



Department of  
**Agriculture,  
Food and the Marine**  
An Roinn  
**Talmhaíochta,  
Bia agus Mara**

LOCAL ROOTS GLOBAL REACH

# Food Wise 2025

A 10-year vision for the Irish agri-food industry

## Implementation Plan



*the implementation process will seek to enhance the regulatory and administrative environment in which the sector operates, and facilitate the achievement of the sustainable growth potential of the sector set out in Food Wise 2025*



# Implementation Plan



## Food Wise 2025 Implementation Plan



### Context

The Food Wise 2025 Committee developed, based on their broad experience and knowledge of the Irish agri-food sector, a vision for the strategic sustainable growth of the sector over the next decade to 2025<sup>1</sup>. The draft report of the Committee was published in July 2015 and presented to Government.

The Government noted the report and made a commitment to putting in place an implementation structure which would ensure a robust whole of Government approach to activate the recommendations/actions in Food Wise 2025. This implementation process will seek to enhance the regulatory and administrative environment in which the sector operates, and facilitate the achievement of the sustainable growth potential of the sector set out in Food Wise 2025, thus optimising the sector's contribution to the economy, the environment and the social wellbeing of the country.

### Implementation Process and Structure

Following the Government Decision of 7 July 2015 noting the Food Wise 2025 Report, the Minister for Agriculture, Food and the Marine has established a High Level Implementation Committee (HLIC) to ensure a coordinated, comprehensive and coherent approach by Government Departments and State Agencies to implementing the Food Wise 2025 actions under the remit of the State.

The composition of the Committee is as follows:

- Chair: Minister for Agriculture, Food and the Marine.
- CEOs of State Agencies - Teagasc, Bord Bia, Enterprise Ireland, Bord Iascaigh Mhara, Environmental Protection Agency.
- DAFM – Secretary General and relevant Management Committee (MAC) members (Assistant Secretary General level).
- Senior Officials (Assistant Secretary General level) from Government Departments – Public Expenditure and Reform; Environment, Community and Local Government; Transport, Tourism and Sport; Jobs, Enterprise and Innovation.
- Secretariat – Economics and Planning Division, DAFM.
- Committee membership will be on an individual basis – no substitutions.



<sup>1</sup> The Food Wise Committee was established in Nov 2014, and met on 8 occasions over the next 7 months. This process was informed by a public consultation on the strategy carried out between November 2014 and January 2015

## Food Wise 2025 Implementation Plan



In addition, it is envisaged that senior officials from other Government Departments and State Agencies, as well as industry representatives and other relevant stakeholders, will be invited to participate as needed in the work of the Committee, depending on the topics under consideration.

The Committee will meet every two to three months:

- a) to monitor progress by Government Departments and State Agencies in delivering on the actions for which they are responsible in the Food Wise 2025 report;
- b) to drive progress on both cross-cutting themes and sectoral actions.

Given the fundamental principles on which the Food Wise 2025 report is based - that economic and environment sustainability are considered complementary and equal objectives and that the future development and growth of the Irish agri-food sector must be undertaken in a sustainable manner - the HLIC will also establish a **Sustainability Sub-Group** which will:

1. oversee the appropriate monitoring of, and respond to, any impacts on the environment which may result from implementation of FW2025; and
2. monitor and drive the implementation of the FW2025 sustainability actions which are crucial to ensuring that environmental sustainability is maintained as the Irish agri-food sector grows and expands over the next decade.

All relevant State Agencies and Government Departments will be represented on this sub-group which will be chaired at Assistant Secretary General level by DAFM. The sub-group will report directly to the Food Wise 2025 HLIC and will consult with relevant stakeholders on specific issues related to the sustainable development of the Irish agri-food sector and the sector's interaction with the environment.

### Food Wise 2025 Strategic Environmental Assessment (SEA) and Appropriate Assessment (AA)

As part of the Food Wise process, DAFM commissioned an Environmental Analysis, incorporating a SEA and AA to ensure:

- that the ongoing development of the sector is achieved in a sustainable manner;
- that environmental considerations were integrated into the strategy preparation; and
- to assess the potential for the proposed strategy to impact on environmental parameters.



## Food Wise 2025 Implementation Plan



### Ongoing Assessment

The SEA and AA processes have been carried out in parallel with the development of the Food Wise 2025 report, and indeed were central in informing the development of the Food Wise strategy. The Food Wise report proposed by the Food Wise Committee which was published in July 2015<sup>2</sup> incorporates many of the sustainability and mitigation actions proposed during the SEA and AA process.

The draft SEA and AA were published in parallel with the draft Food Wise strategy in July 2015, and were then subject to a public consultation process (July – August 2015) before being finalised. All of the submissions received as part of this consultation were carefully considered and fully taken into account and are reflected in the final Environmental Report.

In addition to the sustainability and mitigation actions already contained in the draft Food Wise 2025 report, the final SEA and AA reports (published along with this Implementation Plan in December 2015) have identified a number of additional mitigation actions.

This Food Wise 2025 Implementation Plan therefore includes a supplementary list of Food Wise 2025 sustainability actions and recommendations. This updated supplementary actions list reflects the **additional** recommendations and mitigation actions set out in the final SEA and AA reports.

The supplementary actions table and the sustainability actions already included in the Committee's Food Wise Report will form the basis on which HLIC and the Food Wise 2025 Sustainability Sub-Group will monitor and review progress on delivering on the Food Wise ambition in a sustainable manner.

For ease of reference, a full list of the final Food Wise actions and recommendations, including these supplementary actions, is attached as an Appendix. Lead ownership, other agencies involved and a timeframe for implementation are shown for each action. Progress on each action will be updated in an annual implementation report on Food Wise.

**Department of Agriculture, Food & the Marine  
December 2015**

<sup>2</sup> Sustainability is a standalone chapter in that document, containing 8 high level recommendations and 60 enabling actions.

## Supplementary Table of Food Wise 2025 Recommendations and Actions

	Food Wise 2025 Supplementary Actions	Lead Ownership	Others	Timeframe
	Sustainability Actions			
	<b>Recommendation: Recognising Agriculture's role in ongoing National, EU and International Climate Change and Energy Policy Development</b>			
401	When the National Mitigation Plan is finalised ensure that sectoral mitigation measures are developed based on requirements in National Plan	DAFM	DECLG	2017
402	Adaption and resilience of agri-food sector to future climate effects should be considered in policy development	DAFM	DECLG	ongoing
	<b>Recommendation: Measurement of Ireland's environmental sustainability credentials</b>			
403	Further research and analysis of the potential sustainable production output levels associated with the Sustainable Growth scenario proposed by Food Wise 2025	DAFM	Teagasc	Ongoing
404	Monitor trends in water quality, in biodiversity and climate related parameters. DAFM and its agencies will work with responsible monitoring authorities in the development of indicators for environmental sustainability.	DAFM	EPA, DAHG, DECLG	Ongoing
	<b>Recommendation: Further Development and Enhancement of Origin Green Programme</b>			
405	Maximise participation in Origin Green Programme by producers and processors to ensure an enhanced level of environmental performance is delivered by all actors in the sector.	Bord Bia		Ongoing
	<b>Recommendation: Improvement of Environmental footprint of Sector</b>			
406	Where additional biodiversity threats are identified, such as decline in farmland birds, develop new or amend existing measures to mitigate such threats.	DAFM	DAHG	Ongoing
	<b>Recommendation: Implementation of 2025 strategy actions in context of sustainability</b>			
407	As part of the 2025 implementation phase DAFM will work closely with relevant agencies to ensure appropriate monitoring across all sectors of the agri-food industry on the environmental impacts of 2025 strategy including possible impacts at regional level. This implementation process will include evaluation and assessment of the delivery of sustainability and mitigation actions set out in the strategy report.	DAFM	Depts and agencies, including through Sustainability Sub Group	Ongoing
408	Generate an annual report analysing performance and uptake of Origin Green programme.	Bord Bia		Annually
409	Undertake an annual review of EPA water quality monitoring results to identify trends in nutrient loading and biological water status with regard status required under WFD in following sectors Dairy, Beef, Sheep, PCF, Forestry and Seafood. DAFM will work with EPA to monitor and identify trends at regional level, interpreting as much as feasible, sectoral impacts.	DAFM	EPA Teagasc	Annually



## Supplementary Table of Food Wise 2025 Recommendations and Actions

	Food Wise 2025 Supplementary actions	Lead Ownership	Others	Timeframe
410	Introduce catchment/regional monitoring where increased livestock numbers are anticipated by working with EPA, to ensure appropriate monitoring in areas of potential livestock increases through on-site monitoring, modelling etc.	DAFM	EPA Teagasc	Ongoing
411	Carry out a review of EPA/Teagasc agricultural catchment assessments to monitor changes in nutrient loading.	DAFM		Ongoing
412	Generate an annual report detailing the results of analysis of GHG emissions arising from agriculture, including sectoral emissions and identification of trends.	DAFM	EPA Teagasc DECLG	Annually
413	Annual report on disposal of animal carcasses and identify any capacity issues in waste facilities.	DAFM		Annually
414	Annual report on changes in cropping pattern and permanent pastures to monitor trends.	DAFM		Annually
415	Organise an annual workshop of relevant state agencies and stakeholders to discuss any impacts arising from intensification/expansion of agricultural activities and development of mitigation measures.	DAFM		Annually
416	Review of landscape character on a five year basis which should include a review of LCAs undertaken by local authorities.	DAFM		Ongoing
417	Annual assessment of wood processing facilities industrial emissions licences to identify impacts and recommend improvements where required.	DAFM	EPA	Annually
418	DAFM in consultation with other relevant Government Departments and state agencies to consider any emerging impacts/trends on Natura 2000 sites impacted by changes in agricultural practices.	DAFM	DAHG	Ongoing
419	DAFM to develop suitable monitoring programme in line with proposals under RDP 2014-2020 (GLAS) to monitor and report on the impact of RDP measures on biodiversity, climate and water quality.	DAFM		Ongoing
<b>Innovation Actions</b>				
<b>Recommendation: At producer level prioritise research and innovation investment in processes and technologies which improve productivity and sustainability of production</b>				
420	The primary production research activities of national research bodies, including Teagasc and academia, to be focussed on grass land productivity, animal breeding/genetics, soil nutrient usage, animal health improvements, crop production, economic analysis of Irish agriculture, food ingredient, environmental sustainability practices, monitor effects of seafood production on European designated sites, product and process innovation.	DAFM	Teagasc & Research Bodies	Ongoing
421	Teagasc in collaboration with relevant HEIs and others to research emerging precision technologies, data analytics, sensor technology, DNA technology and possibilities for mining big data to improve decision making, availing of existing resources and capabilities.	Teagasc		Ongoing

## Supplementary Table of Food Wise 2025 Recommendations and Actions

	Food Wise 2025 Supplementary actions	Lead Ownership	Others	Timeframe
	<b>SECTORAL ACTIONS</b>			
	<b>Dairy Actions</b>			
422	Cost benefit analysis in relation to mitigation measures for ammonia emissions should be undertaken	DAFM	Teagasc DECLG EPA	Ongoing
	<b>Beef Actions</b>			
423	Explore research into the potential reduction of methane generation arising from cattle and roll-out appropriate mitigation	DAFM	Teagasc	Ongoing
	<b>Sheepmeat Actions</b>			
424	Policy development should include a focus on managing overgrazing particularly in areas of ecological importance and in areas where water bodies are sensitive	DAFM	Industry	Ongoing
	<b>Poultry Actions</b>			
300 with additional text	Provide funding under the Rural Development Programme to up-grade existing buildings and funding to support the construction of new housing, including the siting of new housing to avoid environmental effects, and ensure animal welfare and safety	DAFM		Ongoing
	<b>Cereals/Tillage Actions</b>			
425	To promote minimum tillage	DAFM		Ongoing
	<b>Alcohol beverages Actions</b>			
349 with additional text	Establish discussion groups for malting barley growers to include environmental and sustainable practices knowledge transfer.	DAFM	Teagasc	Ongoing
	<b>Forestry Actions</b>			
426	Consider the development of bird Forest Sensitivity Maps	DAFM		Ongoing
	<b>Seafood Actions</b>			
427	Continue screening, assessment, monitoring and reporting measures for sea-fisheries and aquaculture in compliance with EIA, Birds, Habitats and Marine Strategy Framework Directives In the case of new inshore fisheries, proposals should be developed through the multi-stakeholder Regional Inshore Fisheries Forums and the National Inshore Fisheries Forum.	DAFM	DECLG, MI, SFPA, BIM, DAHG	Ongoing



