

glenisk
for an organic Ireland

Repak Members
Conference

7 October 2010





Who are we?

- Innovative, family-owned, organic dairy, committed to sustainability
- Glenisk accounts for 84% of overall Organic Yogurt category YoY volume growth
- Organic Certification from IOFGA (IRL), Soil Association (UK); BRC Accreditation
- One of Ireland's Top 100 Brands (Checkout, Annual Survey, August 2010)
- Member of Love Irish Food
- Winner of multiple environmental awards including Repak Award; Green Product of the Year; Bord Bia Environmental Enrichment Award; Making a Difference Award; National Organic Awards...





Promoting Organic Agriculture:



- Working with 50 family farms across Ireland
- Promoting a more environmentally sustainable form of agriculture that:
 - Eliminates polluting chemicals and reduces nitrogen leaching from soil
 - Encourages biodiversity
 - Maintains and increases soil fertility
 - Prohibits GM ingredients in food chain
 - Observes highest standards of animal welfare
- Paying farmers the highest premiums for organic milk





Caring for the Environment:

- €8.5m investment in eco friendly manufacturing facility
- Carbon Footprint audit of plant rolling out to audit of farms
- Focus on renewable energy at plant, i.e. wind energy, electricity in vehicles etc.
- Partnerships with NGOs including Cultivate, GM Free Ireland, Bóthar, Organic Centre
- 97% Internal Recycling Rate; ongoing reduction in waste going to landfill
- Commitment to eco-friendly packaging, i.e. use of FSC approved board
- Value-added offers for customers which promote greener living – i.e. Airtricity offer





Consumer Initiatives – Bloom 2010:

- Sponsored Green Living Expert Shawna Coronado at Bloom 2010
- Ireland's Top Horticulture & Food Festival - 60,000 visitors
- Sampled organic yogurt to visitors using our Electric Vehicle
- Distributed free organic vegetable seeds, encouraging 'GYO' movement
- Seed planting demonstrations for schools and members of public
- Using recycled materials (yogurt pots) as gardening tools
- Promoted event through facebook, youtube and online.





Consumer Initiatives – Erin Brockovich Visit, Organic Week:

- Celebrated Organic Week by bringing environmental campaigner Erin Brockovich to Dublin
- Brockovich addressed 500 guests at an event in Dublin’s UCD introduced by Trevor Sargent, TD.
- Proceeds donated to GM Free Ireland Network
- Meetings co-ordinated with Minister John Gormley and other key opinion formers

glenisk
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presents...
Erin Brockovich
Live in Dublin

To celebrate Ireland's National Organic Week, organic dairy Glenisk presents legendary campaigner Erin Brockovich for an inspirational and unmissable event.

O'Reilly Hall, UCD
Saturday 20th October 2006

SOLD OUT!

For further details, visit www.glenisk.com

In association with the **Legal & Historical Society, UCD**



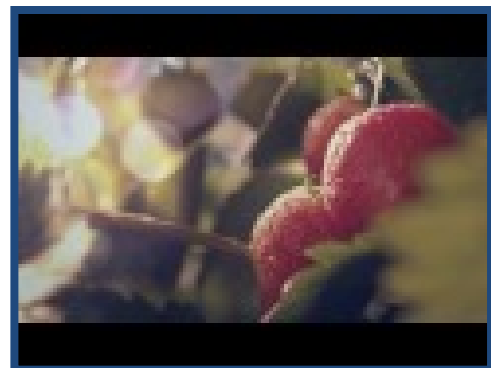
What Erin did next

The real Erin Brockovich has overcome huge obstacles to become one of the world's most famous campaigners for truth and justice. She tells **Susan Daly** about the maternal love and inner peace that kept her going



Marketing Support:

- TV, Outdoor, Radio, Sampling, PR, Promotions, Online, On-Pack, Events, POS



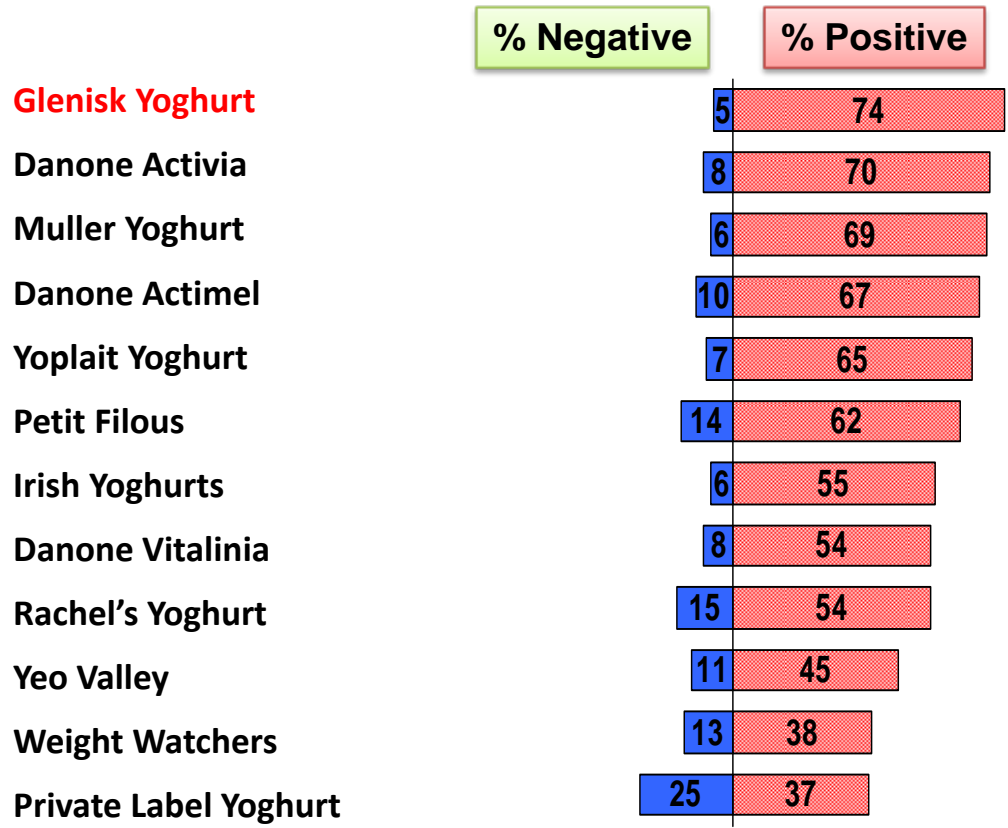


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Consumers respond to Glenisk's Green Vision:

- Sales in 2010 have increased by 20%; brand awareness and affinity have grown; our green vision helps to differentiate us from competitors:



Source: Amárach Research,
September 2010

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