The path to being Europe’s most sustainable meat company
We are delighted to bring you our 2016 CSR report. This is a summary of the hard work, dedication and passion of all the team in Dawn Meats on this journey. I would like to thank everyone who contributed to this publication and recognise the many other great initiatives that are taking place throughout the group that will be highlighted in future years.

It wasn’t until 2009 when we launched our first sustainability plan ‘Sustainability today, for all our tomorrows’ that our vision for environmental improvements and community engagement was communicated across the wider business.

The company made great strides in the intervening years, so much so that in 2015 we established a CSR committee to update the corporate responsibility strategy ensuring a more formalised and holistic approach to sustainability throughout the company. This new approach focuses on 5 key areas:

- People and Community
- Sustainable Sourcing
- Animal Welfare
- Innovation and Nutrition
- Resource Management

The aim of this report is to give all our stakeholders an opportunity to better understand what Dawn Meats stands for and what our purpose is, in turn making our operations more transparent.

I hope you enjoy this document and I look forward to sharing our progress with you in the years ahead.

Niall Browne
Chief Executive Officer
MISSION, VISION & VALUES

Our Mission
“Providing consistent quality meat products from sustainable sources”

Our Vision
“Challenging and supporting our people to realise their full potential as part of a high performance team in a safe working environment”

“To be our new and existing customers’ key partner of choice through sustainable long term relationships”

“Continuous process innovation and investment to deliver safe and consistent quality products to meet and exceed consumer expectations”

“Continuous adoption of innovative technology to enhance and deliver sustainability”

“Adding value with our farmer suppliers through proactive communication and innovative agricultural programmes”

Our Values
We are Customer-Focused
We are Committed to a Sustainable Supply Base
We Respect Empower and Engage with our People
We are Dedicated to Excellence and Continuous Improvement
We act Responsibly
OVERVIEW

SALES DISTRIBUTION

TEAM MEMBER NUMBERS

ENVIRONMENTAL SAVINGS

(Average yearly savings over the last 4 years)

ENGLISH SAVINGS

WATER

km

EMISSIONS

kg/ CO2

ENERGY

kWh

PROCEEDING

MORE THAN:

550,000 cattle

800,000 sheep

300,000 tonnes

meat products per annum

FARMERS

DAWN MEATS IS SUPPLIED BY:

20,000

Irish & British Farmers

CONTRIBUTIONS

DAWN MEATS’ WORK

CONTRIBUTES APPROXIMATELY:

€1bn

to Rural Economies

COMMUNITY

DAWN MEATS DONATED

€195,000

to community and

charity projects

during 2016

EMPLOYMENT

45

Different nationalities

employed within

Dawn Meats

CHARITY

Dawn Meats team members engaged in community and charity events volunteering more than 2,000 hours

Accreditations

ISO 50001 CERTIFICATION EUROPE

ISO 14001 CERTIFICATION EUROPE
ACHIEVEMENTS

Selection of awards won in 2016

Dawn Meats Corporate Social Responsibility Report 2016
Established in County Waterford, Ireland in 1980, Dawn Meats is a family business that remains true to its farming heritage. With a continuous focus on quality and customer service we have grown to become the meat supplier of choice to a range of leading supermarket, food service and manufacturing businesses.

Operating from over 25 locations in Europe and Asia, our customer base spans 47 Countries Worldwide. Customers are attracted by our commitment to quality and sustainability.

Our product portfolio ranges from bone in and boneless beef and lamb to burger patties, ready to heat meal solutions and on the go meat snacks in chilled, frozen or fully cooked formats.