# APPENDIX FULL LIST OF FOOD WISE 2025 ACTIONS AND RECOMMENDATIONS

## APPENDIX

## FULL LIST OF FOOD WISE 2025 ACTIONS AND RECOMMENDATIONS

	Food Wise 2025 actions	Lead Ownership	Others	Timeframe
	<b>Sustainability Actions</b>			
	<b>Recommendation: Recognising Agriculture's role in ongoing National, EU and International Climate Change and Energy Policy Development</b>			
1	DAFM to finalise a sectoral plan for agriculture and forestry to inform the National Mitigation Plan under the National Climate Action and Low-Carbon Development Bill.	DAFM		2016
2	At EU level continue to promote and seek agreement on an Agriculture, Forestry and Other Land Use (AFOLU) approach to the treatment of the land sector in UN climate change negotiations and continue to support discussions on agriculture under the Convention's Subsidiary Body for Scientific and Technological Advice (SBSTA).	DAFM		ongoing
3	DAFM to continue active participation in multi-stakeholder 'Global Alliance for Climate Smart Agriculture' which is promoting the application of climate smart approaches to agriculture production systems.	DAFM		ongoing
4	DAFM to continue to work closely with DCENR, as part of National Bioenergy Plan discussions, to assess supply side issues related to the potential of bioenergy from the agriculture and forestry sectors and develop farm-scale renewables. DAFM will continue to support afforestation and mobilisation measures under the Forestry Programme 2014-2020 and encourage the innovative use of animal by-products (ABP) for energy production.	DAFM		ongoing
5	As part of EU Climate and Energy Framework (CEF) 2030 negotiations DAFM will continue to seek acknowledgment of realistic ambition for agriculture and clarity on the role of other land uses as a mitigation tool in Ireland and in particular its role in contributing to the achievement of overall emissions targets to 2030.	DAFM		ongoing
6	DAFM in conjunction with other agencies should maximise their use of scientific expertise to actively engage in international networks and research groups to find new ways to account for and reduce emissions.	DAFM		ongoing
401	When the National Mitigation Plan is finalised ensure that sectoral mitigation measures are developed based on requirements in National Plan	DAFM	DECLG	2017
402	Adaption and Resilience of Agri-food sector to future climate effects should be considered in policy development.	DAFM	DECLG	ongoing
	<b>Recommendation: Measurement of Ireland's environmental sustainability credentials</b>			
7	Continued updating on an annual basis of Teagasc National Farm Survey sustainability indicators, including further development of a wider spectrum of appropriate indicators and activity data to more accurately measure environmental sustainability and contribute to development and enhancement of GHG and ammonia inventories.	Teagasc		ongoing annually
8	Review and update key agri-environmental indicators, the accuracy of which are crucial to a) understanding trends in how nutrient losses to water and to air are partitioned, and, b) to assisting the cost-effective targeting of mitigation measures.	DAFM	Teagasc	ongoing
9	Update Teagasc's Marginal Abatement Cost Curve for Irish agriculture on a more frequent basis to ensure the latest technological developments help inform an assessment of a wider range of GHG mitigation measures that could be rolled out at farm level.	Teagasc		2016
10	Continue to enhance and roll out at farm level the Carbon Navigator Initiative which provides online software to assist farmers in understanding how their farms produce GHG emissions, identify mitigation capacity and to set targets and a pathway to reduce emissions. Teagasc in conjunction with other stakeholders to examine whether the navigator tool could be used to measure other important environmental parameters such as biodiversity.	Teagasc		Ongoing
11	Bord Bia to further develop the range and depth of sustainability information collected for beef, dairy and other primary agricultural sectors using its auditing infrastructure	Bord Bia		2016

12	Seafood sector to adapt and enhance the existing independent third party verified standards such as BIM's Quality Assurance Programmes, Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC), organic certification and green manufacturing to facilitate measurement of its environmental credentials.	BIM		2016
403	Further research and analysis of the potential sustainable production output levels associated with the Sustainable Growth scenario proposed by Food Wise 2025	DAFM		2015
404	Monitor trends in water quality, in biodiversity and climate related parameters (GHG, ammonia, nitrous oxides etc.). DAFM and its agencies will work with responsible monitoring authorities in the development of indicators for environmental sustainability.	DAFM	EPA, DAHG, DECLG	Ongoing
	<b>Recommendation: Further Development and Enhancement of Origin Green Programme</b>			
13	DAFM to work with Bord Bia and other stakeholders on the future evolution of the Origin Green Programme and to further develop and enhance its effectiveness as watermark brand and key marketing tool of the Irish Agri-food sector's environmental sustainability credentials based on a suite of quantitative measures. Investment in science and technology must continue to support the ambition of the Origin Green Programme to ensure it remains underpinned by a strong scientific evidence base.	Bord Bia	DAFM	Ongoing
	<b>At producer level -</b>			
14	Examine how monitoring and measurement in areas such as soil health, nutrient management, biodiversity, animal health, herd performance and welfare and sustainable sources of animal feed can be used to enhance effectiveness of Origin Green.	Bord Bia		2017
15	Improve knowledge transfer and exchange to farmers by developing a network across all State agencies and relevant advisory bodies to deliver clear, coordinated science-based advice on how farmers can adopt sustainable practices that deliver both environmental and economic benefits.	Teagasc	DAFM & Bord Bia	Annually
16	Ensure ongoing funding is made available through national programmes to assist in securing farmer engagement with sustainable practices. This should build on RDP schemes such as Beef Data Genomics and Knowledge Transfer Groups.	DAFM		Ongoing
17	Develop a messaging programme to communicate the benefits of Origin Green membership to farmer stakeholders to ensure greater adoption and engagement with the programme.	Bord Bia		
18	Prioritise the process of bringing fishermen into the Origin Green programme using BIM's responsible fishing standards and other environmental programme as an entry point.	BIM	Bord Bia	2016+2017
19	Highlight farm profitability measures that can be achieved from participation in Origin Green programme.	Bord Bia		2016
	<b>At industry level -</b>			
20	Continue to develop and enhance the quality assurance standards required for Origin Green.	Bord Bia		Ongoing
21	Leverage Origin Green to drive real efficiencies/improvements in respect of energy usage, waste water and food and packaging waste.	Bord Bia		Ongoing
22	Increase direct engagement and support offered to companies developing their sustainability plans in order to achieve the target of 450 verified members. Recruit additional Origin Green advisors to ensure the required level of engagement is delivered.	Bord Bia		2016
23	Continue to build on the corporate social responsibility on the sustainability elements of Origin Green with particular focus on health and wellness.	Bord Bia		End 2015
24	Play its part in delivering appropriate messaging and promotion of Origin Green to producers and suppliers.	Industry	Bord Bia	Ongoing
405	Maximise participation in Origin Green Programme by producers and processors to ensure an enhanced level of environmental performance is delivered by all actors in the sector.	Bord Bia		Ongoing
	<b>Recommendation: Improvement of Environmental footprint of Sector</b>			
25	Sustained and intensive monitoring of the interface between agri-economic growth and agri-environmental sustainability through continuation and enhancement of the DAFM-funded Teagasc Agricultural Catchments Programme.	DAFM	Teagasc	Ongoing
26	DAFM to work closely with all stakeholders to ensure that the scientific findings from the Agricultural Catchments Programme are integrated fully and appropriately into agri-environmental policies.	DAFM		Ongoing

27	DAFM to continue close cooperation with Department of Environment, Community and Local Government (DECLG) and the EPA on the delivery of the Water Framework Directive, in particular on development of the second phase River Basin Management Plans.	DAFM		Mid 2017
28	Teagasc to develop and rollout a Nutrient Management software tool to enhance cost-effective use of feed, fertiliser and slurry to minimise nitrogen (nitrate, ammonia and nitrous oxide) and phosphorus losses.	Teagasc		2016 onwards
29	Introduce knowledge transfer programmes to improve and broaden awareness levels on the efficient use of nutrients on farms, thereby reducing losses of valuable and costly nutrients to water and to air, so providing for economic and environmental sustainability goals.	Teagasc		2015-2018
30	The feasibility of mainstreaming environmental resource efficiency into a mandatory component of minimum agriculture qualifications to be examined.	Teagasc		2016
31	Teagasc to develop soil specific advice for both organic and inorganic manure use to take account of mineralisation across soils to help inform optimal fertiliser application rates and timing.	Teagasc		2016
32	Teagasc to carry out a soil nutrient census to track soil fertility trends.	Teagasc		end 2016
33	DAFM to work closely with responsible agencies to monitor potential localised/regionalised impacts of dairy herd expansion on water quality and to develop mitigation measures, in conjunction with the scientific findings from the Agricultural Catchments Programme.	DAFM		Ongoing
34	Teagasc to enhance PastureBase Ireland tool as a resource to help improve grassland and nitrogen management and increase grass utilisation.	Teagasc		Ongoing
35	Following on from engagement and adoption of the Origin Green programme at farm level, participants in the Bord Bia Quality Assurance Schemes to work to deliver improvements in their carbon footprint, added to the subsequent calculation of improvement on these farms at a macro national level.	Bord Bia	Farmers	Ongoing
36	Seafood Development Programme 2014-2020 (SDP) to provide a framework to take action against the decline of fish stocks through improved fisheries management and the focused implementation of landings obligation requirements.	DAFM	BIM, MI and SFPA	2016-2021
37	DAFM, SFPA and Industry to develop a suite of measures to promote changed behaviour which will minimise juvenile catch and protect vulnerable stocks.	DAFM	BIM, MI and SFPA	2016-2021
38	BIM, with support from MI and in collaboration with the SFPA, to intensify its programme of gear selectivity and technical conservation measures, particularly to fulfil landing obligation requirements.	BIM	MI, SFPA & DAFM	Ongoing
39	Deliver enhanced stock knowledge and sustainability through the €40m funding allocated to marine science through the SDP.	Marine Institute		
40	Take actions under the SDP to improve the environmental sustainability of the inshore fisheries sector.	BIM	MI, DAFM & Industry	Ongoing
41	DAFM and Horticulture growers to consider the establishment of an industry and government supported fund to enable relevant research data to be obtained to allow a greater range of more environmentally efficient plant protection products to be authorised for use on various horticultural crops grown in Ireland.	DAFM	Industry	
406	Where additional biodiversity threats are identified, such as decline in farmland birds, develop new or amend existing measures to mitigate such threats.	DAFM	DAHG	Ongoing
	<b>Recommendation: Develop and support Agri-food processing sector in delivering sustainable processes and outputs</b>			
42	EU Environmental Aid Scheme 2014-2020 to be targeted at supporting Agri-food companies to invest in initiatives which aim to deliver improved environmental and energy efficiency, increase their uptake of renewable energy technologies and environmental protection systems and research alternative possibilities in relation to energy efficiencies and technologies.	EI		Ongoing
43	As part of the Europe 2020 strategy, BIM will introduce schemes in compliance with the EMFF to support investments in equipment or in fishing or aquaculture vessels aimed at reducing the emission of pollutants or GHG and/or increasing energy efficiency. This may include support for the modernisation and replacement of fleet engines.	BIM		2016
44	At SME level increase the level of environmental awareness relating to regulatory compliance and development of basic management systems related to environmental performance through EI GreenStart programme.	EI		Ongoing
45	Enterprise Ireland will develop the capability of food company managers to drive environmental efficiencies and achieve improved sustainability, through customised management development programmes and through the Green Plus element of Enterprise Ireland Business Process Improvement Grants.	EI		Ongoing



