

Origin Green

Origin Green is Ireland's food and drink sustainability programme, operating on a national scale. It brings together government, the private sector, farmers and food producers under a shared commitment to sustainable food production.

Origin Green enables Ireland's food industry to set and achieve measurable sustainability targets that protect the environment and support local communities. Independent accreditation and verification are set in every stage ensuring accountability, transparency and continuous improvement.

O'Keeffe's Bakery proudly achieved Origin Green membership in 2025. Our participation in the programme demonstrates our ongoing commitment to measurable sustainability improvements across our operation. To maintain membership, O'Keeffe's Bakery submits an annual review outlining clear progress against established targets and sustainability initiatives.

When you source from O'Keeffe's Bakery you are choosing a partner committed to responsible and sustainable practices.

Key environmental priorities of O'Keeffe's are reducing greenhouse gas emissions and sustainable sourcing of raw materials. Greenhouse gas emissions represent one of our most significant sustainability challenges, linked directly to our energy consumption within our production processes. There is continuous work put in to improve energy efficiency and reduce our environmental footprint. By 2028 we aim to reduce our use of inward single use plastic buckets by 45%.

B-Corp

B Corp certification is an integrated business certification that assesses and verifies a company's social, environmental and governance impact against B Lab Standards. This globally recognised framework assesses impact across key areas including climate action, employee wellbeing, community engagement, human rights, governance and transparency. Certification requires companies meet high standards of accountability and to balance profit with purpose.

O'Keeffe's Bakery achievement of B Corp Certification demonstrates we are a business committed to creating a positive impact for people and the planet, not just generating profits. The certification provides independent verification of our sustainability efforts. It represents our dedication to ethical sourcing, reducing environmental impact,

supporting our employees and contributing positively to the local community in which we operate.

As of February 2026, O’Keeffe’s Bakery is 1 of only 100 B Corp certified businesses in Ireland. Globally O’Keeffe’s is part of a network of just over 10,000 certified companies.

Overall B Impact Score

Based on the B Impact assessment, O’Keeffe’s Bakery earned an overall score of 108.1. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 108.1 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses