

Green Business is Real Business

Environmental Performance for Food Producers

Increased regulation of the impact of production, rising input costs and market forces are bringing environmental performance to the fore in determining the economic outcomes of producing food in Ireland. In this context our seminar Green Business is Real Business is an opportunity to get a clearer vision of how small to medium sized Irish food producers can align environmental responsibility with competitiveness & profitability.

Who should attend?

The seminar is targeted at small to medium sized food producers. It will also be of benefit to statutory bodies, local development agencies and advisors actively working with food producers.

What will you get from attending?

1. An overview of current and impending environmental regulatory requirements.
2. Details and discussion of methods and technologies for managing environmental aspects of food production.
3. An opportunity to share with and learn from the experience of other producers in managing their environmental performance.
4. Advice on the benefits arising from improved environmental performance.



EUROPEAN UNION
STRUCTURAL FUNDS

The LEADER + programme is funded by the Irish government and part financed by the European Union under the National Development Plan 2000 - 2006

WEST CORK LEADER CO-OP

www.westcorkleader.ie www.fuchsiabrands.com
West Cork LEADER Co-operative is a private sector organization charged with the implementation of an ambitious development plan for the West Cork region. Central to this is the West Cork Regional Branding Initiative – A Taste of West Cork. West Cork LEADER Co-op is working with over 40 local food producers to add value to their operations through the regional brand. This brand seeks to strengthen and utilize the value inherent in the West Cork identity. Influenced by a temperate climate, proud farming traditions and an abundant supply of fresh raw materials, West Cork is long renowned at home and abroad for its excellent produce. The variety and quality of this produce not only reflects the vision, skill and commitment of our local food producers, but also speaks of a unique place, people and heritage. A clean and attractive environment is a vital component in the makeup of this identity & all participants in the initiative undertake to develop & implement a documented environmental policy.

CLEAN TECHNOLOGY CENTRE

www.ctc-cork.ie

The Clean Technology Centre (CTC) was formed in January 1992, in response to:

- the growing need for better environmental performance in industry and society and,
- the clear advantages of minimising waste at source over standard end-of-pipe methods of waste treatment and disposal.

Based in The Cork Institute of Technology, the Centre is a strategic partnership between Irish industry & academia. The CTC is neither a State Agency, nor a private consultancy - it is rather a national resource allowing all concerned with the environment to avail of a pool of expertise which is not aligned to industry, government nor any sectoral organisation.

AMT IRELAND (UCC)

www.amt-irl.ie

The UCC AMT Ireland centre is part of the national AMT Ireland programme delivering advanced manufacturing technology solutions to Irish manufacturers. The UCC centre, based in the UCC faculty of Food Science and Technology is geared specifically towards delivering such solutions to the Irish food processing sector. State of the art process control and optimisation techniques are combined with best practice in process management to ensure delivery and implementation of these solutions in this key sector of indigenous Irish industry. The centre's activities include on-site project engineering as well as postgraduate research into the application of emerging technologies.

Walsh Printers (Clonakilty) Ltd.

Green Business is Real Business

Environmental Performance for Food Producers



West Cork
LEADER Co-op
in partnership with



Trident Hotel, Kinsale, Co. Cork 26 September 2003



Green Business is Real Business

Environmental Performance for Food Producers

9.00 – 9.30am

REGISTRATION TEA & COFFEE

9.30 – 9.45am MUIRIS KENNEDY

Director of Client Services, Bord Bia
CHAIRPERSON'S ADDRESS

9.45 – 10.10AM LOUIS DUFFY

Senior Engineer, Environment, Cork County Council
ENVIRONMENTAL REGULATION -
BENEFIT OR BURDEN?

Ireland's green reputation is an important economic factor. Regulating the quality of our environment can stimulate business improvement and protect our well-being. Current and impending regulations will be discussed in this context.

10.10 – 10.35AM LIAM CONLON

Senior Buyer, Superquinn
THE CUSTOMER AND THE ENVIRONMENT

An examination of the influence of environmental issues in the customers decision tree and a discussion of key considerations arising for food producers.

10.35 – 11.00AM ANTHONY CRESWELL

Ummerra Smoked Products
AN ENVIRONMENTAL ATTITUDE

Speaking from experience Anthony will discuss a number of straightforward measures that food producers can implement to raise environmental performance and reap the rewards.