46	Enterprise Ireland to invest in in-company innovation processes, R&D and NPD development programmes, and to support the human and capital infrastructure requirements of that absorptive capacity.	EI		Ongoing
47	Policies and measures to support the mitigation benefits of forest-based biomass and wood products should be established by relevant Departments and agencies.	DAFM		ongoing
48	Demand side and supply chain mechanisms should be developed to ensure biomass crops including forest and wood products are brought to market and full market returns realised however demand side measures must not over incentivise particular end users as it may distort market competition.	DAFM		ongoing
49	Horizon 2020 is a key source of vital funding and scientific benchmarking for Irish researchers and companies. EI with DAFM to increase the level of participation of Irish companies in the programme.	EI	DAFM	to 2020
	<b>Recommendation: Implementation of Environmental Elements of Ireland's National Programmes and the EU co-funded Rural Development Programme 2014-2020</b>			
50	Uptake of GLAS should be maximised to help enhance the natural environment through, <i>inter alia</i> , retaining carbon stocks in the soil, margins/habitat preservation and improving water quality to ensure compliance with the Water Framework Directive. Uptake on other RDP initiatives such as, organic farming, priority freshwater pearl mussel catchment sites and the Burren farming for conservation project should also be maximised as separate key RDP enabling instruments to achieve environmental objectives.	DAFM		2015/2016/2017 amendments to RDP
51	Invest in evidence-based monitoring and research of agri-environment measures to demonstrate the environmental outputs and identify areas for improvement and/or additional measures.	DAFM		Ongoing to 2020
52	Ongoing research, development and validation of green technologies by research bodies to deliver practical solutions to improve water quality.	DAFM	research bodies	Ongoing
53	Promote widespread uptake of on-farm capital investment grants as part of RDP 2014-2020 especially for low emission slurry spreading equipment, farm nutrient storage and animal housing which will help lower emissions and improve water quality.	DAFM		Ongoing
54	Aim to maximise the number of suckler farmers participating in the Beef Data and Genomics Programme which will help raise awareness of and mitigate GHG emissions from the sector, improve production efficiency and herd quality for suckler sector which will deliver climate change benefits as well as productivity and competitiveness gains.	DAFM	ICBF	Ongoing
55	Maximise uptake of allocated funding for the Forestry 2014-2020 Programme to help increase afforestation levels to capture carbon, and sustain the production of forest-based biomass to meet renewable energy targets.	DAFM		Ongoing
56	With appropriate wider stakeholder involvement, identify any critical gaps in current funding programmes that are blockages to the achievement of key environmental objectives to help optimise the structure of future alternative funding programmes.	DAFM		Ongoing to 2020
57	In relation to the LIFE programme, DAFM will maintain close contact with DECLG, DAHG and other relevant stakeholders to ensure that any biodiversity, climate or water quality actions are appropriately targeted and implemented	DAFM		Ongoing
	<b>Recommendation: Prioritise Research Funding on Sustainability of Irish Food production</b>			
58	Agri-food research funding to prioritise research which:	DAFM		Ongoing
58A	Ø Provides evidence base to quantify the economic, social and environmental sustainability of Irish food production systems and to assess the vulnerability of these systems to climate change.			
58B	Ø Support strategies and technologies to reduce the impact of food production on water quality.			
58C	Ø Identifies and evaluates tailored measures which impact positively on biodiversity.			
58D	Ø Develops and assesses existing and emerging technologies for reducing ammonia and GHG emissions and carbon sequestration in Ireland's soils, biomass and agricultural systems.			
58E	Ø Informs a policy review to be initiated on the effects of ammonia restrictions on future increases in livestock numbers and on the demography within the national herd.			
58F	Ø Develops a holistic approach to data capture, modelling and sustainability assessment of Irish farming and aquaculture systems, including the provision, utilisation and exploitation of verifiable data on the environmental impact and sustainability of grass-based food production and aquaculture in Ireland.			
58G	Ø Supports the health and nutrition benefits of seafood and grass-based food production.			

58H	Ø Provides scientific advice and strengthens coherence between public programmes and to inform policy decisions on the benefits of bio-economy solutions.			
58I	Ø Strengthens environmental measurement and monitoring capacity in particular the potential for sensor and other new emerging technologies.			
58J	Ø Investigates the ability of a wide range of land use options to sequester carbon.			
59K	Ø Develops sectoral farm management tools and management systems that optimise on-farm resource use efficiency. These should be aimed at translating the principles of sustainable intensification into tangible practices and at providing the knowledge base for many of the aforementioned recommendations on "Improvement of environmental footprint of the sector".			
	<b>Recommendation: Implementation of 2025 strategy actions in context of sustainability</b>			
59	As part of the 2025 implementation phase DAFM will work closely with relevant agencies to ensure appropriate monitoring across all sectors of the agri-food industry on the environmental impacts of 2025 strategy including possible impacts at regional level. This implementation process will include evaluation and assessment of the delivery of sustainability and mitigation actions set out in the strategy report.	DAFM	agencies	Ongoing
60	DAFM and all state agencies involved in the Agri-food sector will enhance their collective coherence with wider Government policy in respect of implementation of measures, such as RDP measures and Origin Green, to address environmental and sustainability issues.	DAFM	agencies	Ongoing
407	As part of the 2025 implementation phase DAFM will work closely with relevant agencies to ensure appropriate monitoring across all sectors of the agri-food industry on the environmental impacts of 2025 strategy including possible impacts at regional level. This implementation process will include evaluation and assessment of the delivery of sustainability and mitigation actions set out in the strategy report.	DAFM	Depts and agencies	Ongoing
408	Generate an annual report analysing performance and uptake of Origin Green programme.	Bord Bia		Annually
409	Undertake an annual review of EPA water quality monitoring results to identify trends in nutrient loading and biological water status with regard status required under WFD in following sectors Dairy, Beef, Sheep, PCF, Forestry and Seafood. DAFM will work with EPA to monitor and identify trends at regional level, interpreting as much as feasible, sectoral impacts.	DAFM	EPA	Annually
	<b>Food Wise 2025 Supplementary Actions</b>			
410	Introduce catchment/regional monitoring where increased livestock numbers are anticipated by working with EPA, to ensure appropriate monitoring in areas of potential livestock increases through on-site monitoring, modelling etc.	DAFM	EPA	Ongoing
411	Carry out a review of EPA/Teagasc agricultural catchment assessments to monitor changes in nutrient loading.	DAFM		Ongoing?
412	Generate an annual report detailing the results of analysis of GHG emissions arising from agriculture, including sectoral emissions and identification of trends.	DAFM	EPA, Teagasc, DECLG	Annually
413	Annual report on disposal of animal carcasses and identify any capacity issues in waste facilities.	DAFM		Annually
414	Annual report on changes in cropping pattern and permanent pastures to monitor trends.	DAFM		Annually
415	Organise an annual workshop of relevant state agencies and stakeholders to discuss any impacts arising from intensification/expansion of agricultural activities and development of mitigation measures.	DAFM		Annually
416	Review of landscape character on a five year basis which should include a review of LCAs undertaken by local authorities.	DAFM		Ongoing
417	Annual assessment of wood processing facilities industrial emissions licences to identify impacts and recommend improvements where required.	DAFM	EPA	Annually
418	DAFM in consultation with other relevant government departments and state agencies to consider any emerging impacts/trends on Natura 2000 sites impacted by changes in agricultural practices.	DAFM	DAHG	Ongoing

419	DAFM to develop suitable monitoring programme in line with proposals under RDP 2014-2020 (GLAS) to monitor and report on the impact of RDP measures on biodiversity, Climate and water quality.	DAFM		Ongoing
<b>Human Capital Actions</b>				
<b>Skills Needs at Producer Level:</b>				
	<b>At primary producer level profitability and viability will be driven by highly skilled farmers, fisherman and forest owners. There is a need to provide ongoing training to all producers to ensure that at each stage of development of the primary producer businesses the appropriate skillsets and knowledge are applied. These include: (i) Financial and business development management skills to drive expansion and profitability of the business enterprises including tools to manage price/income volatility and ensure producers are financially fit; (ii) Knowledge transfer of latest research, technological innovations and processes which will drive productivity, efficiency and profitability including application of latest sustainability and environmental efficiency measures, animal health practices, health and safety measures and animal welfare practices; (iii) Availability of skilled additional labour units for expanding farms and (iv) Management training to lead staff/employees;</b>			
61	A review of existing level 5 and 6 further education awards and curricula in agriculture and associated curricula should be undertaken. Teagasc will undertake this review under the auspices of Quality and Qualifications Ireland (QQI), in consultation with a wide body of stakeholders to ensure that they are both fit-for-purpose and to future proof them in terms of emerging industry needs.	Teagasc	Award Standards Review Group led by Teagasc which involves QQI/Teagasc/Stakeholders	2016
62	This review should identify for each career step the essential skill sets for different roles and produce a competency matrix which identifies the skillsets and the education and training requirements to reach them.	Teagasc		2016
63	Teagasc to seek delegated authority to make education awards as part of new Quality and Qualifications Ireland (QQI) structure. This would allow more flexible and responsive development of future agricultural education programmes.	Teagasc	QQI	2016
64	Review and further develop eligibility criteria for agricultural education programmes to allow for more flexible access for young non-agricultural graduates to agriculture education programmes.	Teagasc	QQI/ Collaborative education partners	Ongoing
65	Teagasc to continue to calibrate its education function to match the needs of industry, for example through the development and introduction of customised short training programmes along the lines of the recently introduced milking skills training for operatives.	Teagasc		2016 onwards
66	Continued Professional Development of Professional Agricultural Advisors to ensure that the most up to date environmental and sustainability science-based knowledge and best practice underlies the operation of Schemes.	Teagasc		2016 onwards
67	Continued Professional Development for Agricultural Advisors to include knowledge transfer, specific to water quality protection and improvement, from the Agricultural Catchments Programme	Teagasc		2016 onwards
68	Consideration of innovative methods for agricultural education delivery, such as using participatory training methods such as on-farm placement modules, e-learning and other best practice as part of the entrant and adult programmes.	Teagasc		2016
69	Increase enrolments in Level 6 Advanced Dairy Programme and Professional Diploma in Dairy Farm Management and seek to fast track entry to the latter in association with UCD.	Teagasc		Ongoing
70	Explore the possibility of developing an applied leaving certificate course in agriculture.	Dept of Education and Skills		
71	Certification system to be introduced to cover crew training and qualification on board fishing vessels	BIM		2016+2017
<b>Knowledge Transfer</b>				
72	Maintain an effective, independent, national advisory service providing a locally-based contact point for all farmers through farmer education, consultation and a wide range of communication and influencing activities, using appropriate mechanisms to optimize service delivery to farmers.	Teagasc		2015-2020
73	Full implementation of Knowledge Transfer measures of RDP 2014-2020 to up skill producers and agricultural advisors including:	DAFM		2016-2020
73A	Ø Development of Knowledge Transfer Groups to optimise producer productivity and profitability in the beef, dairy, equine, poultry, sheep and tillage sectors;			
73B	Ø Support for European Innovation Partnership Operational Groups to strengthen linkages between the results of research and innovation and their implementation at			