**IRELAND**
- Ballyhaunis, Co. Mayo (2 facilities)
- Ballymount, Dublin 24
- Carroll’s Cross, Co. Waterford (2 facilities)
- Charleville, Co. Cork
- Grannagh, Co. Waterford
- Rathdowney, Co. Laois

**UK**
- Cardington, Bedfordshire
- Carnaby, East Yorkshire
- Crosshands, Carmarthenshire
- Halesowen, Birmingham
- Hatherleigh, Devon
- Saltcoats, North Ayrshire
- Stanstead, Herfordshire
- Treburley, Cornwall
- Ulverston, Cumbria

**FRANCE**
- Tours, France

**SALES & MARKETING OFFICES**
- Fidenza, Italy
- Jutland, Denmark
- Krakow, Poland
- Madrid, Spain
- Meppen, Germany
- Rotterdam, Netherlands
- Shanghai, China
Don’t just take our word for it

At Dawn Meats we care about the safety, quality and sustainability of the products we produce. Each and every one of our sites are subject to numerous audits on an annual basis covering not only all aspects of food safety but how we do business, including health & safety. We invest heavily in on site quality and technical inspections. This is in addition to the tens of thousands of on farm audits that occur throughout the year.

Ethical Audits - An Explanation

Sedex

Not for profit global membership organization dedicated to driving improvements in responsible and ethical business practices in global supply chains. As the largest collaborative platform for sharing ethical supply chain data, Sedex is an innovative and effective supply chain management solution, helping reduce risk, protect your company reputation and improve supply chain practices.

SMETA (Sedex Members Ethical Trade Audits)

SMETA best practice guidance has been developed to provide guidance for auditing against the Ethical Trade Initiative (ETI) Base Code and local laws. In order to be called a SMETA audit the standard must include the ETI Base Code and the protocols must be in line with the best practice guidance. Reflecting the wider nature of corporate responsibility Sedex members created 2 and 4 Pillar SMETA Audits. The SMETA 2 Pillar audits cover Health and Safety and Labour Standards with the extra modules of entitlement to work and the environment.

Social Workplace Accountability Audits (SWA)

Audit protocols based on human rights, workplace environment, business integrity and environmental management.
All sites operate to the highest level of food safety standards

At Dawn Meats we take food quality and safety very seriously. Across our sites we have over 200 veterinary inspectors, meat inspectors, quality assurance inspectors and competent authority resources (FSA and DAFM).

In February 2017 a dedicated Food Safety week was established, making this the key feature week of the spring calendar, further raising awareness of this core business principle with team members. During this week key Food Safety issues were highlighted through team events and individual focus days with significant interaction between external service providers, suppliers and customers.

Amount and type of audit received in 2016

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Audits</td>
<td>191</td>
</tr>
<tr>
<td>Ethical Audits</td>
<td>21</td>
</tr>
<tr>
<td>Accreditation Audits</td>
<td>73</td>
</tr>
<tr>
<td>Safety Audits¹</td>
<td>168</td>
</tr>
</tbody>
</table>

¹ Safety audits undertaken internally - all other audits are by external third parties.
Dawn Meats senior management team is committed to the sustainability agenda, forming a dedicated senior level committee that meets at least quarterly. The committee, which formulated the CSR strategy, continues to develop and review policies, set objectives, monitor performance and drive responsible business practices.

**Governance - CSR Committee**

- **Niall Browne**
  - Chief Executive Officer
  - Sustainability means ensuring Dawn Meats performs in a manner that guarantees our future ability to support all stakeholders.

- **Brian Hyland**
  - Food Safety and Technical Director
  - Sustainability means operating in a way that ensures best in class food safety and nutrition.

- **Tom Hyland**
  - Engineering Director
  - We constantly seek innovative ways to reduce energy, water and emissions to the benefit of all.

- **David O’Flynn**
  - Head of CSR
  - A responsible business understands that business growth, purpose and sustainability can all work in harmony.

- **Helen Rees**
  - HR Director
  - Our people are key to our business and supporting them will be key to our success.

- **Marcus Sherreard**
  - Sales Director
  - Innovation is at the heart of what we do and is central to our stakeholder promise.

- **Ken Hallahan**
  - UK Operations Director
  - Sustainability means running our operations as efficiently as possible and taking waste out of the system.

