Sustainability Programme

Category	Action	Details	Incentive	Reimbursement Potential - 85 Cow Herd
Water Quality	Nitrogen Use Efficiency	Calculate using PastureBase Ireland or other approved decision support tool	€100/ herd	€100
	Protecting Our Waters	Undertake assessment with Kerry sustainability advisor & complete agreed upon actions	€400/ herd	€400
				<b>€500</b>
Soil Health	<b>Important Notice for Protected Urea →</b>	Supplier <b>must</b> purchase protected urea in order to avail of all other "Soil Health" category incentives below; receipts are required to verify protected urea purchased outside of Kerry Agribusiness	Purchase of protected urea unlocks <b>Soil Health</b> category incentives	UNLOCKS SOIL HEALTH CATEGORY ↓
	Protected Urea	There is also a financial incentive for protected urea purchased from Kerry Agribusiness - maximum reimbursement of 80kg N/ cow	>40% N = €40/ tonne; 30 - 40% N = €20/tonne; <30% N = €10/ tonne	€591
	Fertiliser Application Records	Input application records through PastureBase Ireland or other approved decision support tool	€100/ herd	€100
	Lime	Claim up to 0.5 tonnes of lime per cow per year	€5/ tonne	€212.50
	Nutrient Management Plan	Up to date nutrient management plan (NMP) or soil samples analysis report	€100/ herd	€100
	Potassium Fertiliser (K)	Purchase Muriate of Potash (MOP) from Kerry Agribusiness - maximum of 1 tonne per 20 cows	€50/ tonne	€212.50
	Slurry Analysis	Analysis to determine nutrient value of slurry	€20/ sample (maximum 5 samples)	€100
	Soil Structure & Biology Assessment	Complete in-paddock assessment with approved advisor	€150/ herd	€150
				<b>€1,466</b>
Biodiversity & Grassland Management	Clover & Multi-Species Sward Management	Participate in dedicated workshop or on-farm event	€150/ herd	€150
	Environmental Scheme Participation	Participate in approved environmental scheme	€100/ herd	€100
	Grass Measurement	Record ≥ 5 covers on PastureBase Ireland - recorded from May to June	€100/ herd	€100
	High Clover Grass Seed Mixes	Purchase approved Top Sward mixes from Kerry Agribusiness - claim for 1 bag of seed per 8 cows	€20/ bag	€212.50
	Native Trees & Hedging	Apply for free native trees & hedging bundles	Claim up to 100 trees	<b>100 TREES</b>
				<b>€562.50</b>
Animal Health & Welfare	Culture & Sensitivity Testing	Engage in milk culture & sensitivity testing	€12.50/ sample (maximum 10 samples)	€125
	Dairy Calf Scheme	Sell dairy-beef calves directly to beef farmers through the ICBF portal	€10/ calf (maximum 10 calves)	€100
	DairyCare Action Plan	Develop a herd health plan in collaboration with a vet using milk recording, milk tank screening and disease incidence data	€300/ herd	€300
	Low Protein Feed	Purchase selected feed from Kerry Agribusiness of ≤ 14% crude protein content - maximum reimbursement of 500kg of feed per cow	€10/ tonne	€425
	Milk Recording	Reimbursement of €5 per cow on completion of ≥ 4 milk recordings within year	€5/ cow	€425
				<b>€1,375</b>
Farmer Livelihood & Personal Development	Development Event	Attend approved development event - maximum reimbursement of €225	€75/ event (maximum 3 events)	€225
	Financial Management	Utilise approved farm finance support tool	€200/ herd	€200
	Further Learning - Bord Bia	Undertake 'Dairy Sustainability' course with Bord Bia	€100/ herd	€100
	Further Learning - UCC	Undertake 'Sustainable Dairy Development' course with UCC	Course fees paid by Kerry	<b>FEES PAID</b>
				<b>€525</b>

# Recognising Excellence in Sustainable Leadership



Minister of State Martin Heydon TD, pictured with Pat Murphy and Zita McCarthy as they accepted Ornu's Origin Green Gold membership award on behalf of Kerry from Deirdre Ryan, Director of Sustainability and Quality Assurance, Bord Bia, and Bord Bia Chair, Dan MacSweeney. Kerry were awarded the gold membership status in both 2022 & 2023. Origin Green Gold Membership is awarded to Irish food companies that demonstrate exceptional annual performance in areas such as raw material sourcing; water and energy efficiency; waste reduction; packaging; and social sustainability.



Kerry Agribusiness milk suppliers Robert & Mary Troy (centre) Newtownshandrum, Co. Cork were awarded the 2023 Kerry Agribusiness Quality & Sustainability Award in August 2023, pictured with MaryAnne Hurley (MTU), Sean McCarthy, Pat Murphy and Ailish Moriarty (Kerry). The award recognised their commitment to farming sustainably, in particular the good work they have undertaken in relation to milk quality and grassland management.



In November, John & Olivia Macnamara of Knockainey, Co. Limerick together with their children Caoimhe, Conor, Ailbhe, Padraic and John's mother Mary were proud recipients of the 2023 National Dairy Council & Kerrygold Quality Milk Award. Also pictured are Dave Curtin, John Collins, Ailish Moriarty and Darragh O'Connor (Kerry), Zoe Kavanagh (NDC) and Aidan O'Driscoll (Ornua).



In December, 20 Kerry staff members completed the Munster Technological University (MTU) Certificate in Sustainable Agriculture, which consisted of modules centred on sustainable farming practices & solutions.



James O'Connell, Zita McCarthy & Redmond Horan (Kerry) pictured with Michael Nolan (Agri Insider) as they accept the Business-Post Best Incentive Scheme from a Food Producer or Co-Op award at the 2023 FBD Better Farming Awards. The accolade was awarded to Kerry's Evolve programme in recognition of the programme's multiple incentives and high uptake by our milk supplier base.

# Milk Supplier Insights

## on how the Evolve Programme has accelerated the adoption of sustainable measures on their farm

“It has been a brilliant addition to our farm, between allowing us to take on the opportunity to make money back from milk recording and usage of protected urea in 2022, right up to taking advantage of the brand-new incentives that were added in 2023, such as the water quality inspection of our farm...we can now see a return on investment”

MICHAEL HASSETT, KILRUSH

“Evolve is a great opportunity to improve the sustainability of our dairy product...when farmers first tackle the low-hanging fruit actions such as the lime, soil testing, trees and urea it adds up to make a massive difference in terms of tackling environmental issues such as water quality”

DINNY GALVIN, DINGLE



Kerry milk suppliers attending a talk on best practices to protect waterways from nutrient runoff.

“We’re delighted with Evolve ...it covers a good few areas & we try to make use of as many actions as possible as we find the payments help in reducing operation costs”

FRANK & EOIN EGAN, ABBEYDORNEY

“Evolve is a great initiative ...farmers are putting in lots of time undertaking many of these actions already & it’s encouraging to be rewarded for this effort”

TIMOTHY MCAULIFFE, CASTLEISLAND

“Incentives we have found particularly useful are the lime, to free up nutrients & make better use of fertiliser, planting hedging with a good deal of whitethorn along dykes on the farm to stop nutrients enter waterways, and the milk recording”

MARK NUNAN, CHARLEVILLE



# Evolve Reward Potential



\*Based on the average Kerry Agribusiness Milk Supplier (85 Cows).

# **KERRY**

[enquiries@kerryagribusiness.ie](mailto:enquiries@kerryagribusiness.ie)