73C	Ø Supports for Continuous Professional Development of professional advisors on an ongoing basis to further develop their knowledge base;			
73D	Ø Targeted On-Farm Advisory Service to deliver specific advice to farmers on important animal health and welfare issues; and			
73E	Ø Provide specific advice on environmental, bio-diversity and climate change issues to help contribute to the development of a more sustainable agri-sector.			
74	Teagasc to prioritise the development of a new Dairy Expansion Service to deliver one to one services to support dairy farm businesses in planning and monitoring their dairy expansion operations.	Teagasc		2015-2020
75	Expansion of the current discussion group model to provide access to up to date research and information, in the areas of grassland and soil management; genetics and breeding; financial management/business planning and price volatility management; animal health and welfare; environment and farm safety. This should be backed by a number of commercially operated beef demonstration farms.	Teagasc		2015-2020
76	Implement a third phase of the Teagasc/Farmers Journal BETTER Farm Beef Programme with an emphasis on transferring best practice in management and breeding to the maximum number of farms.	Teagasc		2016-2019
77	Develop specialised Knowledge Transfer programmes to upskill farmers who are employing extra labour units in areas such as improving current farm practices; employing staff; responsibilities as an employer.	Teagasc		2016
78	Develop targeted extension campaigns on financial fitness dealing with volatility management, business planning and investment planning.	Teagasc		Ongoing
79	Further development of simple software tools to support financial and business planning at farm level to encourage uptake in usage of these tools which support budgeting, viability and financial decision making at farm level.	Teagasc		Ongoing
80	Teagasc to continue to develop its 'Options Plus' programme for improving off-farm income generation of farmers and to link farm families with the variety of learning opportunities provided by other agencies including the ETBs, LEOs, LDCs, third level institutions and Social Welfare including the development of a communication tool which contains a calendar of skills training opportunities on a regional basis.	Teagasc		Ongoing
81	Teagasc to establish a pig farm manager course.	Teagasc		2016
82	Consider the development of a Poultry advisory and research service, in partnership with industry to support poultry farm management.	Teagasc		2016
83	Enhance hill farming systems by promoting greater integration with lowlands sheep producers through the formation of joint hill/lowland knowledge transfer groups.	DAFM	farmers	Medium-long term
84	Launch a knowledge transfer measure with an emphasis on promoting and developing the use of Integrated Pest Management principles in the tillage and horticultural sectors	DAFM	Teagasc	Teagasc will support this through RDP KT groups
85	Establish knowledge transfer groups for malting barley growers	DAFM	Teagasc	Teagasc will support this through RDP KT groups
86	Teagasc to develop a Technology Outreach Service to support rural-based agri-professionals in delivering services to farmers.	Teagasc		Ongoing
<b>Agri-Food Companies</b>				
	<b>Skills Needs for Agri-Food Companies: The processing sector has a number of challenges and skillset needs which must be addressed if food companies are to develop and reach their potential towards 2025 these include: (i) the need to attract and develop management and leadership capability, (ii) lack of 'in-company' capability to accelerate market development and direct market access, (iii) capability to access finance through business and financial planning expertise, (iv) lack of technical capacity to absorb new research and innovation from research bodies, (v) inability to develop management teams, implement succession planning, plan for mergers and acquisitions and professionalise corporate governance structures, (vi) limited ability to attract and access third level graduates with skillsets to address these gaps and (vii) lack of skilled operatives in certain key areas such as engineering, maintenance and technicians</b>			
87	Request the Expert Group on Future Skills for Industry update the report on Future Skills Needs in the Food and Drinks sector at management, financial, innovation and operational levels.	DJEI		2016



88	DAFM, through its research funding programmes (Stimulus, FIRM and CoFoRD), to continue to support the development of the new thought and technology leaders for the agri-food sector through supporting agri-food Masters and PhD students on suitable scientific and impactful research projects.	DAFM		Ongoing
89	The DAFM funded Agri-Food Graduate Development Programme to be used as a platform to develop a model to deliver continuous professional development to graduates in agri-food companies through short themed modular courses and work placed Masters and PhD programmes.	DAFM		Ongoing
90	To ensure food clients have the essential capabilities and capacity in place to support ambitious international growth strategies Enterprise Ireland will continue to develop customised management programmes around key themes of Leadership and Management Development, Operational and Manufacturing development capacity, International Sales and Marketing, Innovation and Entrepreneur Development, to inspire ambitious business leaders and equip them with the tools and techniques to grow their businesses. These programmes include Leadership for Growth, Innovation for Growth, Platform for Growth, Business Processing Offer, Foodworks and Competitiveness Improvement Programme.	EI		Ongoing
91	Enterprise Ireland to develop a portfolio of business-focused executive development programmes in partnership with the third level sector which include a focus on building specialist business and leadership capability at middle-management level in order to support the development and retention of future leaders within the agri-food sector.	EI		2016
92	Enterprise Ireland to develop Leadership for Growth (L4G) Alumni Master Classes that are tailored to address the need of clients.	EI		2016
93	Enterprise Ireland will promote and develop Gradhub's Graduate Business Growth Initiative (Graduate Placement) to assist indigenous food and drink SMEs to scale and grow their businesses through the introduction of graduate talent.	EI		Ongoing
94	To increase innovation capability and absorption capacity across the sector Enterprise Ireland, in association with the relevant research institutions will design and develop a Food Innovation Fellowship programme to increase and embed technical capability within food companies.	EI		2016-2017
95	Enterprise Ireland's Innovation 4 Growth programme will support companies to implement innovation practices, processes and culture with a focus on market led innovation.	EI		Ongoing
96	Expansion of the competency and professional development of small businesses through the evolution and strengthening of structured platforms such as Food Academy, Food Works, Vantage.	EI	Bord Bia	Ongoing
97	Teagasc will develop an industry-based Walsh Fellowship Postgraduate scheme to enhance the scientific absorption capacity of the food SME sector.	Teagasc		2016
98	Explore formal opportunities to transfer learnings from food and drink production to new sector entrants via mentoring, training and skills transfer by Industry, Skillnets, universities, schools and Agri Aware.	Industry	Skillnets, universities, schools and Agri Aware	2015
99	Enterprise Ireland and Bord Iascaigh Mhara (BIM) to continue to develop a series of tailored executive development programmes in the Seafood sector to prioritise leadership and management development, technical development (including safety and green manufacturing), and sales and marketing.	BIM	EI	2016
	<b>Marketing</b>			
	<b>Skills Needs for Marketing: The potential of the sector to access new markets will require expertise and the development of the marketing capabilities of the sector.</b>			
100	Greater capacity must be developed around marketing and branding with a focus on increasing the number of international marketing graduates employed in the sector. Explore opportunities for industry co-funding/sponsorship to significantly increase these resources on the ground and extend the sector's market reach.	Bord Bia	Industry	2016
101	Continue to build on the Bord Bia 'Marketing Fellowship' and 'Food Marketing Graduate' programmes to deliver high quality talent to the food industry.	Bord Bia	Industry	2016
102	Build on the Origin Green Ambassador programme to engage with targeted customers to build awareness and understanding of Ireland and the Origin Green programme.	Bord Bia		2016
103	Communicate benefits of working in the food and drink industry throughout school, undergraduate and postgraduate programmes.	Bord Bia		2016
104	Bord Bia to establish a Market Placement programme which assigns Irish graduates to global target customers. The programme will create a group of graduates skilled in best practice which they will bring back to Irish industry upon their return. The placement will also serve to raise awareness and understanding amongst host companies of Ireland and its industry capabilities.	Bord Bia		2016

105	Enterprise Ireland and Bord Bia to collaborate with industry on the development of a pilot support programme for agri-food companies to support overseas business development initiatives.	Enterprise Ireland	Bord Bia	2016
106	BIM to build market scaling of companies through its co-opetition programme	BIM	EI & Bord Bia	2016 & 2017
	<b>Health and safety</b>			
107	DAFM, Teagasc and the Health and Safety Authority to continue to support educational initiatives supporting behavioural change at farm level in respect of safety in particular as part of knowledge transfer groups and level 6 (green cert) education.	DAFM	Teagasc and the Health and Safety Authority	ongoing
108	Engineered solutions to safety, such as those available under the Farm Safety scheme, to remain a priority in grant aided investment programmes, where available.	DAFM		ongoing
109	BIM to provide an enhanced programme of training for crew of fishing vessels with a strong focus on safety at sea.	BIM		2015-2017
	<b>Languages</b>			
110	Bord Bia to implement the undergraduate Language Bursary Programme to improve the language proficiency of graduates coming from degree programmes strategically important to the food and drink industry such as Agricultural Science, Food and Nutritional Sciences and Food Marketing and Entrepreneurship.	Bord Bia		2016
111	Consider better engagement with existing young Irish diaspora living in foreign markets as a potential source for recruiting talent and skills through better harnessing of networks and data from Irish Embassy networks.	DAFM	DFAT	
	<b>Competitiveness Actions</b>			
	<b>Recommendation: Development of measures to manage impacts of price/income volatility</b>			
112	Processors should prioritise the development of fixed price contract arrangements and other volatility management tools for their suppliers to mitigate against the impacts of price volatility on both producers and processors.	Industry		
113	DAFM to continue to support and pursue an adequately funded Common Agriculture Policy post 2020 and seek to maintain income supports at least at current levels.	DAFM		2018-2020
114	DAFM and industry to progress development of producer organisations in beef and horticulture sectors.	DAFM	Industry	2017
115	DAFM and industry to explore mechanisms to improve transparency around pricing and costs.	DAFM	Industry + DJEI	Ongoing
116	DAFM to review the possibility of developing a mechanism to minimise risk for processors and give farmers confidence regarding price including possible mutual funds such as a reinsurance scheme.	DAFM		Review in 2016
	<b>Recommendation: Ongoing review and updating of Agri-Taxation measures to address competitiveness issues</b>			
117	The Agri-taxation Working Group to continue to examine and consider new actions which will help deliver:	DAFM		Ongoing
117A	Ø Increased land mobility and productive use of land.			
117B	Ø Improved farm succession including intergenerational partnerships.			
117C	Ø On wider agriculture policies and schemes, such as supporting investment to assist new entrant young trained farmers, environmental sustainability, on-farm renewables, alternative farming models such as farm partnerships, leasing, contract farming and responses to increasing income volatility.			
117D	Ø Scope for an energy efficient SEAI scheme for non-incorporated farm businesses.			
117E	Ø Assistance to farmers to deal with the consequences of price volatility such as income averaging.			
118	Department of Finance and DAFM to improve dissemination of information on taxation incentives including engagement with advisors, tax consultants and accountants.	DAFM	DoF	Ongoing
119	DAFM and Department of Finance to undertake a review of capital, taxation and other incentives available to the seafood sector and to make initial recommendations by end 2015.	DAFM	DoF	2015
	<b>Recommendation: Aid farm restructuring and land mobility</b>			
120	DAFM should ensure that any future schemes and supports do not accentuate land mobility challenges and instead target those producers with best potential for growth and competitiveness, and in particular younger farmers with relevant qualifications and sound business plans.	DAFM		2020

121	DAFM should continue to take account of formally recognised collaborative farming arrangements in the design and implementation of its schemes and supports to ensure individuals are not disadvantaged by participating in these models of farming.	DAFM		Ongoing
122	Explore greater use of joint approaches with DAFM, Teagasc, industry and professional stakeholders in engaging with the farming community to embrace longer-term leasing and collaborative farming arrangements to help resolve land mobility challenges.	DAFM	Teagasc	Ongoing
	<b>Recommendation: Prioritisation of sustainable productivity improvements at producer level</b>			
123	Improve the use of genomic technologies and better breeding to improve the sustainability of the National herd, including by:	DAFM	Teagasc/ICBF	Ongoing
123A	Ø Increasing the level of data recording at farm level.			
123B	Ø Increasing the use of breeding indices in purchase decisions.			
123C	Ø Increasing the level of genotyping across the national herd to allow for robust, genomics based breeding indexes.			
123D	Ø Application of commercially focused breeding indices and sexed semen to increase the beef characteristics of the increased output from the dairy herd and thereby ensuring these animals best meet market specifications.			
124	Teagasc and other research providers to develop measures such as improved grazing management practices, increase soil fertility and sward renewal to increase grass utilisation by 2t/ha on livestock farms.	Teagasc		Ongoing
125	Teagasc, other research bodies and industry to develop the use of precision technologies applicable to pasture based production.	Teagasc		Ongoing
126	BIM to bring forward strategies/programmes to address irregularity in the supply of seed mussels into the bottom grown mussel sector. Continued research into the development of indicators for HNV farming that would allow targeted support for such farming systems.	BIM		2016+2017
	<b>Recommendation: Improve access to finance for agriculture, forestry and seafood producers and Agri-food companies</b>			
127	DAFM will continue to explore additional innovative funding mechanisms and financial instruments, specific to the Agri-food sector, to complement existing mechanisms such as ISIF, SBCI and EIB, with a view to improving further competition in relation to credit provision. Appropriate delivery and distribution mechanisms will be considered including the potential for a dedicated Agri-food sector fund.	DAFM		ongoing
128	DAFM to encourage the EU Commission to review State Aid Regulations in the context of the development potential of the Irish agri-food sector and the sector's strategic importance to the Irish economy.	DAFM		ongoing
129	In the light of its current fragmented structure and low financial capacity, EI and BIM to develop a financial model for seafood sector which provides funding opportunities that both increase scale and deliver commercial return. These will be tailored to meet the specific needs of the seafood sector.	BIM	EI & UnG	2016
	<b>Recommendation: Development of scale at processing level</b>			
130	Industry to consider how best to optimise use of the processor asset base and all forms of rationalisation including possibilities for collaboration in processing, joint ventures, product specialisation.	Industry		
131	To drive entrepreneurship, Enterprise Ireland will create a new funding offer to incentivize a small number of scalable food and beverage start-ups.	EI		2015
132	To develop scale Enterprise Ireland will develop a new client engagement model that is focussed on scaling ambitious companies. This model will be: company-led, focussed on the leadership team, benchmarked against best-practice, to indicate key areas of focus, and will be implementation focussed, with advisers, mentors and peers working together.	EI		Ongoing
133	Enterprise Ireland will continue to develop customised management development programmes to develop in-company capability to ensure that they have the Leadership, Management and operational skills to capitalise on growth opportunities and scale internationally.	EI		Ongoing
134	EI will continue to work with Development Capital Funds/Banks/Alternative sources of finance to ensure that scaling businesses are adequately funded.	EI		Ongoing
135	To develop scale and export capability in the seafood processing sector, BIM, Bord Bia and EI to work collaboratively to scale up companies in the pelagic, whitefish and shellfish sectors and to bring a number of companies to PLC level.	BIM	EI & Bord Bia	2016-2017
	<b>Recommendation: Influence national initiatives targeted at addressing cost competitiveness in Irish economy</b>			
136	DAFM and industry to pursue solutions to cost competitiveness issues for Irish Agri-food sector specifically energy, waste, regulatory costs, in National Competitiveness Council.	DAFM	Industry	Ongoing