- **Philip Tallon**
  - Ireland Operations Director
  - Dawn Meats supporting our meat supply chain in doing the right thing such as with animal welfare, resources use and efficiency.

- **Richard Clinton**
  - Commercial Director
  - Our licence to operate comes from acting responsibly and living the changes we promote in the wider community.

Dawn Meats senior management team is committed to the sustainability agenda, forming a dedicated senior level committee that meets at least quarterly. The committee, which formulated the CSR strategy, continues to develop and review policies, set objectives, monitor performance and drive responsible business practices.
At Dawn Meats our colleagues actively involve themselves in industry initiatives at both a national and international level. We work with and advocate on behalf of the industry to drive positive and progressive change.

Government Bodies
- Department of Agriculture, Food and the Marine (DAFM)
- Department for Food and Rural Affairs (DEFRA)
- Environment Agency (England)
- Environmental Protection Agency (EPA)
- Food Safety Authority (FSA)
- Food Safety Authority of Ireland (FSAI)
- Health & Safety Executive (HSE)
- Natural Resource Wales – Wales
- Scottish Environment Protection Agency (SEPA)
- Scottish Parliament
- Welsh Assembly

Industry Bodies
- Agricultural & Horticultural Development Board (AHDB)
- Bord Bia – The Irish Food Board
- British Meat Processors Asso (BMPA)
- Courtauld 2025
- The European Livestock and Meat Trading Union (UECV)
- Food and Drink Industry Ireland (FDII)
- Global Roundtable for Sustainable Beef (GRSB)
- Hybu Cig Cymru (HCC)
- Meat Industry Ireland (MII)
- Quality Meat Scotland (QMS)
- REPAK
- Sustainable Agriculture Initiative (SAI)
- Scottish Association of Meat Wholesalers (SAMW)
- Teagasc
- WRAP

In addition we partner with a number of other organisations in pursuit of delivering our sustainability agenda.

2. We work closely with our customers on sustainability initiatives and are always open to discussion with enterprises that will further improve the sustainability of our supply chain.
Dawn Meats is one of the first verified members of Origin Green and one of only eight sponsors of the Origin Green Ambassador programme.

The Origin Green promise is an unprecedented one. It is the only sustainability programme in the world that operates on a national scale, uniting government, the private sector and food producers through Bord Bia, the Irish Food Board. Independently verified, it enables Ireland’s farmers and producers to set and achieve measurable sustainability targets – reducing environmental impact, serving local communities more effectively and protecting the extraordinarily rich natural resources that Ireland enjoys.

Since 2012, under the Origin Green programme, Dawn Meats has submitted 4 progressively ambitious plans outlining commitments and progress which have been independently assessed by SGS. These commitments include reductions in energy, water and emissions, to improve eco-systems, and support diversity and equality.
In 2015, the United Nation’s introduced the Global Sustainable Development Goals; a set of 17 ambitious goals that cover a wide range of issues including responsible consumption and production, climate action, sustainable communities, as well as targeting poverty, hunger, health and well-being.

These goals, agreed to by 193 world leaders, including Ireland and the UK, set out a roadmap for governments and industry to move towards a fairer and more sustainable future.

Our 2016 CSR Report demonstrates alignment with the UN Sustainable Development Goals. We have highlighted where we either have an impact on a particular goal, such as energy and water, or where we can actively contribute to the achievement of a goal, such as responsible consumption and production.
Dawn Meats has been committed to sustainability since our establishment in 1980. During 2015, in an era of Sustainability Development Goals (SDG) and COP21, we set about developing the next iteration of our sustainability strategy with a vision to embed sustainability into all departments and operations of the company.

In order to integrate sustainability into the way we do business a committee was formed comprising the directors from key departments across the business. Initially the committee undertook an assessment of those areas deemed most critical, resulting in 5 core pillars:

- Sustainable Sourcing
- Animal Welfare
- Innovation and Nutrition
- Resource Management
- People and Community

To guide our efforts, the CSR committee also set a goal:

“To be Europe’s most sustainable meat company”

This committee is supported by a structure that reaches deep into the company.

