

YOUNG EUROPEAN MEAT COMMITTEE SPRING 2018 STUDY VISIT

19TH-21ST FEBRUARY 2018, DUBLIN

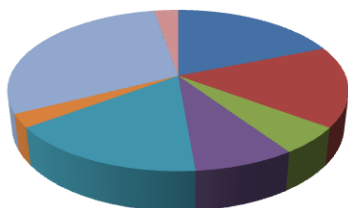
REPORT

In partnership with:



As announced, 38 YEMCo Friends met in Ireland for a two-day study visit **on 20th and 21st February 2018**.

They were originating from different Member States as follows:



■ BE ■ DE ■ DK ■ FR ■ IE ■ IT ■ NL ■ UK

The group was chaired by Richard De Mooij (COV) and the organisers, Joe Ryan and Karina Cassidy from Meat Industry Ireland (MII).



The group first met at the optional dinner in Bloom Brasserie on Monday night where good Irish meat was savoured.

Tuesday, 20th February 2018

Visit to Dawn Farm Foods (Naas, Co. Kildare), <http://www.dawnfarms.ie>

The group started its study visit by visiting Dawn Farms Food, a company involved in cooked meat since 1995. It is the leading company for meat used as an ingredient and toppings. Around 1,000 people are working in 4 facilities (2 in Ireland, one in the UK and a delivery company). It is the largest multi species (beef, lamb, pork, chicken) cooked meat supplier in the EU. They are developing many different products for other companies (B2B). The company invests significantly in technology and people. A key focus for Dawn Farm Foods is to have a stable supply chain while being in compliance with the legislation (traceability, highest hygiene, etc.) and society expectations [animal welfare (aw), responsible use of antibiotics, etc.].

During the interesting exchange of views, the challenges for the company were mentioned. This included dealing with customer concerns in relation to the food supply chain, while not having direct control over all aspects of that supply chain. Animal welfare, antimicrobial resistance, climate change were all discussed as key customer concerns. Food is produced for PEOPLE and people sensitivity needs to be understood. That is why FOOD PLUS + was created. It is the company enhanced proprietary food safety standard. Brexit was also an important topic discussed. The group was split to visit the state of the art innovation centre on site, where food samples were presented to the group.



In partnership with:



Bord Bia / Irish Food Board

<https://www.bordbia.ie/>

The group continued its tour in Bord Bia, the Irish semi-state organisation aimed at promoting Irish food products and at helping companies to market them worldwide. Food is the largest industry in Ireland and meat in particular: 4.7 million inhabitants / 7.2 million cattle.

Bord Bia has sales / promotion offices in different parts of the world to support Irish companies.

[See the first presentation](#)

[See here the Marketing update for Irish meat](#)

Bord Bia developed the "Origin Green" concept to improve the visibility of Irish food while reinforcing the sustainability of Irish food products.

Origin Green has been developed to answer the industry challenges and consumer expectations. It is a national quality and sustainability programme uniting government, private sector and food producers. To be part of the scheme, operators have to fulfil some conditions, [See the presentation on Origin Green](#)

Finally, the group was invited to visit the "Thinking House" which is an innovative and impressive centre to help Irish companies to have "consumer insight" and to develop their products according to the market they target: Driving Business Growth through Consumer Understanding.

It means in practice that first a library is available to companies. It is a huge data base, based on reliable figures and facts. But the Thinking House is much more than this. It provides services and training to help companies to develop their projects. A room is foreseen to help project developer to "feel at home" and go in depth of their ideas. A range of unusual products (but marketed somewhere in the world) is exposed to enhance creativity and innovation. Analysis can be provided, including many aspects such as consumer studies, shopper studies, retail studies, cultural insight and trends market by market.

[See the presentation on The Thinking House](#)



Guinness Storehouse, [Click HERE](#)



The afternoon ended at the Guinness Storehouse for 1.5 hour guided tour including Perfect Pint tutorial. Delegates could learn how

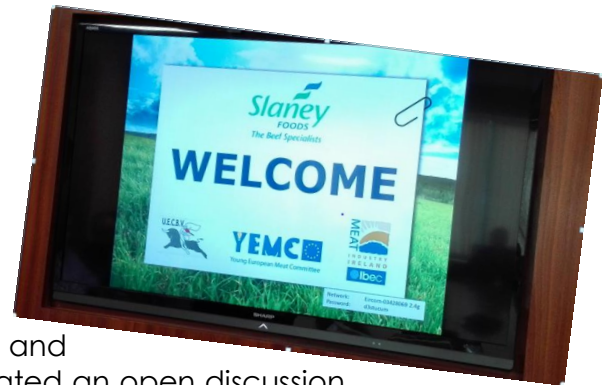
to serve and to savour the famous beer!

The dinner took place afterwards in a good meat restaurant, FIRE restaurant

Wednesday, 21st February 2018

Visit to Slaney Foods International, www.slaney.com

On Wednesday morning the group met with Slaney Foods International in Bunclody, Co Wexford. The group got a tour of the cutting plant and slaughterhouse. The management team then facilitated an open discussion with the group on key items of importance to meat processors, including trade and quality issues.



During the bus transfers on Tuesday and Wednesday, the participants had a short presentation on the research project Water2REturn of which UECBV is a partner. In order to ensure that it will answer the meat companies concerns, YEMCo participants were warmly invited to give their say either on paper or via the web-form below:



Questionnaire for farmers


English


French


German


Spanish


Italian


Dutch


Slovenian

Questionnaire for Slaughtering Industry


English


French


German


Spanish


Italian


Dutch


Slovenian

Questionnaire for the fertilizer Industry


English


French


German


Spanish


Italian


Dutch


Slovenian

Questionnaire for the Wastewater Treatment Industry


English


French


German


Spanish


Italian


Dutch


Slovenian

Questionnaire for Consumers and NGOs.


English


French


German


Spanish


Italian


Dutch


Slovenian

Thank you very much for your time and valuable collaboration!

The last step of the two-day visit was the lunch in **Jack Whites Pub & Restaurant (Co. Wicklow)**

Richard De Mooij, on behalf of the group and of the President, Eva Moser, thanked warmly the organisers, and in particular Joe Ryan who did a tremendous work.