137	To build competitiveness Enterprise Ireland will continue to promote and develop the Lean Business offer to help agri-food companies to adopt world class manufacturing standards and to drive productivity growth through skill development and Lean re-engineering.	EI		Ongoing
138	Enterprise Ireland to promote its competitive fund for SMEs to support a strategic initiative focusing on capital and technology acquisition leading to productivity and competitiveness.	EI		Ongoing
	<b>Recommendation: Encourage Foreign Direct Investment(FDI) in Agri-food sector to locate in Ireland</b>			
139	EI and IDA will cooperate to target a select number of multinational clients for large mobile investments.	EI		2015-2016
140	EI to explore FDI opportunities via partnerships and Joint Venture approaches between Irish processors and MNCs in particular in areas such as life-stage nutrition	EI		2015 ongoing
	<b>Recommendation: Develop communications, transport and logistics infrastructure to improve competitiveness</b>			
141	DAFM, as part of interdepartmental and stakeholder initiatives such as the National Competitiveness Council, to promote the need to develop rural broadband, port, road and airport infrastructure development.	DAFM		Ongoing
142	Industry to conduct a study into improving transportation and logistics links with the UK market for Irish Agri-Food and beverage companies to identify opportunities to increase supply chain efficiency and reduce costs.	Industry		
	<b>Recommendation: Develop on-farm diversification</b>			
143	Teagasc 'Options' programme to continue to support on-farm diversification measures and programme impacts to be monitored and measured.	Teagasc		Ongoing
144	DAFM to roll out female entrepreneur development programme.	DAFM		2015
145	To complement the current Marine Leisure and Tourism schemes, DAFM in conjunction with stakeholders to develop an agri-food tourism measure with an emphasis on food, beverage and eco-trails pairings.	DAFM		2015-2016
	<b>Market Development Actions</b>			
	<b>Recommendation: State Agencies to review the deployment of human resources in overseas locations to maximise support for trade development and realisation of market opportunities, in consultation with industry stakeholders.</b>			
146	DAFM, Bord Bia and EI to explore synergies and priorities for the deployment of human resources in specific markets, including possibilities for relocation, new posts and new offices based on market prioritisation which considers growth possibilities, consumer insights, political stability of regions/countries and the market access regulatory environment.	DAFM	Bord Bia and EI	2016
147	DAFM and agri-food state agencies to enhance linkages with other government agencies including Department of Foreign Affairs and Trade embassy network, IDA, DJEI – Tourism Ireland and leverage the resources in these agencies to support the Irish agri-food sector in accessing new markets.	DAFM	DFAT	Ongoing
148	DAFM to review and assess the assignment of Agri-food Attaché posts in the context of supporting industry trade development opportunities and priorities.	DAFM		2016
149	Bord Bia to increase market presence in emerging markets with particular focus on Asian and African countries.	Bord Bia		2015
150	Bord Bia to continue to build Ireland's reputation and raise the awareness of Ireland with key customers globally through the Origin Green Ambassador and Market Placement programmes.	Bord Bia		2016
	<b>Recommendation: State Agencies to support market prioritisation and targeting.</b>			
151	Establish mechanisms to support market prioritisation strategies and market decision making through provision of consumer insights in specific regional and country markets including by exploring the feasibility of establishing a Centre for Consumer Insights.	Bord Bia	Industry	2016
152	Bord Bia to continue to invest in innovative buyer contact initiatives and inward buyer visits across all existing markets and introduce into emerging markets.	Bord Bia		2016
153	Bord Bia to maintain support for Marketplace 2018 and broaden focus on emerging markets and to deliver 50% of buyers from non EU markets.	Bord Bia		2018
154	Bord Bia to enhance its lead generation programme across all regions to deliver market and business prospects.	Bord Bia		2016
155	DAFM to optimise the use of strategic trade missions to emerging markets to ensure market entry conversion.	DAFM		2015 ongoing
156	Industry to pursue and seek joint venture/partnership opportunities to enhance market access opportunities.	Industry		



	<b>Recommendation : Government Departments and State Agencies to enhance cooperation on promoting Ireland's positioning in emerging export markets</b>			
157	Establish an interdepartmental group to develop complementary approaches across Government agencies to promote 'Ireland' in emerging distant markets and to promote synergies between Irish tourism, agri-food and culture.	DAFM		
158	Develop promotional marketing material to sell Ireland's - positive green environmental credentials, modern young well educated economy, research capacity, food environment (high quality, food safe) including positive imagery, social media and videos.	DAFM	DTTAS	Ongoing
159	DAFM to explore with relevant state agencies measures to better link in the agri-food sector with the experience of tourists, including the promotion of food, beverages and marine trails.	DAFM	DTTAS/Fáilte Ireland	Ongoing
160	Build on the success of marketing Irish Whiskey and beers internationally by demonstrating the linkages of these products to the wider agri-food sector.	DAFM	Industry	Ongoing
	<b>Recommendation: Further enhance Origin Green Programme as a tool to measure and demonstrate in domestic and global markets Ireland's credentials as a producer of sustainable, safe, nutritious and high quality food.</b>			
161	Bord Bia to develop a messaging programme to communicate, in partnership with industry, the benefits of Origin Green membership to producer stakeholders to ensure greater adoption and engagement with the programme by producers across all agri-food production sectors	Bord Bia		Ongoing
162	Bord Bia to develop a mentoring programme to work with verified members to help them articulate their sustainability efforts to key customers and stakeholders and to gain recognition in the marketplace	Bord Bia		2016
163	Bord Bia to enhance the Origin Green Ambassador Programme building ongoing relationships with targeted customers to increase awareness and understanding of Origin Green and drive a preference for Ireland as a sustainable source of supply	Bord Bia		2015
164	Bord Bia to expand scope of programme to include retail and food service sectors by developing charters relevant to each sector	Bord Bia		2016
165	Provide further funding for consumer insight to identify and understand how consumer differences across geographical markets will impact on Origin Green messaging around sustainability to allow the brand to transition from B2B to B2C	Bord Bia		Ongoing
	<b>Animal Health Status</b>			
	<b>Recommendation: Continue to enhance and support Ireland's animal health status and reputation for producing safe, high quality food.</b>			
166	DAFM, in consultation with stakeholders, to formulate a National Farmed Animal Health Strategy for Ireland which will provide the framework for an evidence based, co-ordinated and collaborative approach to animal health matters in support of on-farm productivity, processor efficiency and export markets.	DAFM		Ongoing
167	DAFM and industry to build on the recent substantive progress towards the eradication of bovine Tuberculosis, by setting an ambitious target of eradicating tuberculosis from the cattle herd in Ireland by 2030.	DAFM		Ongoing
168	Reflecting the need for strong leadership and involvement by all stakeholders in sustaining such progress and pursuing this objective, a high level national industry forum will be put in place to provide coordinated industry leadership in support of the DAFM executive team. The forum composition will represent the interests of farmers, industry, and government. Its role will be to review the strategic programme on an ongoing basis, facilitate agreement on appropriate new programme measures and targets and ensure the constructive participation by all parties in sustaining progress towards eradication.	DAFM		2016
169	Industry and state agencies continue to enhance support for Animal Health Ireland and agree an equitable sustainable funding model that will sustain the organisation over next ten years.	Industry		Ongoing
170	AHI and relevant stakeholders to address already identified animal health related production inefficiencies associated with endemic disease on Irish farms by:	AHI		2016-2020
170A	Ø Completing the BVD eradication programme within an established timeframe.		BVD Implementation Group	2020
170B	Ø Maintaining progress on the SCC Cellecheck programme and achieving the programme objective target of continuing to improve milk quality.			2020
170C	Ø Evaluating the results of the Johnes' Disease Pilot programme with a view to putting in place a sustainable voluntary Johnes' Disease control programme.		JD Implementation Group	2016

170D	Ø Evaluating benefit/cost of initiating programmes and, where appropriate, develop and bring forward strategies/programmes aimed at addressing the current levels of			
	1. Calf mortality			
	2. Dairy cow lameness			
	3. Fertility rates in suckler herds			
	4. Sheep genetics and breeding			
171	DAFM to support the carrying out an economic appraisal by Teagasc of the benefit/costs of implementing a compulsory national IBR eradication programme for consideration by AHI and its stakeholders with the expectation that if the outcome shows a favourable return on resource deployed that a national eradication programme will be initiated by 2019.	DAFM		2015/2016
172	DAFM and industry to progress and improve the return to producers and their advisors relevant data arising from ante and post mortem inspection at meat plants, in support of optimising on-farm productivity, through improved animal health.	DAFM		Ongoing
173	Recognising global societal concerns relating to the threat to human and animal health of anti-microbial resistance, and in that context, the need to ensure prudent use of anti-microbials in animal production systems, DAFM will, in consultation with stakeholders, continue to advance its action plan and develop implementation strategies for veterinary practitioners and farmers in relation to anti-microbial usage.	DAFM		Ongoing
174	DAFM should encourage industry stakeholders to enhance existing systems for surveillance of animal diseases to facilitate early detection of new/emerging and exotic disease and to provide a more robust evidence base substantiating marketing claims about the animal health and welfare status of the national herd/flock and supporting disease control at farm level.	DAFM		Ongoing
175	MI to support actions that promote an expanded range of treatments for pests in salmon fisheries.	Marine Institute		
176	DAFM and agencies to promote the development of new medicines and measures to strengthen control of sea lice on salmon farms.	DAFM	MI	2016-2021
177	DAFM and State agencies to continue to advance shellfish safety monitoring and science.	DAFM	SFPA, BIM & MI	Ongoing
	<b>High Food Safety Status</b>			
	<b>Recommendation: The Irish Agri-food industry should enhance its strong credentials in food safety through a public-private collaboration aimed at anticipating and mitigating new and emerging risks to the food chain.</b>			
178	DAFM, FSAI and industry to combine resources and intelligence gathering capacity to improve monitoring and predictive capacity which will result in more timely responses to food safety threats which may arise and ongoing communication.	DAFM		Ongoing
179	Review laboratory capacity to ensure effectiveness to address potential disease outbreak or food scares	DAFM		Ongoing
180	Prioritise research to ensure the development of state of the art methodologies to identify and assess the risks with biological and chemical contamination of food and develop the controls to mitigate against these risks.	DAFM		Ongoing
181	Prioritise research to ensure that the Irish food industries have the best available technologies and systems that will assist in identifying and controlling risks arising from microbial and chemical contaminants.	DAFM		Ongoing
	<b>Innovation Actions</b>			
	<b>Recommendation: Future Agri-food research to be informed by consumer insights to improve translation of research output into commercial products on market.</b>			
182	Bord Bia to explore with industry the potential for development of a Centre for Consumer Insight which should provide consumer insight to inform future investment in research and development by Irish agri-food research bodies. This may include:	Bord Bia		2016
182A	Ø Investment in a physical space that is creative and inspirational, and accessible to international visitors and consumers who will be involved in the consumer research.			
182B	Ø Invest in the technology that underpins the Centre for Consumer Insight and partner with private enterprise that will support the initiative with their intellectual expertise, share their global connections and innovation experiences so that it is a state of the art, outward looking, and world class facility.			
182C	Ø Increase the number of marketing specialists in areas of qualitative research, data mining and analysis, brand and innovation specialists.			
182D	Ø Communicate benefits to all stakeholders to maximise engagement.			
183	Bord Bia to continue to partner with major domestic retailers on supplier development programmes including Taste Bud and Food Academy initiatives.	Bord Bia		2016

