



## Nurturing Terroir

---



**Pernod Ricard**  
**Ireland**  
**2012 > Ongoing**  
**#SustainableAgriculture**



### Objective

To promote sustainable agriculture and biodiversity.

### Description

Irish Distillers Limited (IDL), a subsidiary of Pernod Ricard, are committed to minimising their environmental impact and maximising their contribution to the communities from which they have grown. Nurturing Terroir is one of the four pillars of their **Sustainability and Responsibility Roadmap**.

#### Promoting Sustainable Agriculture

- The Sustainable Green Spring Barley scheme: 2020, IDL created a tailor-made programme that incentivises Irish farmers near the Midleton distillery to grow barley sustainably and to focus on initiatives aimed at protecting biodiversity, for example by leaving the edges of fields uncultivated, by installing hives and by managing hedgerows in order to give space to nature. The scheme rewards farmers for delivering environmental benefits on their farms and includes measures to limit the use of pesticides, prevent soil erosion, promote biodiversity and support bee populations. Farmers are also encouraged to capture data related to the carbon footprint of their farms.
- Regenerative agriculture: As of 2021, in the south-west of France, IDL is working with a cooperative and a pilot group of maize farmers to measure their regeneration index and identify their scope for progress, including cover crops, biodiversity-friendly areas, inputs and low till practices. Over the course of this project, work on a fair business model will be conducted to ensure mutual long-term benefits.

## Promoting Biodiversity

Producing whiskey from cereals which rely on balanced ecosystems and sustainable agricultural practices means that IDL are naturally focused on nurturing, protecting and promoting biodiversity. Since 2012, IDL have implemented a long-term biodiversity strategy at their distillery in Midleton and warehousing site at Dungourney. Working with local experts, the aim is to protect and enhance the ecological health of both sites by introducing native species of trees, plants and flowers.

## Certification and Terroir Mapping

Certification of their raw materials ensures that they are grown to the highest environmental standards. IDL have assessed the three key raw materials they use (barley, malt and maize) to better understand the environmental risks associated with their cultivation.

## Results

In 2020, more than 200 farmers joined the Sustainable Green Spring Barley scheme. In 2021 over 200 farmers took part. In 2022, 293 farmers took part.

A pilot group of 27 maize farmers are taking part in the regenerative agriculture scheme.

Until 2022, nearly 100,000 trees and 10,000 square metres of wildflowers have been planted. Dedicated Biodiversity Zones and woodland corridors now support native flora and fauna. In addition, IDL are partners of the **All Ireland Pollinator Plan** and **National Biodiversity Data Centre**.

IDL is a Gold Member of Bord Bia's Origin Green programme which recognises excellence in sustainability performance.

## Downloads

## Photo gallery