11.00 – 11.30AM

BREAK FOR TEA/COFFEE

11.30 – 12.00AM DECLAN MARTIN

Waterfall Farms
THE EVOLVING STEPS IN WATERFALL FARMS -
AN ENVIRONMENTAL MANAGEMENT:
ATTITUDE, POLICY, TARGET, PROGRAMME
Waterfall Farms Ltd. grow and process vegetables. Working with the Clean Technology Centre and AMT to review their processes, they have been developing a comprehensive environmental management system.

12.00 – 12.30 DAVID BYRNE

EU Commissioner for Health & Consumer Protection
KEYNOTE SPEECH: LOCAL PRODUCTION IN
A GLOBALISED MARKET
The link between local production & the environment, food safety and the demands of the international marketplace

12.30 – 13.45

LUNCH

13.45 – 15.00

ISSUES WORKSHOP SESSIONS
Facilitated workshops for participants to highlight and prioritize the environmental issues faced by food producers in Ireland and identify possible responses.

15.00 – 15.20

BREAK

15.20 – 15.45

FACILITATORS
PLENARY SESSION

15.10 – 15.30 NOEL DUFFY

Clean Technology Centre, CIT
METHODS TO MANAGE THE ENVIRONMENTAL ASPECTS OF YOUR BUSINESS
CTC have developed guidelines for preparing an environmental policy and reviewing production operations, tailored to the needs of smaller companies. These guidelines will be presented and their advantages explained.

15.30 – 15.55 DR. JOHANNES FRESNER

STENUM GmbH, Austria
ECOLOGICAL PROJECT FOR INTEGRATED ENVIRONMENTAL TECHNOLOGIES (ECOPROFIT)
The Eco-Profit approach has been applied to manufacturing and service companies, from large to small, throughout Austria and other parts of the world. This presentation will focus on the successful experiences with small enterprises in the food production sector.

15.55 – 16.15 GARRETT DEE

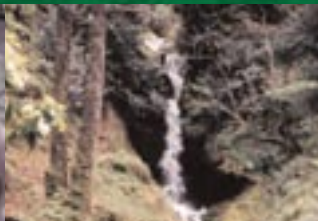
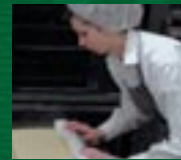
AMT Ireland, University College Cork
EMERGING ENVIRONMENTAL TECHNOLOGIES FOR FOOD SMES
New technologies have been developed to deal with waste issues in the food production sector. This presentation will provide an overview of those showing most promise in an Irish context.

16.15 – 16.35 LIAM CURRAN

Environment Unit, Enterprise Ireland
ENTERPRISE IRELAND SUPPORTS FOR SMES
Liam will discuss the specific environmental supports for industry as well as the broader range of assistance provided by Enterprise Ireland.

16.35 – 16.45 NOEL DUFFY

Clean Technology Centre, CIT
SUMMARY & CONCLUSIONS



• Registration Form •

THE SEMINAR FEE IS €150, THERE ARE CONCESSION RATES OF €90 FOR FOOD PRODUCERS OR €50 FOR MEMBERS OF WEST CORK REGIONAL BRANDING INITIATIVE. PLEASE MAKE CHEQUES PAYABLE TO WEST CORK LEADER CO-OP SOCIETY LTD. AS PLACES FOR THE SEMINAR ARE LIMITED RESERVATIONS WILL BE MADE ON A FIRST COME FIRST SERVED BASIS.

I wish to reserve place(s) at a cost of

Non Food Producer €150

Food Producer €90

A Taste of West Cork Member €50

per place at the: - 'Green Business is Real Business: Environmental Performance for Food Producers' seminar to be held at the Trident Hotel, Kinsale, Co. Cork on the 26th of September, 2003.

I attach a cheque for €_____ to reserve _____ places at the seminar.

(All cheques should be crossed & made payable to West Cork LEADER Co-op Society Ltd.)

DELEGATE NAME (S):

ORGANISATION:

Address _____

Tel _____

Fax _____

Email _____

Please return completed form together with payment to:

Ivan McCutcheon / Pauline Fehily
West Cork LEADER Co-op Society Ltd.,
South Square, Clonakilty
West Cork

Tel: 023 34035 Fax: 023 34066
Email: ivan@westcorkleader.ie
www.westcorkleader.ie www.fuchsiabrands.com