184	Centre for Consumer Insight to inform market validation of future publicly funded research investments.	Bord Bia		2016
	<b>Recommendation: At producer level prioritise research and innovation investment in processes and technologies which improve productivity and sustainability of production</b>			
185	The primary production research activities of national research bodies, including Teagasc and academia, to be focussed on grass land productivity, animal breeding/genetics, soil nutrient usage, animal health improvements, crop production, economic analysis of Irish agriculture, food ingredient, product and process innovation.	DAFM	Teagasc & Research Bodies	Ongoing
186	Teagasc in collaboration with relevant HEIs and others to research emerging precision technologies, data analytics, sensor technology, DNA technology and possibilities for mining big data to improve decision making, availing of existing resources and capabilities.	Teagasc		
420	The primary production research activities of national research bodies, including Teagasc and academia, to be focussed on grass land productivity, animal breeding/genetics, soil nutrient usage, animal health improvements, crop production, economic analysis of Irish agriculture, food ingredient, environmental sustainability practices, monitor effects of seafood production on European designated sites, product and process innovation.	DAFM	Teagasc & Research Bodies	Ongoing
421	Teagasc in collaboration with relevant HEIs and others to research emerging precision technologies, data analytics, sensor technology, DNA technology and possibilities for mining big data to improve decision making, availing of existing resources and capabilities.	Teagasc		Ongoing
	<b>Recommendation: Improve coordination between Industry, State Agencies and Research Institutions to support the delivery of research which will deliver commercial outputs and products.</b>			
187	Establish a high level core team to review current Agri-food sector innovation capacity, the utilisation of this capacity and to better market the Irish agri-food sector's innovation capabilities.	DAFM		2016
188	DAFM, Enterprise Ireland and other research funders to work collaboratively to implement SHARP with oversight from National Agri-food Research and Innovation Group (NAFRI).	DAFM		Now to 2017
189	NAFRI to review coordination of agri-food research technology centres to ensure resources are applied most efficiently including exploration of how best to join up existing centres of excellence - Food Health Ireland, Nutramara, Dairy Processing Technology Centre, proposed Meat Technology Centre and the potential centre of excellence for PCF, Beverage and Horticulture sectors while maintaining consistency through EI Technology Centre programmes.	DAFM		2017
190	DAFM through the FIRM programme to further collaborate with Enterprise Ireland and other research funding providers to ensure the required spectrum of agri-food research activity is funded to develop the underlining technologies and capabilities which can be leveraged to create commercial outputs and facilitate involvement in externally funded initiatives notably the EU Horizon 2020 RTD programme.	DAFM		Ongoing
191	Continue to promote and increase joint industry and public sector investments in research projects which will improve the commerciality of research outputs.	EI	DAFM/Industry	Ongoing
192	Create a virtual multi- campus centre of excellence for seafood development in Ireland, including BIM's Seafood Development Centre, Teagasc's Ashtown facility and third level institutes, to provide a co-ordinated, seamless product development experience for seafood entrepreneurs.	BIM	Teagasc, EI & industry	2017
193	DAFM in conjunction with state agencies and industry partners to develop a "SMART NAUTRIENTS" research programme to support high value products from seafood.	DAFM	Marine Institute & Industry	
194	DAFM, Marine Institute and Industry to develop further research programmes on the potential of marine species of fish, shellfish and seaweed as possible high value sources of pharmaceutical, cosmetic and renewal energy products	DAFM	Marine Institute and industry	2014-2020
	<b>Recommendation: Improve capacity of Agri-food companies to absorb Research and innovation output from Research bodies</b>			
195	Teagasc to develop proposals for a Food Innovation Hub at its Moorepark campus to promote greater collaboration between industry and public research, and deliver a step change in innovation activity in the food industry.	Teagasc		2016
196	Teagasc will lead research in collaboration with other research institutions and industry to derive applications from the significant state investment in foods for health. This will build on initiatives such as the APC, FHI, and Nutramara.	Teagasc		Ongoing
197	Teagasc and the dairy industry to complete the €10 million upgrade of Moorepark Technology Limited pilot plant.	Teagasc		2018

198	Enterprise Ireland will create an FDI and Innovation Portal to improve connectivity across the Irish innovation system for Food and beverage companies.	EI		2016
199	Enterprise Ireland to continue to support the evolution of FHI and DPTC to allow the centre to realise long term full potential.	EI		Ongoing
200	Enterprise Ireland to develop the Meat Technology Centre initiative in association with meat industry, DAFM, Teagasc and academia, with a view to launching in early 2016.	EI		2016
201	Enterprise Ireland will continue to engage with Industry, DAFM, research providers and other relevant stakeholders to establish a food/test incubation technology centre of excellence to support PCF, Beverage and Horticulture sectors with a focus on pilot stage production, packaging innovation, product reformulation and be a portal to global best practice research data of interest to these sectors.	EI		2016
202	Industry and EI should continue to drive an industry-led network of Irish Agri-food companies which access Research Bodies in a collaborative/partnership manner on specific innovation/research challenges.	EI	Industry	Ongoing
203	The DAFM funded Agri-Food Graduate Development Programme to continue to upskill agri-food graduates for employment through enhancing industrial knowledge, business and personnel management, leadership, communication and advanced research and innovation skills.	DAFM		Ongoing
204	DAFM to continue to partner with the Irish Research Council's employment-based Research Programme to facilitate the placement of post-graduate research students in agri-food enterprises.	DAFM		Medium term
<b>SECTORAL ACTIONS</b>				
<b>Dairy Actions</b>				
205	All milk producers should be strongly encouraged to carry out grass measurement as the efficient use of grass is one of the key advantages of the Irish dairy sector	DAFM	processors, farm organisations, Teagasc	Medium term
206	Strategies should be developed to increase the fertility of Irish grassland soils in order to address deficiencies in P, K and lime	Teagasc		Ongoing
207	Dairy farmers should set a target of increasing grass utilisation to 10 tonnes / ha	Teagasc	Farmers	Medium term
208	Continue to leverage the benefits of genomic technology to help maintain the rate of genetic improvement in the dairy sector to maximise resource use efficiency and lower emissions	DAFM	ICBF	Medium-long term
209	Industry stakeholders need to ensure that sexed semen continues to be rolled out to Irish dairy farmers and that continued research in the technology is undertaken	ICBF	Farmers, Teagasc, AI Companies and vets	Ongoing
210	Increase the number of farmers that complete profit monitors or other cost management tools	Teagasc		Ongoing
211	An increased awareness among milk producers and others in the dairy sector in relation to the key issues surrounding fixed price contracts and financial management skills should be facilitated, including an increased use of cash flow budgeting and monitoring tools to help cope with milk price volatility	Teagasc	Private consultants and accountants	Immediate
212	Processors should prioritise the development of fixed price contracts and other volatility tools for their suppliers. Equally dairy exporters should develop fixed price contracts from the customers back to the exporter	Processors		
213	The issues around the possibility of developing a mechanism including mutual funds such as a reinsurance scheme should be examined to minimise risk for processors and give farmers confidence regarding price	DAFM	DoF	Immediate
214	The Government will ensure that the tax system as it specifically applies to farmers should remain under review to establish if there is further scope to take account of income volatility faced by dairy farmers	DAFM	DoF	Ongoing
215	Engagement by processors, producers and the Department with the Milk Market Observatory should be enhanced	DAFM	Processors, farm organisations	Ongoing
216	Origin Green will be a key marketing tool and should be fully supported at all levels of the industry within an ambitious time frame. The verifiable sustainability credentials of Irish dairy products will be a key marketing advantage under this programme and Ireland will be positioned as a leading supplier of sustainable dairy products across all markets	Bord Bia	Teagasc	Ongoing
217	Industry will continue to focus on the development of value added products whilst ensuring, insofar as possible, that the maximum value possible is retained indigenously	Industry	Bord Bia, DAFM, Teagasc/MTL, Universities, Enterprise Ireland	Ongoing



218	In line with the findings of the Report on Smart Ageing which was presented to Government in April 2015, opportunities for the development of dairy based foods in this sector will be examined	Industry	Bord Bia, Teagasc, Universities, EI	2016
219	Ireland's success in added value sectors such as farmhouse, artisan and higher end cheeses and butters will continue to be recognised, developed and encouraged	Bord Bia	Teagasc	2015/2016
220	The scope for continuous efficiency improvements must be continuously pursued against competitive benchmarks	Industry		Ongoing
221	The response to environmental challenges in areas such as emissions, water quality and biodiversity must be centrally co-ordinated and must highlight Ireland's key leadership role in balancing more intensive production with environmental concerns	DAFM	Bord Bia, Teagasc	Ongoing
222	The Sustainable Dairy Assurance Scheme (SDAS) must include all dairy farmers as an immediate priority	Bord Bia		Ongoing
422	Cost benefit analysis in relation to mitigation measures for ammonia emissions should be undertaken	DAFM	DECLG, EPA	2015/2016
<b>Beef Actions</b>				
223	Increase fertility levels and decrease calving intervals in suckler herds	Teagasc		Ongoing
224	Facilitate the rapid operationalisation of all aspects of the <i>Beef HealthCheck</i> programme, including batch-level, herd-level and geographic reporting	AHI	DAFM, MII, ICBF, Veterinary Ireland, Teagasc	2015
225	Facilitate the further development of resources and information to encourage livestock producers to place an economic value on the biosecurity of their holdings	DAFM	AHI & Teagasc	2016
226	Leverage the benefits of the recent adoption of genomics technology in the beef sector to improve the genetic quality of the national breeding herd through inter alia, maximising participation in the Beef Data and Genomics Programme, to help lower emissions and improve farm competitiveness	DAFM	ICBF	2015-2020
227	Exploit potential of genomics to add value at farm level by improving breeding and at processing level in areas such as meat quality and meat tenderness	ICBF	Processors, Teagasc, DAFM, Enterprise Ireland	2015-2025
228	Further develop the potential use of sexed semen for breeding selection and improving genetic profile and profitability of the proportion of the beef herd coming from the dairy sector	ICBF	AI industry and Teagasc	Ongoing
229	Intensify the level of research aimed at informing the formulation of the breeding indexes used in the sector and the distribution of the traits therein	DAFM	ICBF, Teagasc	Ongoing
230	Focus on net margin per hectare as a measure of profitability and kilograms of beef produced per hectare as a suitable measure of efficiency	Teagasc	Farmers, farm advisory services and ICBF	2015
231	Increase the number of livestock farmers in Knowledge Transfer Programme	Teagasc		Ongoing
232	Develop infrastructure through knowledge transfer programmes and farmer education to ensure improved grassland management. This will include increasing the proportion of grassland farmers participating in weekly grass measurement from 1,250 today to 3,000 by 2020 and 5,000 by 2025	Teagasc	Advisory services	Ongoing
233	Support research efforts and knowledge transfer tools to better utilise the beef output from the dairy bred calves in a systemised manner	Teagasc	Processors	2015-2025
234	Review mechanism for linking the knowledge developed on Teagasc/Farmer's Journal BETTER Farm Beef Programme and the new Suckler Cow demonstration farm in Athenry with widespread application at farm level	Teagasc	AHI, ICBF, DAFM and farmers	Ongoing
235	Develop a uniform approach to the supply of clean cattle underpinned by research in this area	DAFM	Farmers, processors, Teagasc	2016
236	Increased level of communication and engagement with and between processors and producers in terms of marketplace developments	Processors	Bord Bia and Teagasc	Ongoing
237	Explore options to increase data availability on traded volumes by channel across the whole supply chain, to increase transparency and better inform stakeholder understanding of market returns	Processors	Bord Bia	Ongoing
238	Increase and expand contractual supply arrangements between producers and processors	Industry		