Read on to find out more about what each of these pillars mean to us.

3 Whilst the committee’s materiality assessment was carried out independently, the degree of alignment with the Global Roundtable for Sustainable Beef (GRSB) pillars http://www.grsbeef.org and the pillars required by Origin Green http://ongirgreen.ie reaffirms the robustness of the process undertaken by the CSR committee.
At Dawn Meats, our team members are a diverse and inclusive community of passionate people striving to make a difference. We make every effort to ensure they feel a valued part of the business and that they in turn value the opportunities that arise from working with Dawn Meats. We are focused on a culture that fosters diversity, inclusion, enthusiasm and motivation, whilst ensuring the safety of each individual within the Company.

**Our People Vision:**
- Attract and retain the best talent
- Strategic employee development
- An established, consistent formal appraisal system
- Increased employee opportunities for NEETS
- Enhanced innovation capability.

**A Changing Workforce**
In an industry steeped in tradition, a diverse workforce helps us to understand the needs and tastes of our varied customer base, whilst an inclusive and supportive culture helps to ensure our team members feel valued and willing to deliver strong productivity.

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4 NEET’s = not in education, employment or training
Communication
As a large organisation, Dawn Meats understands the importance of engaging its workforce. We have expanded our internal communication and are committed to continuous improvement leveraging the LEAN communication structure, social media, intranet and bulletin boards. We have also run week long events centred on themes such as the environment, health and wellbeing and food safety.

Responsible Practices
Dawn Meats supports diversity and equality, and is committed to the development of a positive policy that ensures team members are recruited, developed, remunerated and promoted on the basis of their skills, knowledge and competencies. Management encourages the recognition of good work, colleagues going the extra mile and colleagues who support the team. We work hard across all of our sites to help and support people to recognise and fulfil their potential. Indeed, the majority of appointments made to supervisory and management level positions across the business are existing members of staff who have been trained, developed and ultimately promoted to those positions.

During 2012/13 the company invested heavily in IT solutions such as video and telephone conferencing to reduce travel commitments for internal engagements. At a time of rapid and significant international expansion this investment has also resulted in less travel overall. We continue to invest in solutions that facilitate remote access and document sharing supporting work life balance.

“... We aim to provide stable, secure employment. Our workforce remained virtually unchanged and over 330 temporary contracts were moved to permanent through 2016 ..."
Training for All

Learning and development is fundamental to ensuring people reach their maximum potential here in Dawn Meats. We provide a minimum of 3 days training for each new person who joins our team and we place a high focus on continuous professional development for existing employees. 'Brighter Futures' is our 2 year Graduate programme designed to develop the skills necessary to become future leaders within Dawn Meats. Our graduates undertake over 500 hours of offsite training with access to dedicated mentors and further opportunities to gain professional qualifications. During 2016, we spent €600,000 on three key initiatives, notably Continuous Improvement training (LEAN), our graduate programme in UCD, and personal development programmes supported by behavioural and competency assessments.

Workplace Health & Safety

The company is committed to providing a safe and healthy environment for all those on our sites. We have invested heavily to reduce the number and severity of accidents across our sites, with a zero target for reportable accidents and fatalities. Our structured Health and Safety system enables strong regulatory compliance with a push to identify hazards and mitigate risks as well as build knowledge and skill. Overall accidents across the company reduced by 7% between 2015/16 with the number of reported near misses improving by 68%.

- All sites have a Health & Safety Manager
- 180 Health & Safety audits conducted annually
- 5,000 training days undertaken in 2016.
PEOPLE & COMMUNITY

As a family owned and managed company Dawn Meats has a real sense of place in the community through the geographically diverse team members, farmer suppliers and many consumers who enjoy our products on a daily basis.

