

KERRY | **Dairy**Ireland



EVOLVE REGENDAIRY

Sustainability Programme



Evolve RegenDairy: Kerry Dairy Ireland's Sustainable Dairy Programme

Launched in 2022, 'Evolve' is now in its fourth year, delivering outstanding results through active participation. This year's programme continues to build on that success.

Updated Payment Structure for 2025

In response to supplier feedback, we have revised the programme and payment structure for 2025. Evolve payments are now linked to the litres of milk produced by your herd this year.

By fully engaging with the programme, you can earn up to **a maximum of 1 cent per litre (Vat Inc)** from an available 1.05 cent per litre (Vat Inc) of measures (Excluding Protected Urea). For example, if your herd produces 450,000 litres annually, maximising your Evolve participation would result in a €4,500 payment.

Payment Schedule

As payments are based on your milk production, Evolve incentives will be credited to your milk account in January 2026. This document will be underpinned by further timely communication on Action completion and Proof Submission.

Thank You for Your Participation

We appreciate your commitment to the programme and encourage you to engage in as many actions as possible in 2025. Participation not only enhances the sustainability of your farm and increases your Evolve payment but, it also sets Kerry Dairy Ireland apart as the leading processor in sustainability and the only processor globally to have attained Sustainable Dairy Partnership Level 5 certification.

Queries

Please refer to this booklet to understand the available payments and the conditions required to qualify. For any questions, feel free to contact a staff member or email us at evolve@kerry.com.



2025 Evolve Programme				
Measure	CPL (Vat Inc)	Action	Proof Submission	
SDAS Bonus	0.10	Payment to all suppliers who are certified under Bord Bia's Dairy Assurance Scheme (SDAS).	Automated (Bord Bia).	
Complete Bord Bia Sustainability Survey	0.05	If you have a Bord Bia audit scheduled for after 30th April 2025, infill the sustainability survey for 2024 now, to both complete the task ahead of time and avail of the Evolve payment. If you had the Bord Bia audit in 2024 you would have infilled the sustainability survey using 2023 data. Resubmit the survey now, using 2024 data to avail of the payment.	Automated (Bord Bia). Closing date 30th April 2025.	
Attend Development Events	0.10	Qualify for payment by attending: 3 approved development events if herd produces ≤ 450,000 litres of milk; 4 approved events if herd produces > 450,000 litres to 800,000 litres.; 5 approved events if herd produces > 800,000 litres.	Register at each approved event.	
Participate in Protecting Our Waters	0.10	Undertake a Protecting Our Waters assessment with a Kerry Agribusiness advisor & complete agreed-upon measures. Register your interest by 14th April to begin the process – registration forms can be found in all Farm & Home Stores or by infilling the online form through the MilkedIn app. Examples of measures include relocating water troughs, improving yard surfaces, and installing sediment traps.	Submit photos clearly showcasing implemented, agreed-upon measures. Closing date 21st November 2025.	
Submit Fertiliser & Grass Records	0.10	Record fertiliser application records and a minimum of 6 farm grass covers within the period of 1st May to 31st July through PastureBase Ireland or other approved decision support tool.	Fertiliser: Submit the generated Farm Summary report as proof of participation. Grass Covers: Submit a scan/ photo/ printout of your relevant farm grass covers Closing date 21st November 2025.	
Spread Lime	0.05	Minimum lime purchase rate of 6 tonnes per 100,000 milk litres to qualify for payment. Purchase lime from approved suppliers. Quantity purchased must equal at least 6 tonnes of lime per 100,000 litres of milk to qualify for payment.	Please submit scan/ photo/ printout of receipts for purchased lime from approved suppliers. Closing date 21st November 2025.	
Nutrient Management	0.05	Participation in the Grassland Agro Programme in 2025 or approved Equivalent. Verified by Grassland Agro or approved equivalent programme provider.	Automated (Grassland Agro). Submit proof of participation from pre-approved equivalent provider. Closing date 21st November 2025.	
Enhance Biodiversity	0.05	Purchase 10 native tree or hedging plants per 100,000 litres; or Purchase 2 bags of approved high clover Top Sward mixes directly from Kerry Agribusiness per 100,000 litres; Note: opportunity to replace a quantity of trees or grass seed with an equivalent value of wildflower seeds.	Submit a scan/ photo/ printout of your trees receipt OR wildflower receipt if purchased outside of Kerry Agribusiness. Closing date 21st November 2025.	
Participate in DairyCare	0.10	Participate in a herd health programme, milk recording and a consultation with your vet to qualify. Register your interest in DairyCare by 30th June by contacting your local Milk Quality Manager or Area Manager. Alternatively, email evolve@kerry.com.	Automated (ICBF & Munster Bovine).	
Improve Herd Genetics	0.10	Qualify for payment if dairy herd has an EBI ranked in the top 20% of Kerry Dairy Ireland's milk supplier base or if herd is ranked in top 20% for EBI gain.	Automated (ICBF).	
High Value Calves	0.10	Satisfy any 2 of the specified herd management conditions for payment. Use 2 sexed or dairy beef straws (DBI of > €150) per 100,000 litres milk; and/or advertise 2 beef calves for sale per 100,000 litres milk on the ICBF app; and/or purchase 2 dairy calves per 100,000 litres milk through the ICBF app; and/or own a stock bull with a ≥ 4 star rating; and/or genotype ≥ 80% of your dairy cows.	Please submit scan/ photo/ printout of receipts for purchased AI straws. Closing date 21st November 2025.	
Use Low Protein Feed	0.05	Purchase selected feed from Kerry Agribusiness of ≤ 14% crude protein content – purchased quantity must equal 5 tonnes of low protein feed per 100,000 L milk to qualify for payment.	Automated (Kerry Agribusiness).	
Participate in Milk Recording	0.10	Undertake 4 or more milk recordings in 2025 to avail of incentive.	Automated (Munster Bovine).	
Use Protected Urea		Purchase approved protected urea from Kerry Agribusiness – maximum reimbursement of 80 kg N/ cow. Payment €40/tonne for >40% N; €20/tonne for 30% to 40% N; €10/ tonne for <30% N.	Automated (Kerry Agribusiness).	

Submitting Evolve Documentation

To participate in the Evolve 2025 programme, milk suppliers are required to provide proof of participation for certain actions, such as photographs, printouts, and receipts. The submission window opens on 1st November and closes on 21st November.

You can submit your documentation through the following methods:

Email Submission: Send your documentation directly to Kerry Agribusiness at evolve@kerry.com. This

method ensures efficient processing and accurate recording of your actions.

Evolve Data Capture Days: Attend designated Evolve “data capture days” in November, where Kerry Agribusiness staff will personally document your participation. Specific dates and locations for these sessions will be announced closer to the time.

Please refer to the table below for the planned Evolve Data Capture Days.

Evolve 2025 Data Capture days		
Region	Store Location	Date
South Kerry	Castleisland	4th November 2025
	Dingle	5th November 2025
	Killorglin	6th November 2025
North Kerry	Ardfert	7th November 2025
	Rattoo	10th November 2025
	Listowel	10th November 2025
East Limerick	Charleville	11th November 2025
	Herbertstown	11th November 2025
West Limerick	Newcastle West	12th November 2025
Clare	Bella Cross	13th November 2025
	Kilrush	13th November 2025
	Scariff	14th November 2025