

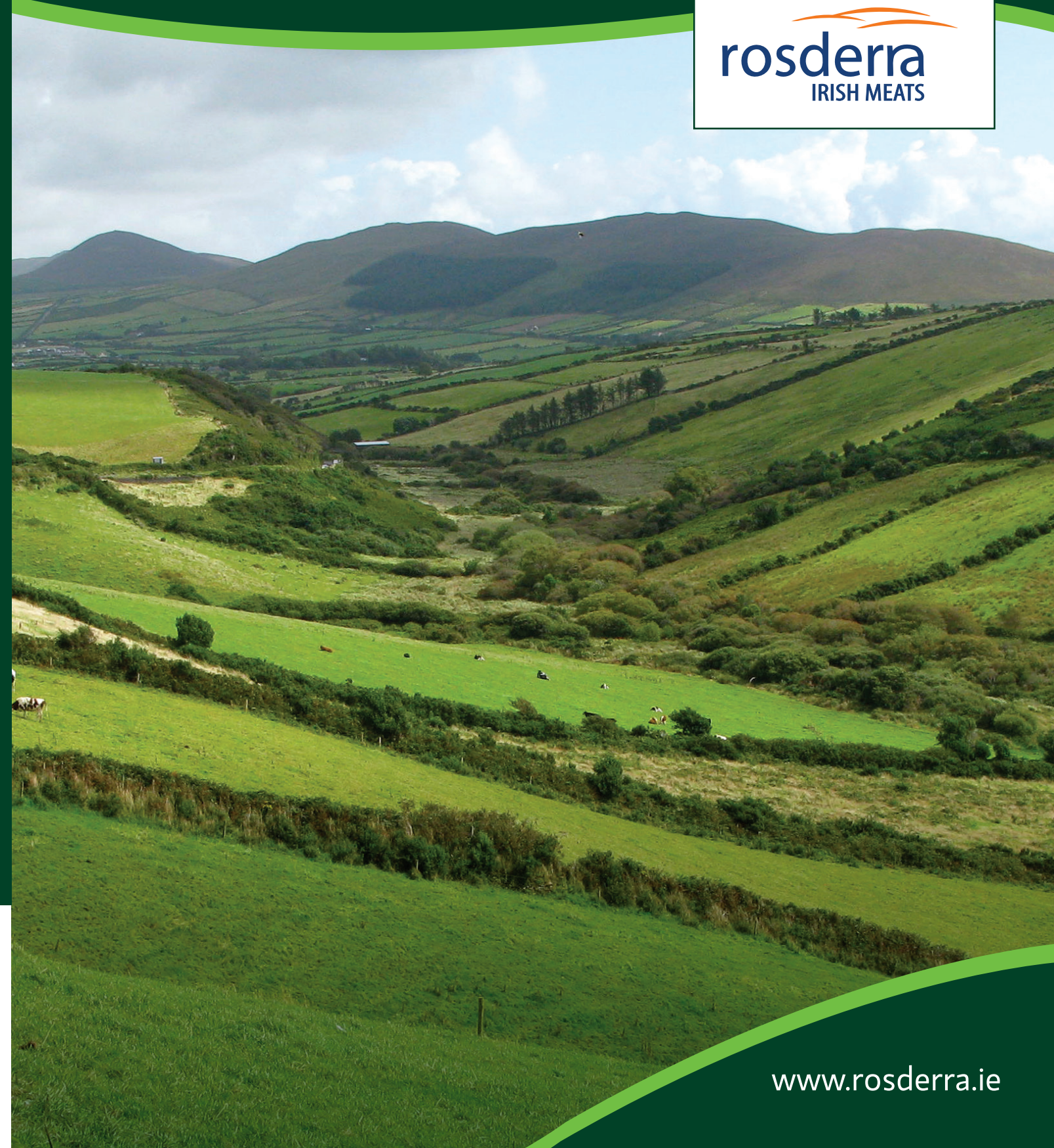
PIG producer

TO BE THE LEADING PROVIDER OF SAFE, HIGH QUALITY FOODS TO THE GLOBAL MARKETPLACE

CORE VALUES

- HONESTY & INTEGRITY
- PRIDE IN WHAT WE DO
- CUSTOMER SATISFACTION
- COMMITMENT
- PROFITABILITY TO FACILITATE GROWTH
- CONTINUOUS IMPROVEMENT IN EVERYTHING WE DO (LEAN MANUFACTURING)


rosderra
IRISH MEATS




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Working
with nature

Bord Bia
Irish Food Board

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2014 for the Irish pig industry will hopefully be remembered by many as a positive year for the sector. High feed prices incurred in previous years came to an end with a record global maize and wheat harvest in 2014. High pig price and a decreased cereal price all resulted in a healthy 'margin over feed'. The latest CSO figures show sow numbers increased slightly when compared to previous year. Furthermore pigs slaughtering in the ROI is up by 5% which are all positive signs for the growth of the industry. During the third and fourth quarter of 2014 the impact of the Russian ban on imports of pork products from the EU overhung the market and impacted severely on pig meat values.

