



Keenan's plan to feed the world

IRISH feed technology can boost dairy and beef production by 30%, and the improved efficiency is vital for meeting global food demands economically and sustainably, more than 300 leaders in the agriculture and food sectors were told during the recent **Global Dairy Feed Efficiency and Food Sustainability Summit**.

Organised by the Co Carlow based feed technology company, **Richard Keenan and Co**, and En-

terprise Ireland, the event took place simultaneously in Dublin, Paris, Washington, London, Berlin and The Hague. Eminent scientists told the summit a 25% increase in efficiency can reduce the land area needed for the dairy industry by more than 51 million acres and save nearly €37bn in feed costs. The efficiency claims are based on a study of 500 herds in France and Britain using **Keenan** technology.



Taking part in the **Global Dairy Feed Efficiency and Food Sustainability Summit** in Dublin, from left, top, scientist and international agriculture food foresight expert Dr Liam Downey, Enterprise Ireland CEO Frank Ryan and **Keenan** Group CEO Jim Greene; above, Paul Fortune of Centenary Co-op, Sean O'Sullivan of Dairygold Co-op, Karl Skehan of Alltech Ireland, and Michael Cronin of Newmarket Co-op; and right, Lisa Herlihy of Dairymaster, Richard Dewhurst of Teagasc, Rob O'Keeffe of **Richard Keenan and Co**, Irish Examiner writer Joe Sheehy, and Kevin Tuck of Alltech Ltd.