We have a proud tradition of support for charities and giving back to the communities where we operate, which brings a sense of achievement and pride to our workplaces. Community and charity champions are in situ at every site to co-ordinate our activities.

Our Community Vision:

- Support charities, activities and organisations that are of interest, relevance and valued by team members and stakeholders at both a local and national level
- Take a leadership stance on issues that matter and be willing to help solve problems that are important to Dawn Meats, our team members and stakeholders
- Provide Dawn Meats team members with the opportunity to develop new skills and afford community and charity groups to engage with team members who have specialist skills
- Enhance the levels of job satisfaction and increase cross functional, departmental and inter site engagement.

CONNECT Programme

We are passionate about our industry and undertake every opportunity to engage with our stakeholders to increase the level of understanding of meat and to support the wider food industry.

Our Connect programme aims to reach:

- Children of school age and young adults in further education
- Young and established farmers
- Industry professionals
- General public.

We achieve this through supporting participative activities such as:

- Reciprocal school / college visits
- Student placements (typically college level) and apprenticeships
- Agricultural shows and local food fairs.
Our charitable and philanthropic support focuses on those themes that are in line with our core values.

- Food and Agriculture charities and community projects
- Health & well-being related charities and community projects
- Local charities and projects
- Scientific or academic research leading to improvements in livestock and meat protein.

In 2016 Dawn Meats donated €195,000 and our amazing volunteers raised over €21,500 and donated more than 2,000 hours for causes close to the industry and their hearts.

**Cancer Research Race For Life Team 2016**

Numbers indicate the number of community events and charities supported.
People & Community

Case Study 1: Local Fundraising and Volunteering

At Dawn Carnaby we felt it was important to support a local charity which was in keeping with our values when we came across the Kingfisher Trust Café in Bridlington. The charity, run entirely by volunteers provides meals to the homeless and vulnerable as well as offering bedding, warm clothing and a sympathetic, non-judgemental ear to their guests. We initially offered meat to provide a hearty meal at Christmas, however we discovered their oven was on its last legs. With the help of our Christmas jumper day and raffle we raised £913. We also donated some beautiful 21 day aged beef which was cooked and served at the café by our very own Claire Renton on Christmas Day! In mid-February 2017, the Kingfisher Café took delivery of their new oven.

Claire Renton Community and Charity Champion, Carnaby

Case Study 2: Supporting Food Empathy

Dawn Meats believes it is important that consumers have a greater appreciation of the effort, energy and resources that goes into food production. It is hoped that this will support food waste reduction and decision making that strengthens the food supply chain. As part of this commitment Dawn Meats supported the recently constructed GIY, GROW HQ in Waterford. Dawn Meats were also delighted to have the opportunity to attend an educational workshop provided at the Grow HQ. It was a great chance for everyone to learn more about growing and harvesting their own vegetables. It was a very well organised event and suitable for all ages and level of growing knowledge. In a time when food is so readily available it was comforting to go back to basics and see how achievable and rewarding it could be to do it yourself. It was a motivating session that focused on the importance of sustainable food, a value that resonates strongly in Dawn Meats.

Charis Jones Community and Charity Champion, Grannagh
All about the source

Sustainable sourcing is defined by Dawn Meats as a buyer of products and services taking into account environmental, social, ethical and economic aspects over the whole product or service lifecycle which best meet our customer needs.

Our mission is to provide consistent quality meat products from sustainable sources. We want our customers to enjoy meat that has been sourced responsibly and seek to only do business with suppliers who understand the nature of the products, materials and services they are supplying, and who recognise their responsibility to protect the environment and foster good relations with their employees and local communities. We will use our influence as a procurer of products and services to drive sustainable improvement throughout the supply chain.

