



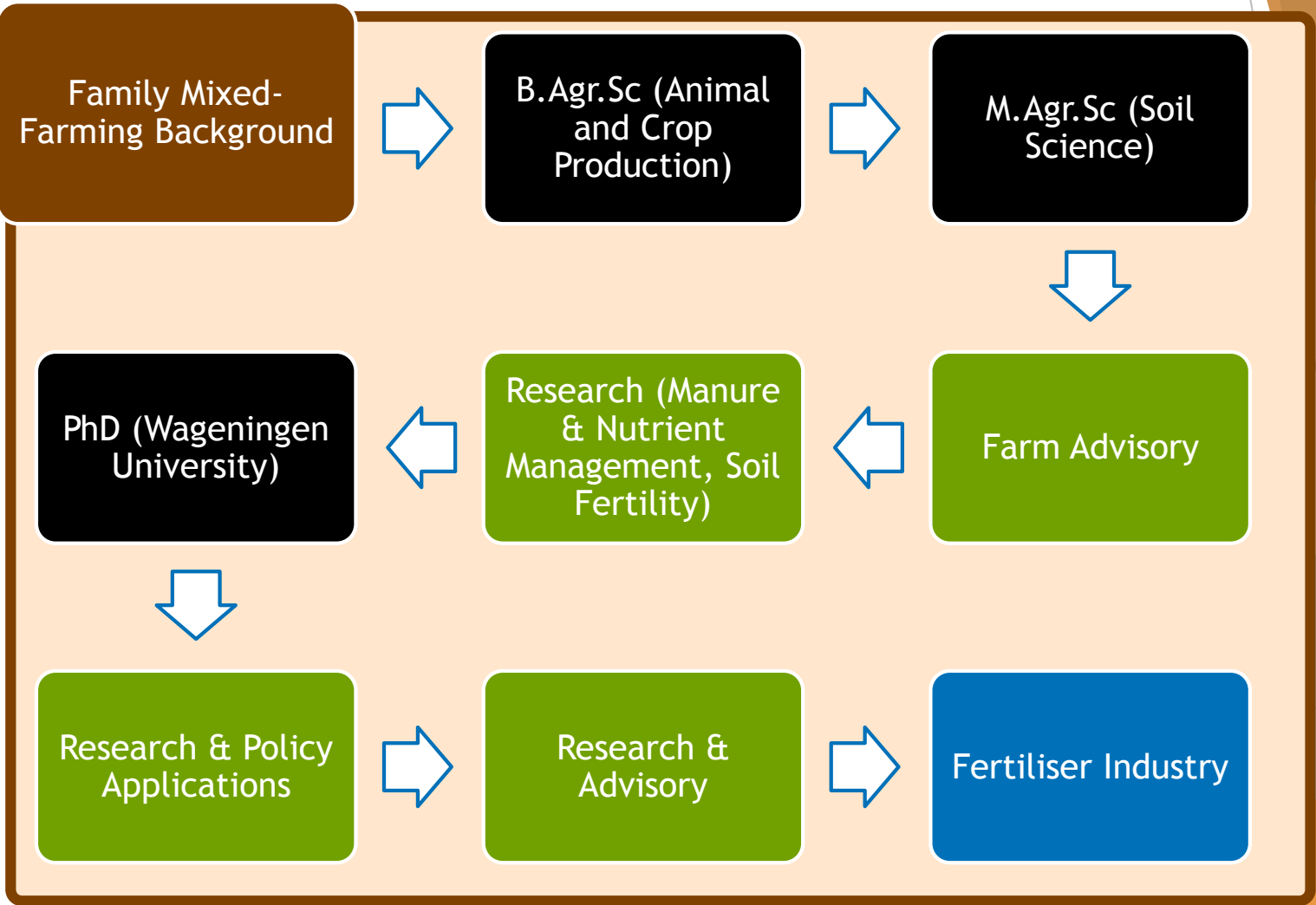
2ND JOINT WORKSHOP

# SMART MITIGATION OF GHG EMISSIONS FROM LIVESTOCK PRODUCTION

20 FEBRUARY 2018 | TEAGASC ASHTOWN  
DUBLIN | IRELAND

# Stan Lalor

# My experience



## ***Group Head of Speciality Business***

### **Grassland AGRO**

*(A Joint Venture with Groupe Roullier, France)*



- ▶ Global AGRO-supplies
- ▶ Family-owned French Company
- ▶ Founded in St. Malo, Brittany, in 1959
- ▶ 102 countries
- ▶ 89 production facilities
- ▶ 8,000 staff
- ▶ Global Innovation Centre
  - ▶ 80 Full-time Researchers
  - ▶ 5000 m<sup>2</sup> R&D facility
  - ▶ 1200 m<sup>2</sup> of greenhouses



- ▶ Formed in 2013 as JV of Grassland Fertilisers and Groupe Roullier
- ▶ Mainstream Fertilisers
  - ▶ 3 Factories
- ▶ Enhanced/Speciality Products
  - ▶ Soil Conditioners, Fertilisers, Biostimulants
  - ▶ Animal Nutrition
  - ▶ Dairy Hygiene



# How can Research drive Industry Change on GHG mitigation

??????



# 1) Motivation for technology adoption & practice change

- *Realism about the impact on the overall farm / business / industry*
- *What might be very important to a researcher might have limited obvious interest to a farmer / commercial company*
- *In the same way that researchers need funding to do research work, the industry is no different. There needs to be a return in the market place for initiatives / activities / projects !!!*

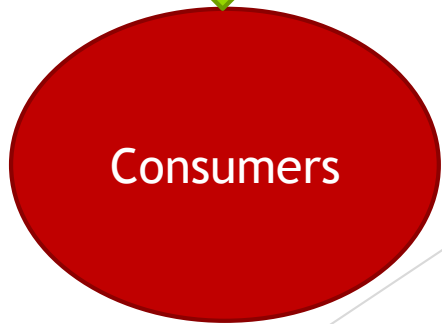


## 2) Industry will follow the opportunities

Industry (Inputs & Production Technology)



Industry ("Green Food Standards")





### 3) Clarity of message on complex interactions

- *Join the dots on cross-over issues*
- *e.g. Nitrogen Cycle*