239	Focus on assisting the production of the market required carcass specification and production systems which are designed to maximise return both to the farmer and the processing industry	Farm advisory services	Farmers and processors	Ongoing
240	Engage with retail customers to develop a partnership approach to the production of Irish beef, ensuring a harmonised and collaborative approach to market specifications, price points and farm management practices	DAFM	Processors, Bord Bia, Teagasc and farmers	2016
241	Develop sectoral indicators, analysis and service delivery models which differentiates the sector in terms of farm size/labour requirement of farmers in the industry	Teagasc	DAFM	2016
242	Develop further and build a strong brand image for Irish beef capable of securing a significant price premium at retail and food service	Bord Bia		Ongoing
243	Develop markets for fifth quarter products through enhanced marketing capabilities and through enhanced market access	DAFM	Processors, Bord Bia, Enterprise Ireland	Ongoing
244	Dedicated and adequately resourced DAFM beef market access team to identify, develop, reinforce and secure new third country markets as well as supporting the trade in live exports	DAFM		Ongoing
245	Defend interests of the Irish beef sector in international trade agreements pursued by the EU, particularly in light of competitive threat posed by the US and Mercosur	DAFM	DJEI	2016
246	Investigate and develop viable alternative markets for the additional prime cattle arising from dairy herd expansion	DAFM	Bord Bia and processors	Ongoing
247	Building on the launch of Irish beef into the US, implement a strategy for the premium positioning of Irish beef as sustainable and grass fed resulting in a growth of exports into high end retail and foodservice outlets	Bord Bia	processors	2016
248	Investigate opportunities for including animal welfare standards and human health benefits of grass fed beef in the marketing messages for Irish beef	Bord Bia	Teagasc	2016
249	Explore options for increased returns from meat and bone meal, and tallow through industry and agency R&D	Teagasc	Processors	Ongoing
250	Develop early warning/surveillance systems, vaccines and intervention strategies for the rapid recognition, prevention and control of livestock diseases	DAFM		2015-2025
251	Explore options for alternative funding models for research in the sector, including contributions from the industry	DAFM	farmers & processors	2016
252	Complete the establishment of the Meat Technology Centre	Teagasc	Processors & Enterprise Ireland	2016
253	Explore research projects on the advantages of Irish grass fed beef systems in comparison with other production systems with regards to animal welfare, health and taste along with any other relevant areas. This should include a consideration as to the definition of 'grass fed'	Teagasc	DAFM & Bord Bia	Ongoing
254	Consider the merits of developing a standing national resource with expertise in the field of animal health economics and disease modelling	DAFM	AHI, Teagasc, CVERA and UCD	Ongoing
255	Ensure the availability of the appropriate skills throughout the supply chain, including providing adequate training in butchery skills to the processing sector	DES	DAFM & Teagasc	Ongoing
256	Seek to maintain support for suckler producers in the current CAP arrangements and prioritise that support in future negotiations on the post 2020 policy	DAFM		Ongoing
257	Any increased support for suckler cow production should be conditional on quantity and technical efficiency improvement	DAFM		Ongoing
258	Competitive financing packages required for acquisitions to improve foreign market presence.	DAFM	processors, SCBI, Banks, ISIF	2016
259	Seek to ensure origin labelling requirements across all sectors reflect the appropriate balance between consumer demand and increased cost to consumers and industry	DAFM		Ongoing
260	Seek to minimise the impact of mandatory labelling requirements on the competitiveness of Irish exports on EU markets	DAFM	Bord Bia	Ongoing
261	Increase farmer participation in Beef and Lamb Quality Assurance Scheme (BLQAS) to 90% in terms of proportion of output by 2025	DAFM	Bord Bia	Ongoing
262	Develop strong reputation for quality and environmental sustainability of Irish beef with customers, competent authorities in target markets and NGOs building on the Sustainable Beef and Lamb Assurance Scheme (Origin Green) and optimise the use of this brand reputation in the market place	Bord Bia		2015

423	Explore research into the potential reduction of methane generation arising from cattle and roll-out appropriate mitigation	DAFM	Teagasc	Ongoing
	<b>Sheepmeat Actions</b>			
263	Genetic improvement: focus on ewe fertility and on breeding resilience and resistance to diseases which impact on the productivity of flocks, such as foot-rot and on improving the consistency of product supplied to processors	DAFM	Farmers, Sheep Ireland, Teagasc and processors	2025
264	Work collaboratively with processors, Bord Bia, Teagasc and Sheep Ireland to modify the very seasonal nature of Ireland's sheepmeat supply, and maintain our presence, and access to markets throughout the year	DAFM	Farmers, processors, Bord Bia, Teagasc and Sheep Ireland	Ongoing
265	Increase farmer participation in Beef and Lamb Quality Assurance Scheme (BLQAS) to 90% in terms of proportion of output by 2025	Farmers	Bord Bia and processors	2015-2025
266	Add value to exports by further moving from exporting entire carcasses to pre-packaged boneless cuts through wider market access	DAFM	Processors, Bord Bia & Enterprise Ireland	2025
267	Engage further with Sheep Ireland on the design and implementation of breeding indices based on marketing insights	Sheep Ireland	Teagasc, farmers & breed societies	2020
268	Increase sheep farmer participation in Knowledge Transfer Programmes	Teagasc		Ongoing
269	Enhance hill farming systems by promoting greater integration with lowland sheep producers	DAFM	farmers	Medium-long term
270	DAFM to continue to support and engage with Sheep Ireland on their work to drive better genetic gain for the flock	DAFM	Teagasc & Sheep Ireland	Ongoing
271	Underpin and further improve Ireland's sheep traceability system	DAFM	farmers & processors	2016
272	Teagasc to undertake a review of their sheep research and advisory programmes	Teagasc	DAFM	2016
273	Improve the consumer perception of lamb with the younger demographic as a healthy, convenient protein choice	Bord Bia		Ongoing
274	Build a strong brand image for Irish lamb based on its sustainable grass based production to secure outlets and price premium	Bord Bia	Processors	
275	Implement generic promotion of lamb across France, Belgium and Germany and compete for further EU funding post 2017	Bord Bia		2017
276	Develop a Carbon Navigator tool for sheep producers	Teagasc	Bord Bia	2016
277	Develop strong reputation for quality and environmental sustainability of Irish beef with customers, competent authorities in target markets and NGOs building on the Sustainable Beef and Lamb Assurance Scheme (Origin Green) and optimise the use of this brand reputation in the market place	Bord Bia		Ongoing
424	Policy development should include a focus on managing overgrazing particularly in areas of ecological importance and in areas where water bodies are sensitive	DAFM	Industry	Ongoing
	<b>Pigmeat Actions</b>			
278	Investment in pig production facilities particularly energy efficiency to reduce input costs	DAFM	Farmers & Teagasc	2016
279	Collaboration with the tillage sector to create commercial opportunities for pig manure	DAFM	Farmers & Teagasc	2025
280	Explore feasibility of alternative slurry usage and disposal options, such as anaerobic digestion	Teagasc	Farmers	2025
281	Explore opportunities for greater use of quality assured produce in food service	Bord Bia	Government agencies	2025

282	Engage further with non intensive sector to ensure standards of bio-security are understood and implemented	DAFM		2016
283	Explore extension of country of origin labelling to loose and processed products	DAFM		2015
284	Stakeholder group to examine the challenges associated with animal health / welfare within the pig industry and to bring forward a recommended plan for collective action	DAFM	processors, farmers and other stakeholders	2020
285	Agreement on and implementation of revised Pig Salmonella Control Programme	DAFM		Immediate
286	Use Origin Green in trade marketing to develop preference for and to distinguish Irish produce in international markets	Bord Bia	Industry, farmers & DAFM	2020
287	The industry to scope out an effective marketing message with Bord Bia	Industry	Bord Bia	2015
288	Invest and strengthen the position of the Quality Mark on the domestic market positioning pigmeat as a versatile, healthy option with consumers	Bord Bia		Ongoing
289	Roll out a carbon footprinting assessment and improvement programme for pigs	Bord Bia	Teagasc	short-medium term
290	Opening of upgraded pig research facility in Moorepark with prompt dissemination of research findings to the industry	Teagasc		2017
291	Support pig farms by researching grain varieties in the tillage sector for feed use	Teagasc		2025
<b>Poultry Actions</b>				
292	Improved animal health, welfare and bio-security awareness and implementation through on-farm investment and training	DAFM	Farmers & industry	2015 and ongoing
293	Investment in poultry production facilities particularly energy efficiency to reduce input costs	DAFM	Farmers & processors	2015 and ongoing
294	Exploit the opportunities afforded by country of origin labelling	Bord Bia	processors	2018
295	Consideration of an 'industry insurance fund' to assist producers and processors in the event of disease outbreak	DAFM	Farmers	2020
296	Consideration of development of 'chicken complexes' to allow the industry to operate on a more economic and efficient scale with greater integration and collaboration	DAFM	Processors & farmers	2020
297	Explore opportunities for the increased use of quality assured produce in food service	Bord Bia	Government agencies	2025
298	Collaboration with processors to build on commercial opportunities and drive returns from fifth quarter	Bord Bia	Industry	2025
299	To implement the recommendations arising from whole of the supply chain consultation process to address the issue of Campylobacter at farm, processing and distribution levels	DAFM	Farmers & processors	2020
300	Provide funding under the Rural Development Programme to up-grade existing buildings and funding to support the construction of new housing, <b>including the siting of new housing to avoid environmental effects</b> , and ensure animal welfare and safety	DAFM		Ongoing
301	Examine the extension of country of origin labelling to loose products	DAFM		2020
302	Invest and strengthen the position of the Quality Mark on the domestic market	Bord Bia		Ongoing
303	Incorporate sustainability criteria under the Origin Green programme into the Poultry Products Quality Assurance Scheme (PPQAS)	Bord Bia		2016/2017
304	Roll out a carbon footprinting assessment and improvement programme for poultry	Bord Bia	Teagasc	short-medium term
<b>Cereals/ Tillage Actions</b>				
305	Improve sustainability and reduce the costs of crop production through the improvement of soil management techniques including: appropriate cultivation selection, weed control and maximising the value of organic manures	Teagasc	Growers	2020
306	Increase the proportion of cropped area under malting barley and wheat to meet the demand from distillers, maltsters and brewers, including craft breweries seeking to source a native malt supply	Industry	Growers & Teagasc	2020

307	Increase output of wheat and feed barley to support increased demand from the livestock sector and increase production of forage maize to meet anticipated demand for forage and nutrient requirements from the dairy sector	Growers	Teagasc	2018
308	Increase production of protein crops annually to provide source of native traceable protein for feedstuffs	Industry	Growers & Teagasc	2017
309	Increase the use of rotations and break crop production in response to meeting CAP greening requirements and to developing domestic and export markets (oats, oilseed and pulses)	Growers	Teagasc	2017
310	Form partnerships with intensive livestock producers to avail of organic manures to reduce fertilizer costs, improve biological activity and improve soil fertility	Growers		2016
311	Continue to examine whether the likely development of the sugar and ethanol markets would justify farmer and industry investment in the redevelopment of a sugar beet industry in Ireland	Industry	Growers	2017
312	Develop processing facilities for the production of high value products for the export market such as; oats for the 'health and wellness – human nutrition' category and cold-pressed oilseed rape for the human nutrition market	Industry	Bord Bia, Teagasc and Enterprise Ireland	2022
313	Increase inclusion rate for native malting barley in craft beer production through sourcing of suitable malts and malting barley varieties	DAFM	Micro/craft brewing industry	2020
314	Increase the use of Irish grown potatoes for specialist use such as processing and salad markets	Industry	Teagasc	2020
315	Expand crop variety evaluation programmes to identify high yield varieties of malting barley, wheat, oats and protein crops to support farmer and industry actions	DAFM		2017
316	Promote the use of superior crop varieties through the seed certification system. This will ensure that seeds of the highest quality are available to growers	DAFM		2015
317	Roll out Origin Green programme to tillage producers to underpin the sustainability credentials of the industry	Bord Bia	Growers	2020
318	Identify break crop opportunities and ensure their development by putting in place a cohesive development plan for growers, industry research and technology transfer and policy makers	DAFM	Teagasc & industry	2016
319	Establish a new industry grouping to ensure achievement of targets for protein crops, break crops and oilseed rape	DAFM	Teagasc & industry	2016
320	Examine the feasibility of expanding the seed potato production sector to take advantage of national high-health status and increase exports of seed	DAFM	Growers, IPM & Teagasc	2016
321	Develop marker- and genomics-assisted breeding to aid the development of crops better suited to Irish tillage systems	Teagasc	Universities	2020
425	To promote minimum tillage	DAFM		Ongoing
<b>Horticulture Actions</b>				
322	Producers to support and fund the Horticulture Industry Forum actions	Horticulture Forum Members		Ongoing
323	Industry and Bord Bia to provide matching funding to support EU funded promotional campaigns	Industry	Bord Bia	2020
324	Teagasc and growers to explore the use of precision technologies to accurately map crop input requirements	Teagasc	Growers	2020
325	Potential for production of Irish potato chips and a variety of vegetable based crisps and snacks	Industry	Enterprise Ireland	2020
326	All horticultural processors and packers to sign up to Origin Green	Bord Bia		2018
327	Increase supply chain inspections of country of origin labelling for fresh fruit and vegetables	DAFM		2020
328	Simplification of the mutual recognition process of plant protection products within the EU	DAFM		2018
329	Implement joint industry and EU funded promotional campaigns in the mushroom and potato sectors where the target audience is the younger demographic and key messages will include health and convenience	Bord Bia	Industry	2019



