

KEY MARKETS

TRENDS IN SUSTAINABILITY



An initiative by
Bord Bia
Irish Food Board

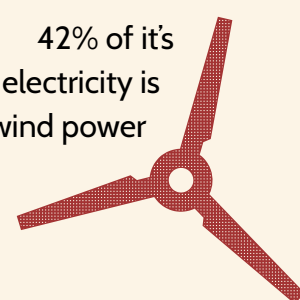
REDUCE CARBON FOOTPRINT



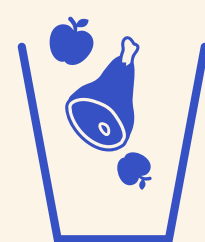
SWEDEN is the global leader in fossil fuel reduction, aiming for 18% by 2020 (from 75%)

18%

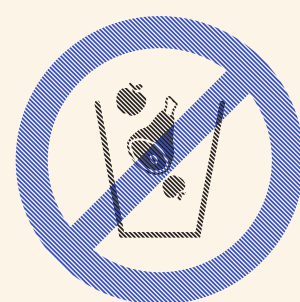
DENMARK 42% of its electricity is from wind power



REDUCING FOOD WASTE



FRANCE It is now illegal for supermarkets to waste unsold food. Instead it must be donated to food banks



UK

Tesco now give unused food to charity food banks. Other leading supermarkets commit to reducing food waste by a

fifth

SWEDEN

9 OUT OF 10

Swedes prioritise reducing food waste.

RESTAURANTS 16%

FOOD STORES 35%

HOUSEHOLDS 6%
FOOD WASTE REDUCTIONS BETWEEN 2012-2014

RECYCLE



SWEDEN is so good at managing waste it now imports garbage into the country to process!



GERMANY

Has one of the highest recycling rates in Europe, 62% of waste is recycled.



ANIMAL WELFARE



SWITZERLAND has strict animal rights laws. E.g. Cattle must be exercised in the winter



UK

UK media reported that animal welfare tops the list of consumer ethical food concerns



GERMANY

is becoming a "trendsetter" in animal welfare with 85% of Germans wanting animal welfare to be enhanced

85%

NETHERLANDS

85%

of Dutch people will pay more for animal-friendly products and sustainable meat

EAT ORGANIC

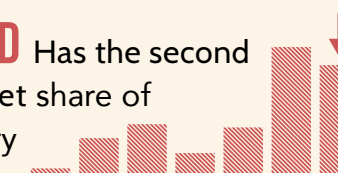


DENMARK is the world's most organic nation, with the world's highest organic share and the most developed organic market.

7.6%

of all produce sold in country is organic.

SWITZERLAND Has the second largest organic market share of any European country



UK

Organic produce demand increased 4.9% last year; with market value of

£1.95 billion

FRANCE

The number of French organic producers increased by

8.1%

in 2015, and is worth €5 billion.

GERMANY

Organic market is worth €7.8 billion, with organic forming

8.4%

of all farms, biggest demand in Europe

SWEDEN

2 OUT OF 3

Swedes want to increase their purchases of organic products