



Dawn Meats Commitment to the EU Code of Conduct for Responsible Business and Marketing Practices (“the Code”)

Sustainability at Dawn Meats

Dawn Meats was established in Co Waterford in 1980, and is a private family owned company marketing quality beef and lamb products to supermarkets, food manufacturers, foodservice and restaurant businesses in over 50 countries. We employ approximately 8,000 people at 27 locations across Europe, and process approximately one million cattle and three million lambs annually, producing more than 300,000 tons of quality meat products.

Sustainability has been central to Dawn’s business strategy for over 20 years and we have aligned and partnered strategically with a range of stakeholders to solve common challenges. At Dawn, sustainability means taking responsibility for the impact our business has on the world and building trust in our brands. We recognise the long-term financial sustainability of our business is dependent on the health of our natural world and the wellbeing of society. We need to conserve water and energy, reduce emissions and waste, support farming communities and ensure our products make a valuable contribution to human nutrition.

Our business purpose is to “Provide consistent quality meat products from sustainable sources to support our rural communities, human health and nature’s eco-system”.

In developing our latest 10-year sustainability strategy, Plan Four Zero, launched in late 2022, we re-evaluated the impact areas most important to the company and to our stakeholders. Out of this process, we outlined our blueprint for a more sustainable food system, based on 3 values and four ambitions which are the pillars of our sustainability strategy, representing the areas where we can have the greatest impact. See [Working Together for a Better Future | Plan Four Zero](#)

Dawn’s Commitments under the Code

At Dawn, we are committed to playing our part in supporting the global sustainability agenda and are a willing and proactive partner in the global alliance committed to climate neutrality no later than 2050. In Ireland, Dawn Meats has been an independently verified member of Origin Green since 2012, which remains the world’s first and only national sustainability program.

Aligning with the ambitions of the European Green Deal and the Farm to Fork Strategy, our Sustainability Strategy ambitions highlight our commitment to take action, in collaboration with supply chain partners and other stakeholders to support the evolution to a more sustainable food system.

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In becoming a signatory to the Code in 2021 and reaffirming our commitment to the code in 2024, Dawn makes the following commitments.

EU Code Aspirational Objective	Dawn Commitment	New or Existing
A climate neutral food chain in Europe by 2050	<p>In 2019 Dawn became the first European beef and lamb processor to have its Science-Based Targets (SBT) approved by the SBT Initiative (SBTi). Between 2016-2030, we have committed to reduce our:</p> <ul style="list-style-type: none"> absolute Scope 1 and 2 emissions by 59% Scope 3 emissions intensity of purchased goods and services by 28% per tonne of finished product 	Existing
An optimised circular and resource-efficient food chain in Europe	<p>We commit to improve the sustainability of our plastic and paper packaging, by increasing the recyclability and recycled content, reducing volumes and eliminating single use items where possible. We will:</p> <ul style="list-style-type: none"> increase the average recycled content for rigid plastic trays to 70% by 2025 from a 2019 baseline of 30% Ensure all corrugated cardboard packaging is Forest Stewardship Council Certified, or equivalent, by 2025 and all solid board by 2030 Ensure that a minimum of 65% of all MSW is recycled, reused or recovered (excluding refuse derived fuel) by 2030 	Existing

We believe that Irish livestock production systems are among the most sustainable in the world and have an integral role to play in providing the essential proteins, vitamins and minerals needed for optimal human nutrition. We will continue to work together with our farming communities and our customers to maintain a healthy and sustainable future. We are pleased to confirm our organisation's endorsement of the aspirational objectives of the EU Code of Conduct on Responsible Business and Marketing Practices.



Niall Browne
CEO



Gill Higgins
Sustainability Director

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