Our Sustainable Sourcing Vision:
- Work in collaboration with suppliers to achieve continual improvement and common sustainable goals
- Encourage practices that minimise environmental impact and reduce waste streams through implementation of lean principles
- Maximise the amount of recycled material and reduce the amount of material that can’t be recycled in our packaging
- Maximise product shelf-life
- Maximise the number of critical suppliers who are registered on Sedex and include sustainability criteria in all tenders from 2017
- Target 50% of electricity from renewable sources by 2025.

Dawn Meats commitment to sustainable sourcing lead to the establishment of a demonstration farm which could prove and share sustainable farming practices. Dawn Meats established a suckler demonstration herd in 2013/2014 with input from Teagasc, The Irish Farmers Journal and is supported by McDonald’s. Since 2015 the herd is based on a 56 ha farm in Athenry, Co. Galway, showcasing sustainable beef production, utilising natural grass advantage and alternative breeds to deliver appropriate muscle size and shape for modern European consumers. This farm is being managed by Dawn Meats with independent technical advice being provided by Teagasc. Regular updates on technical performance are published and the farm hosts regular visits. Since opening in 2015 the farm has hosted over 4,000 visitors. The lower carcase weight and finishing age of cattle at 20-24 months will allow for higher stocking density, longer periods on grass at less cost and a lower carbon footprint. www.newfordsucklerbeef.ie
SUSTAINABLE SOURCING

Rest Assured
We practice what we preach. We are committed to doing business with a high degree of integrity and ethics and comply with legal requirements that apply in the countries where we do business. We believe it is only right to respond to inquiries from external parties and communicate with affected parties in a timely and effective manner.

Modern Slavery
Dawn Meats is committed to the objectives of the UK Modern Slavery Act 2015 and is fully aware of its supply chain responsibilities. Modern Slavery and Human Trafficking is a global problem, it is complex and is characterised by exploitation and abuse. We have zero tolerance for labour exploitation or abuse. Working in collaboration with our business partners we are committed to monitoring, reviewing and improving our management systems to ensure the integrity and transparency of our supply chain both at home and overseas.

An Engaging Approach
It’s important to us that our farmer suppliers and customers are kept up to date with the latest industry news and what we at Dawn Meats are actively supporting. Since 2010 we have been publishing a newsletter that is sent to our 20,000 farmers across Ireland and the UK. This newsletter is constantly evolving and is designed to share updates from Dawn Meats and provide information on agriculture practices and relevant information and we always welcome feedback to ensure content is relevant and engaging.

Eco Drive Initiative
Since the launch of our Eco Drive initiative our hauliers have demonstrated significant reductions on fuel consumption and CO₂ emissions. These savings have been achieved through an investment by our hauliers in training and more efficient vehicles. We will continue to expand the programme to cover all hauliers used by Dawn Meats.

Average litres / km

In 2016 our hauliers saved almost 1,000,000 litres of diesel and nearly 2,500 tonnes of CO₂
ANIMAL WELFARE

Good animal welfare is embedded in the Dawn Meats culture and we recognise that such practices are the only acceptable approach. We understand that good animal welfare is what our customers and the consumers want and we know that it can lead to improved performance and reduced need for veterinary and medical intervention.

Our Animal Welfare Vision:

- Best in class animal welfare practices throughout our supply chain
- Support our farmer suppliers to produce ever more efficient and sustainable livestock through a combination of practical demonstrations, ongoing feedback and increasing the extent of animal health information we provide
- Increase the number of qualified animal welfare team members on site and further invest in training and equipment
- Work with all of our livestock hauliers to ensure they are operating to the highest animal welfare standards
- Engage with forward-thinking global experts on animal welfare.

FIVE FREEDOMS

As a minimum we are committed to upholding the following five freedoms

- From hunger and thirst
- From pain, injury or disease
- To express normal behaviour
- From discomfort
- From fear and distress
The Company is committed to being an industry leader for animal welfare. We source animals from extensive (outdoor) grassland based farming systems which allows animals to exhibit their natural behaviour and enjoy their preferred forage.