330	Industry and Bord Bia to discuss and progress with the amenity sector (including the retail outlets) seeking joint industry and EU funds for promotional campaign(s) around gardening	industry		2020
331	Implementation of the Food Dudes Programme and developing the delivery model to make it available to all national schools who wish to participate in it on an ongoing basis	Bord Bia	DAFM	2020
332	To examine opportunities for collaboration with other Departments and state agencies in the promotion of fresh produce and its role in a healthy, balanced diet	DAFM	Bord Bia, Dept of Health and Dept of Environment	2018
333	To develop Bloom further as the major showcase of Irish Horticultural production, landscape design and construction	Bord Bia		Ongoing
334	To roll out the Origin Green programme to horticulture producers with business and environmental measures that will underpin the sustainability credentials of the industry	Bord Bia		2020
335	Develop a strategy to maximise opportunities in relation to supplier relations, import substitution and below cost selling in the retail horticultural market	DAFM	DJEI	2016
336	Establish an industry funding mechanism (levy) to promote horticultural products	DAFM	Bord Bia	
337	Review the Terms and Conditions of those employed in the horticultural sector	DJEI	DAFM	
338	Explore the potential for expanding evidence informed 'food in schools' programmes	DAFM	DES, DoH and DCYA	Up to 2025
	<b>Prepared Consumer Foods (PCF) Actions</b>			
339	All companies to sign up to Origin Green initiative	Industry	Bord Bia	End 2016
340	Increase industry expenditure on R&D and innovation by setting a target of a 10% increase in funding per annum	Industry		End 2016 and ongoing
341	Government agencies in consultation with the industry to align the definition of PCF and co-ordinate their approach accordingly	DAFM		2016
342	Develop a sectoral strategy for food and drink SMEs, which sets out supports, targets and best practice for the entry, development and progression of these companies to 2025	Bord Bia	Enterprise Ireland & Teagasc	2016
343	Continue to work directly with indigenous companies to identify new export market opportunities and develop services and supports for companies to facilitate export growth	Bord Bia	DAFM	2016
344	Implement the Competition and Consumer Protection Bill when enacted	DJEI		
345	Drive greater participation by the sector in the Innovation Voucher and Innovation Partnership Programmes	Enterprise Ireland		Ongoing
346	Continue and expand the Employment and Investment Incentive Scheme (Enterprise Ireland) and Seed Capital Scheme to encourage more investment in small PCF companies	DoF		Ongoing
347	Bord Bia to maximise the use of Origin Green and their Quality Assurance programmes to differentiate Irish produce	Bord Bia		Ongoing
348	Continuation and possible expansion of the Foreign Earnings Deduction (F.E.D.)	Dept of Finance		Ongoing
	<b>Alcohol beverages Actions</b>			
349	Establish discussion groups for malting barley growers to include environmental and sustainable practices knowledge transfer	DAFM	Teagasc	Teagasc will support this through RDP KT groups
350	All companies to sign up to Origin Green initiative	Industry	Bord Bia	2016
351	Increase industry expenditure on R&D and innovation by setting a target of a 10% increase in funding per annum	Industry		End 2016 and ongoing
352	Industry to continue to highlight the value of the national economy of the drinks sector and work to reduce the fiscal and regulatory burden	Industry		ongoing
353	Industry and state agencies to work collaboratively to develop an Irish Whiskey and food pairing trail as a major tourist attraction and to differentiate Irish food and drink	Bord Fáilte	Industry and DTTAS	2016

	produce			
354	Develop fiscal and other revenue generating initiatives which will enable the Irish Whiskey industry to fund the minimum three year maturation	Industry	banks and Government	
355	Industry to work with D/ECLG and EPA to improve waste recycling levels, facilities, implementation and to measure change on an ongoing basis	Industry	DECLG and EPA	
356	Assist development of new industry entrants by structured knowledge transfer systems including mentoring, training and skills transfer	Industry		
357	Continue to support, protect and promote Ireland's spirit GIs (Geographical Indications)	DAFM		2025
358	Develop a sectoral strategy for food and drink SMEs, which sets out supports, targets and best practice for the entry, development and progression of these companies to 2025	Bord Bia	Enterprise Ireland & Teagasc	2016
359	Continue to work directly with indigenous companies to identify new export market opportunities and develop services and supports for companies to facilitate export growth	Bord Bia	EI and Teagasc	Ongoing
360	Facilitate the growth of the premium drinks categories by providing market knowledge for the US market	Bord Bia		2015
361	Continuation and possible expansion of the Foreign Earnings Deduction (F.E.D.)	Dept of Finance		
362	The CSO/DJEI survey to track the Business Expenditure on R&D (BERD) performance of the PCF sector	CSO / DJEI		End 2016 and ongoing
	<b>Artisan Actions</b>			
363	Creation of civic and festival markets similar to the English Market in Cork and Harvest Festival in Waterford in our major cities and towns	County and City Councils		
364	Expansion of Dublin Food Chain initiative to other cities.	LEOs	Bord Bia, Irish Exporters Association	
365	Create a pipeline of companies growing beyond Artisan/Small Food Business definition via the introduction of both bespoke 1:1 and group multi-level supports across strategic planning, marketing and marketing finance (for example Ascent, Superbrands and Step Change Fund).	Bord Bia		Ongoing
366	Introduce a new support programme for Direct to Consumer producers aimed at enabling producers to extend their local and regional business reach and resulting in a pipeline for new entrants to the Artisan Food Market at Bloom.	Bord Bia		2016
367	Increase the opportunity for successful meet the buyer occasions through market focused relationship development with distributors, specialist retailers, and other retail and foodservice buyers on the domestic and international markets.	Bord Bia		2016-2018
368	Annual investment in and delivery of small business specific consumer and market insights.	Bord Bia		Ongoing
369	Formal opportunities to transfer learnings from craft food and drink production to new sector entrants via food apprenticeships and placements	Universities	Dept of Education and Taste Council	
	<b>Forestry Actions</b>			
370	Increase the forest area in accordance with sustainable forest management principles, to support long term sustainable roundwood supply through an increase in the annual afforestation level to 15,000 ha from 2021, subject to demand and the availability of funding	DAFM	Landowners, forest establishment companies, Coillte, harvesting and haulage contractors, the sawmilling and wider	2025
371	Sustainably manage the forest resource, including genetic resources through the introduction of a national forest management planning system and state support for seed stand management and the establishment of seed orchards thereby ensuring the provision of a full range of timber and other benefits	DAFM	Forest owners, forest management companies, Coillte, certification bodies and stakeholders, the sawmilling and wider	Review progress by end of 2017

372	Ensure that afforestation, management of existing forests and the development of the forest sector are undertaken in a manner that enhances their contribution to the environment, takes account of the Environmental Report of the Forestry Programme 2014-2020, and fulfils their capacity to provide public goods and services	DAFM	DCENR, DECLG, NPWS, SEAI, Teagasc and other statutory bodies	2025
373	Increase the roundwood harvest to 4.6 m cubic metres by 2025. Produce a new all Ireland roundwood production forecast. Develop a flexible and environmentally responsible roundwood supply chain to enhance the competitiveness of the processing sector and the production of high value products	DAFM	Forest owners, grower representative organisations, Coillte, forest management & harvesting cos, supply chain entities, local authorities, the sawmill and wider processing sector	2016 + 2025
374	Support the development of a competitive, innovative, value-added and market focused sector	DAFM	Wood processing and wood based panels sector, forest owners, Coillte and industry development State agencies	2025
375	DAFM should explore innovative financial and funding mechanisms to encourage greater level of institutional investment in afforestation and in mobilising wood supply from the existing private forest estate	DAFM	DPER, DoF, NewEra, other state funding agencies, private investment, EIB & EU Commission	2025
376	Ensure that the tax treatment of forestry does not act as a disincentive for the achievement of national policy goals in particular forest cover, roundwood supply to industry and climate change mitigation	DAFM	DPER, DoF, NewEra, other state funding agencies, private investment, EIB & EU Commission	2025
377	Maintain a healthy forest environment through sustainable forest management and through early detection and control measures for pests and diseases	DAFM	NI Forest Service, NPWS, forest owners and representative bodies, Coillte and Local Authorities	2025
378	Ensure the availability of suitable programmes of education and training across the sector and research programmes targeted at identified needs. The importance of investment in training, research and development is recognised and the strategic actions focus on a more co-ordinated overall approach in these important areas	DAFM	Industry, third level colleges and training practitioners, sawmilling and the wider processing sector, Teagasc	2025
379	Forest products, forest services and the management of the forest resource must have a strong, market-led, quality focus	DAFM	Certification bodies, forest sector and environmental stakeholders, sawmilling and the wider processing sector	2025
426	Consider the development of bird Forest Sensitivity Maps	DAFM		?

## Seafood Actions

380	Commission an independent review of existing aquaculture licensing system involving all stakeholders, to identify the current shortcomings and bottlenecks (legislative, resource and logistical), to report by early 2016 and implement necessary changes to the aquaculture licensing system as a matter of priority	DAFM	BIM, MI, NPWS, DAHG, DECLG, DCENR, Industry & NGOs	2016
381	Develop a strategy to expand shellfish and aquaculture production taking account of the carrying capacity of bays	BIM	DAFM	2016
382	Develop and initiate practical and competitive measures to attract additional landings into Irish ports and continue to invest significantly in necessary infrastructure at the Fishery Harbour Centres	DAFM	BIM, SFPA & Industry	2016
383	Develop a strategy with practical and implementable actions to deliver scale in the key seafood sectors, including food ingredients	BIM	DAFM, Enterprise Ireland, industry, UnaG	2016
384	Develop a strategic plan with practical and implementable actions to significantly increase the quantity of seafood added value across all main species groups. This strategy should complement the strategic plan to deliver scale in the key seafood sectors, including food ingredients and should, at a minimum reduce the level of produce sold in commodity form from 70% to below 50%	BIM	DAFM, Enterprise Ireland, industry, Bord Bia and DAFM	2016
385	Progress participation and engagement of Origin Green with seafood companies with the aim of bringing all seafood companies under the programme by 2016	Bord Bia	Industry & BIM	2016
386	Improve the environmental sustainability of the sector including fishermen gear sensitivity and replenishment of depleted inshore stocks	BIM		Ongoing
387	Give renewed priority to R & D into seafood based new product development, food ingredients and functional foods. This research should also include both harvested wild and farmed seaweeds and their by-products.	BIM	Marine Institute, industry and Teagasc	2016
427	Continue screening, assessment, monitoring and reporting measures for sea-fisheries and aquaculture in compliance with EIA, Birds, Habitats and Marine Strategy Framework Directives In the case of new inshore fisheries, proposals will be developed through the multi-stakeholder Regional Inshore Fisheries Forums and the National Inshore Fisheries Forum.	DAFM	DECLG, MI, SFPA, BIM & DAHG	Ongoing

Notes





Notes





# FoodWise 2025 Implementation Plan



Department of  
**Agriculture,  
Food and the Marine**  
An Roinn  
**Talmhaíochta,  
Bia agus Mara**