



Irish Tillage & Land Use Society Conference

Michael Hoey
10 December 2015







Country Crest Farming

- **Farming 3,200 acres, Dublin and Meath.**
 - Potatoes
 - Onions
 - Winter Wheat
 - Winter Barley
 - Oilseed Rape
 - Spring Barley
 - Spring Beans
 - Maize
 - Grass – Beef Heared



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- Grow and pre-pack fresh potatoes and onions for the retail sector.
- Build strong relationships with the best Irish growers and national retailers.
- Passion for authenticity, innovation and the best possible produce.



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Ballymaguire Foods

- Prepared meal solutions.
- Top retailers and foodservice operators.
- Own brand.
- Committed to outstanding quality, value and service.
- 100% traceable, quality ingredients.
- Innovative culture.
- Expansion plans.

Ballymaguire
Foods

Our expertise. Your brand.



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Sustainability: The Environment

- **Generating electricity.**
- **Crop management system.**
- **Recyclable packaging.**
- **Recycling water.**
- **Composting green waste.**
- **Greener fuel.**
- **Future anaerobic digestive plant.**



Sustainability: Local Communities

- **Employ 240 people.**
- **Local growers and artisan food producers.**
- **Suppliers.**
- **Schools and colleges.**
- **Charities**
- **Community events.**
- **Corporate Social Responsibility, at home and abroad.**



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Bord Bia, Origin Green

- One of the founding and originally certified members.
- Sustainability Charter
 - Energy Management.
 - Waste Management.
 - Water Management.
 - Biodiversity.



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Food Wise 2025

- Sway of Food Wise towards the dairy sector.
- The challenge for the Irish Tillage Sector.
- Looking to new markets.
- Ireland will never be a commodity producer.
- Opportunities in niche markets.



BEET Ireland

- **Why bring back the Irish Sugar Industry.**
- **400 million prize on our door step.**
- **A huge opportunity for the Irish tillage sector.**
- **State of the art efficient plant.**



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Living with Land Mobility

- Our situation.
- Owning 25% of the land we farm.
- Conacre.
- Farming partnerships.
- Long term leases.
- Dealing with armchair farmers.
- Who benefits from direct payments.



The Future of Food Selling

- Stomach share.
- Retailers.
- Food service
- The future of online shopping.



Thank You



Country Crest
True to nature