We believe the five freedoms will be observed throughout the supply chain if those who care for livestock display:

- Caring and responsible planning and management
- Skilled, knowledgeable and conscientious stockmanship
- Appropriate environmental design
- Considerate handling and transportation
- Humane slaughter

We audit our hauliers on a continuous basis to ensure they are complying with good animal welfare practices and share best practice with our farmer suppliers through our Dawn Direct newsletter.

**Dedicated Teams**

It is imperative we continue to develop our dedicated animal welfare teams on all sites. Team members are selected who have the correct aptitude, attitude, temperament and experience for handling live animals.

These specialised team members undergo extensive animal welfare training, achieve certificates of competency and site standard operating procedure training in accordance with legislation.

At all times we are continuously monitoring animal welfare and have CCTV in all lairages. We always actively feedback any welfare issues to both hauliers and farmers.
Existing and New Product Development

At Dawn Meats we bring our desire to be a responsible company to life through a proactive programme of product development – constantly innovating new, market leading concepts whilst refreshing and improving our existing products.

We are convinced that a well-balanced diet and active lifestyle promote good health. So our product development focuses on creating delicious, wholesome dishes which are also carefully designed to ensure all food safety and legality criteria are met.

Our strong food credentials are constantly demonstrated by our award winning Culinary Chef’s team. Our Chefs work closely with our Market Insights Team to develop dishes which appeal to modern consumers who are looking to cook tasty, achievable meals which allow them and their families to have a healthy, balanced diet within their busy, active lifestyles.

We constantly scan the food horizon for new trends and ensure we are up to date with the latest information about healthy diets and nutrition from reputable bodies such as Public Health England and SACN (Scientific Committee on Nutrition) allowing us to create exciting, inspiring and health conscious new meat dishes for our customers.

Our Innovation and Nutrition Vision:

- Ensure our well informed Dawn Meats Red Meat Research team is industry leading
- Promote the positive health benefits of Red Meat internally to allow these messages to be conveyed through both our own Dawn Meats brands and our customers’ brands
- Reduce fat, salt, sugar and increase fibre in both existing and new recipes in line with healthy eating targets
- Work with key packaging and equipment partners to identify, trial and deliver packaging solutions which safely provide a longer shelf life and therefore have a reduced impact on our carbon and waste footprints.

We are proud to have a set of underlying, fundamental principles in place which we apply to all our Product Development activities for example:

- We reference consumer trends provided by Market Insights Team and discuss social and environmental considerations with our customers as we develop new concepts so that all the relevant elements can be incorporated into the final product
- Our experienced NPD Team ensure that all products are food safe, legal and meet the standards of the BRC (British Retail Consortium) and other relevant accreditation bodies by developing all products within a robust procedure which is also constantly reviewed seeking best practice
- We ensure that all raw materials are wholesome, fit for purpose and as described on the final packaging. Where practical we will seek to procure locally produced ingredients.
- We seek to conserve energy usage by reducing cooking times where this is not detrimental to product quality or food safety
- We seek to maximise the shelf life of our products to minimise food waste within the supply chain whilst ensuring that products are safe and delicious.

“In 2016 we launched 108 new products with our supermarket and food service customers”
The Innovation®Dawn team lead the innovation agenda for Dawn Meats. The team liaises and works with Farm, Food Safety and New Product Development teams on crossover projects and in providing technical input.

Innovation is the lifeblood of our organisation and the Innovation®Dawn team is focused on:

- Innovating the primary meat production process
- Maximising value and harmonising meat quality
- Enhancing value from co-products
- Novel concepts
- Developing intellectual property and appropriate strategies for its use

The team works on both in-house innovation and medium to longer-term collaborative innovation projects with external partners, e.g. working with Research Performing Organisations in the UK, Ireland and internationally on Innovation Partnerships, Horizon 2020 projects, and pre-competitive research through the new Irish Meat Technology Centre.