  - *GHG solutions vs. Ammonia*
- *Mis-information could be worse than no information !!*



## 4) Research that Industry cannot afford (or won't do !!!)

- *Public money traditionally used for “fundamental” & “public good” projects*
- *This is essential and must continue*
  - *Don't forget to maintain capacity in the fundamental sciences*
  - *On the ground, far more questions are often answered by thinking through the first principles of issues rather than by just quoting the results of experiments !!!*





## 5) Utilise the research capacity that is within the Industry

- *Big and small corporate entities have*
  - *People*
  - *Ideas*
  - *Technologies*
  - *Routes to Market*
  
- *Potentially good & high impact technologies ready to use*
  - *Challenge is how to assess & select*
  - *Shouldn't be ignored*
  - *Industry exposure within funded training programmes*



## 6) Policy change

≠

## Practice Change

- *A Policy is an instrument, not an outcome*
- *A Policy does not always get the desired effect*
- *Think beyond the Policy*



# The Industry will react to the opportunity

- Consumers (or Governments) need to value low GHG food (& pay for it)
  - Clear understanding
  - Clear Rewards
- Farmers & Industry will follow !!!!!!



# Grassland AGRO

Innovative Inputs For Maximum Farm Output

**High Quality**

**Innovative Products**

**Trusted On-Farm Advice**

**Research and Development  
based on Science**

**Tailored Solutions for  
best results**



**FERTILISER AND CROP NUTRITION**  
**SOIL HEALTH & CONDITION**

**SOIL AND CROP BIOSTIMULANTS**  
**SLURRY ENHANCERS**  
**ANIMAL MINERAL NUTRITION**

**ANIMAL HOUSING DISINFECTION**  
**DAIRY HYGIENE**