Looking forward into 2015 the on-going effect of the Russian ban is clearly evident. While other international markets such as China and Japan are experiencing a slow start to 2015, however with the weaker euro against the dollar, pig meat exports should be more competitive and will provide opportunities. While the record worldwide harvest has allowed for building of stocks cereal price remains unpredictable due to currently effect. However the underlying position is expected to be stable with harvest 2015 dictating feed price for the second half which will enable the sector to achieve another year of growth.

ROSDERRA & BORD BIA ORIGIN GREEN

The Minister for Agriculture Simon Covney officially launched the Origin Green initiative at Rosderra Irish Meats Group during a visit to headquarters in Edenderry, Co Offaly. Rosderra has committed to conducting its business in a sustainable manner consistent with protecting the environment. The company has a comprehensive plan in place incorporating innovation and sustainable development to meet pre agreed targets. By becoming the first pig meat processor to be a member of Origin Green the company must demonstrate its commitment to reduce energy usage, carbon dioxide emissions, water usage and waste generated on site.



SUSTAINABLE FARM PROFITS

KEY TO OUR COMPANIES GROWTH

Rosderra's continues to remain fully committed to insuring its supplier base achieves healthy profits which will drive sustainable development and growth at farm level. Rosderra intends to grow its products and consumer base more and more each year which requires an efficient stabile primary production base. In return for this continued supply Rosderra insures any increase in margins in the market place will be pasted onto our suppliers. Rosderra believe adopting this business model will benefit our business and suppliers for many years to come



APPOINTMENT OF NEW FARM LIAISON OFFICER

Some of you may have already met our Farm Liaison officer Shane Callaghan. Shane joined the Rosderra in 2014. As farm liaison officer he is responsible for ensuring the highest level of communication with our supplier is maintained. Shane will be available to liaise with supplier's pre and post external audits, assist in post audit corrective action plans and aid in the management of Salmonella control on farms. Rosderra's is committed to providing all suppliers to our plants with accurate pig health information on Milk spot, Pleurisy, condemnation and lean meat percentage. This can be used at farm level as a diagnostic tool on herd performance and health. This is an important appointment for Rosderra and it demonstrates our commitment and will where possible provide practical advice and information to all suppliers to ensure continuous improvement on farms as is demanded from our customer base. Shane can be contacted on 086 8262251 or on email shcallaghan@rosderra.ie

ROSDERRA PIG QUALITY

Since Rosderra launched its carcase and pig quality recording system information has been gathered on over 1 million pigs which have been slaughtered. Rosderra currently has the facilities to monitor levels of bruising at arrival to our lairage, cleanliness of animals, numbers of casualty pigs received, milk spot/pleurisy levels carcase quality and lean meat percentage for each supplier. This information will then be used as part of the procurement process with suppliers and will identify where potential gains can be achieved by suppliers by reducing pig quality issues. Rosderra's target for the future is to improve efficiency and product quality by addressing these issues at farm level.



Badly bruised loin due to incorrect slap marking & poor handling

ROSDERRA MEATS AIDING INDUSTRY IMPROVEMENTS

Progress and development are essential traits for a successful pig industry. To achieve this, research at farm and industry level is essential and because of this Rosderra is currently facilitating a number of Teagasc, UCD and private breeding research trials.

Trial work currently been out include with Rosderra:

- The relationship between tail and lung lesion scores in slaughter pigs
- Removing in-feed antibiotics during rearing on carcass and viscera health and welfare outcomes
- To determine the relationship between the welfare status of pigs detained ante-mortem and their carcass and viscera health and welfare/condemnation outcomes
- Effect of breeds on Lean Meat %, carcass conformation, meat colour and PH



ROSDERRA MEATS ACTIONS AGAINST PEDV

Rosderra Meats is fully committed to controlling and eliminating PEDv should it arrive on our shore. Rosderra have already put an action team in place to highlight high risk activities on farms and in factories and have begun taken actions and putting controls measures in place to address these identified issues. To date Rosderra have already increased Bio-security measures, heightened awareness of the disease to its suppliers/hauliers and have published a cleaning and disinfecting protocol which is displayed at arrival to both plants and has been included along with payment certificates. Rosderra also are involved in online webinars with other European countries to gain experience and advice on how best to protect our industry from this disease. Our Liaison officer will continue to provide you with up to date information on movements of the disease and control measures to be put in place.



rosderra PIG SUPPLIER CONFERENCE 2015

Rosderra Meats is holding an information meeting for all our current pig suppliers in March 2015. The conference dates will be circulated as soon as they are confirmed.

The following topics will be covered:

- Pig Meat Market outlook
- Optimum pig carcass specification requirements
- Update on pig health: Salmonella Control programme, Milk spot, Pleurisy levels

FARM SAFELY THIS NEW YEAR

The total number of farm related deaths in Ireland last year increased from 16 to 30 which is the highest ever recorded level in one year. Twice the number of incidence of farm accidents occur in Ireland compared to other European countries. Most accidents are preventable if practical safety measures are taken. A number of farm safety events is been held in 2015 in a campaign to save lives. During this time safety should be discussed with your family, persons who work on your farm, contractors and visitors and ensure that safe standards and practices are used. Examine your farm, identify the hazards and take control measures. As significant employers pig farmers have a heightened requirement to provide a safe working environment. Think safety and remember "It's no accident you're still farming"