“Each year we work with Cardiff Metropolitan University’s School of Health Sciences. Students studying Food Science and Technology or Public Health Nutrition degree programmes are required to complete a Product Development project in areas such as vitamin D enhancement, children’s nutrition or lowering fat. The students bring a unique perspective to our projects and gain valuable insight into the fast paced retail food environment.”

Alison Haselgrove
NPD Director, Dawn Meats

HEALTH BENEFITS OF RED MEAT

Red meat is the most bioavailable source of iron and zinc. Both beef and lamb are sources of potassium and are rich in niacin, vitamin B12 and B6. Health claims for meat nutrients include:

- Heart Health
- Normal Vision
- Growth and Maintenance of Muscle
- Mental Function, Anti-Fatigue
- Immune Function, Natural Antioxidants
- Strong Bones and Teeth
- Hormone Regulation
- Healthy Skin, Hair & Nails

Grass fed beef is higher in CLA's and beta-carotene

Conjugated Linoleic Acid or CLA, is known as an essential fatty acid that is found in ruminant (beef, cow and sheep) products, such as meat and milk. It is referred to as ‘essential’, because we have to get these fatty acids from our food, as our bodies cannot manufacture them. Beta-carotene is a precursor to Vitamin A. Vitamin A is required for growth and development in humans, the maintenance of our immune system and good vision.
Dawn Meats is committed to putting in place measures to mitigate against the potential impacts of climate change.

**Climate Change Adaptation and Mitigation**

We are conscious of the impact climate change may have across people, operations, logistics, assets, markets and finance. We continue to risk assess these areas looking at the impact extreme weather events may have. Our Engineering Design Team considers climate change adaptation during the design process to account for more extreme weather events, such as higher temperature or rainfall and we are committed to putting measures in place to offset these.

**Our Resource Management Vision:**

- Adopt innovative technologies to reduce energy usage and improve efficiency, whilst maximising the use of renewable energy and cleaner, greener fuel
- Improve water efficiency through management, design improvements, technologies and reuse strategies
- Reduce waste and increase recycling rates year on year on each site and raise staff awareness about resource management
- Enhance biodiversity at site level and protect high value conservation areas (HVCA) from our operations.

**GROUP 2025 TARGETS**

- **WATER INTENSITY REDUCTION** -40%
- **ENERGY INTENSITY REDUCTION** -40%
- **CO₂ EMISSION INTENSITY REDUCTION** -50%
- **ZERO WASTE TO LANDFILL**

**By 2018 all sites will be using the SCADA based energy management system**

**All our sites will be ISO 50001 Energy Management system certified by end 2018**

**Doing what’s right**

All our sites are certified to the internationally recognised environment management standard ISO14001. Implementation of ISO14001 provides a framework for environmental management best practice to help an organisation:

- Minimise environmental footprint and ensure compliance with relevant environmental legislation
- Diminish the risk of pollution incidents and provide operation improvements to develop our business in a sustainable manner
The business recognises that without appropriate management, our activities and in particular those of our supply chain have the potential to adversely affect biodiversity and ecosystem services. We believe the value of biodiversity is immeasurable.

Biodiversity helps in the formation and maintenance of soil structure and the retention of moisture and nutrient levels. It protects water resources and through regulating water flow, reduces flood risk.

Ecosystems perform the vital function of recycling nutrients and play an important role in the breakdown and absorption of many pollutants created by human activities. They contribute to climate stability – vegetation influences climate at the macro and micro levels.

We are committed to working with our supply chain and industry partners to ensure that eco-systems are protected in order that they can continue to deliver benefits for all of us.
We hope you have enjoyed learning about the many actions we are taking on our path to being Europe’s most sustainable meat company. If you would like to find out more, email us at csr@dawnmeats.com

We believe we have made great progress on our sustainability plan. We know there is still a lot of work to be done and we don’t have all the answers. We would welcome any suggestions, comments, ideas or opportunities to collaborate which will support our progress.

Please email us at csr@dawnmeats.com