



Western Brand

Mayo, Ireland

Food Waste Inventory - 1st July 2019 to 30th June 2020



About Western Brand.

Western Brand, is a family owned Irish Food Company. It was founded by the Lannon Family in 1954 at Knock Road, Ballyhaunis Co. Mayo. Western Brand is a leading, privately owned, brand label supplier of poultry to Irish Retailers.

Onsite activities include primary processing, chilling, cutting, packing, storage, dispatch of fresh and frozen plain chicken & value added chicken redistribution of animal by-products for the pet food industry.

Western Brand Group Ltd specialises in the production of oven ready whole and portioned chicken servicing the chilled and frozen sector. Western Brand employs in excess of five hundred people at the Ballyhaunis site.

Western Brand also owns a hatchery in Cappaquin, County Waterford and a further processing plant in Lisnaskea County Fermanagh.

With control from farm to further processed products, we operate a fully integrated supply chain. We have complete accountability and traceability from farm to fork.

We are a business that is committed to produce 0% food waste.



What we are doing to tackle food waste

Controlling Food Waste at Our Manufacturing Site

We at Western Brand, Ballyhaunis aim to minimise waste in our operations and maximise the potential quantity of food that we can produce to feed the general public. Preventing food waste through our processing sites, has always been a priority for us. It is our responsibility to maximise the amount of edible material that enters the human supply chain from our operations.

Where it is not possible to produce food for human consumption from some cuts of chicken we divert this “food” and/or inedible parts, directly or after processing, into animal feed. From July 2019 to June 2020 we processed 29,553 tonnes of surplus food for animal feed. This consisted of animal by-products from our processing site that were either unfit for the human supply chain, or by-products without a market in Ireland. Some of this material was never suitable for human consumption, however we are working on initiatives to reduce the amount of this surplus and potentially harvest more of this product such as heart, liver and gizzards for human consumption.



Western Brand’s policy is that all of this material should be diverted to the next best possible destination, maximising use and ensuring that the material is not wasted. We therefore send all of this material to animal by-product processors for further processing, to produce pet food and other useful products.

Western Brand has set out an aim to minimise the quantity of product which is redistributed to animal feed. We continually look to optimise our production process. We have made significant progress making simple but effective optimisations of our production process, minimising product wastage, improving cutting / boning machinery to increase yield and by improving the efficiency of surplus material collection.

Maximising Edible material which enters human supply chain.

Our commitment to maximise edible material, which enters the supply chain has included tackling CAT 3 food waste by installing catch trays under production lines to avoid floor waste and innovative production methods to increase edible yield. This has allowed us to increase the edible product which we produce and in turn has reduced the quantity of animal by-products produced.

Our efforts to tackle CAT 3 waste from July 2019 to June 2020 has resulted in us producing over 2,196 tonnes of food product which would have been sent to pet food or for further processing.

Total food handled
79,271
tonnes

Waste as a % of food handled

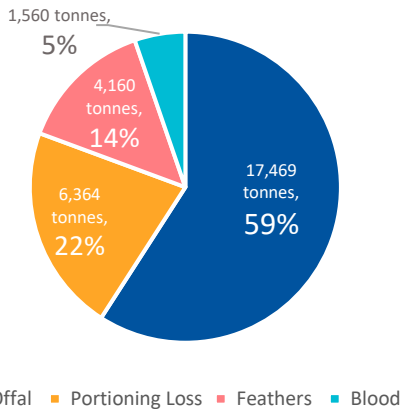
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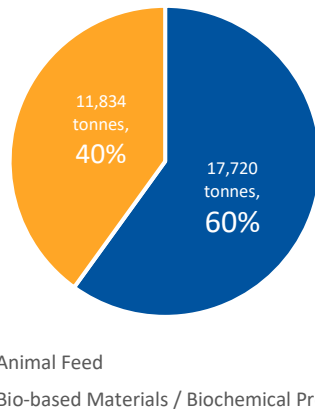
Overall food waste

0 tonnes

Surplus by category



Surplus by destination



Food waste data commentary

- We measured food waste and surplus at our Ballyhaunis site from 1st July 2019 to 30th June 2020. We are proud to say that over that time period we produced 0% waste.
- As a natural consequence of the manufacturing process, there are some parts that cannot be used for human consumption. Wherever possible, we look to find other ways to ensure this material goes to good use. We are working on initiatives to reduce the amount of material leaving the human supply chain and potentially harvest more of this product.
- 78% (23,189 tonnes) of our surplus is made up of parts that are not suitable for human consumption. The majority of this material is sent to further processing yielding industrial products, or products suitable for other markets.
- The remaining 22% (6,364 tonnes) are losses arising during the portioning of the chicken to produce fillets, legs and wings. We aim to maximise yield when portioning chicken, however losses of both of inedible and edible material occurs during portioning. This material is sent to rendering for further processing and is mostly made up inedible parts.
- We are working to continually improve efficiency in our manufacturing processes to reduce the quantity of food which is downgraded to animal by-products by upgrading equipment to maximise yields, optimise production layouts and utilise offcuts in novel products. In the 12 month period we produced over 2,196 tonnes of edible material from these endeavours.