DAWN MEATS

dunbia

ALLIANCE
SINCE 1948
DAWN MEATS

news of the herd

PLAN FOUR ZERO

This publication is dedicated to celebrating the outstanding achievements of our colleagues across the Group, keeping you informed about the latest community and charity events, and offering a closer look at the inspiring individuals who make our company a great place to work. Dive in to stay connected and be part of our shared journey as a high performing team.

Health & Safety

In July, Health & Safety Week brought colleagues together through a range of engaging activities, including practical challenges, quizzes and expert guest speakers. The week encouraged everyone to stay active, build their knowledge and reinforce the behaviours and practices that help keep our workplaces safe. It was fantastic to see participation from colleagues across the business, demonstrating that health and safety is a shared responsibility and an integral part of our culture.

Watch the recap videos: DUNBIA DAWN MEATS





Congratulations to everyone at Halesowen on the outstanding achievement of reaching 500 days without a RIDDOR-reportable accident. This milestone reflects the commitment and vigilance of the entire site team in looking out for one another and maintaining a safe working environment. Thank you for your continued focus on identifying hazards and upholding the highest safety standards.

Business Update

We are pleased to welcome Ahmed Refaat as our first Head of Data & AI. This newly created role reflects our continued investment in digital transformation and data-driven decision-making across the Group.



Awards

Workplace Excellence Awards

Dawn Meats was delighted to be named Best Place to Work at the 2026 Workplace Excellence Awards. This achievement reflects the strength of our workplace culture and our ongoing commitment to ensuring colleagues feel valued, supported and empowered to grow and succeed.





WorldSkills Ireland Success

Congratulations to Taylor Morrissey, who won a Silver Medal in Industrial Mechanics at this year's WorldSkills Ireland competition. Taylor's achievement is a fantastic reflection of his skill, dedication and hard work. Well done also to Tony Treacy for representing the business at such a prestigious national competition.

Investors in Diversity Bronze Accreditation

Dawn Meats is proud to have achieved the Investors in Diversity Bronze Accreditation from the Irish Centre for Diversity. This recognition reflects the strong foundations we have built for Diversity and Inclusion across the business and highlights our commitment to creating a respectful, inclusive and welcoming workplace. Thank you to all colleagues who contributed to this achievement as we continue our diversity journey.

Investors in Diversity BRONZE

Learning & Development



UCD MDP Alumni Event

In July, colleagues gathered in Dublin for the University College Dublin Management Development Programme Alumni Event. The event brought together past and present participants to celebrate development and success, while providing valuable opportunities for networking, knowledge-sharing and learning from each other's experiences.



Graduate Accelerator Programme

Our 2026 Graduate Accelerator Programme concluded in June, following six months of learning and development. Delivered in partnership with Waterford Chamber Skillnet and certified by the Learning & Development Institute, the programme helped graduates build confidence, strengthen business skills and enhance their professional development. Congratulations to all graduates who successfully completed the programme.



Graduate Development Week

In September, our newest graduate cohort attended Graduate Development Week at Harper Adams University. Through workshops, discussions and interactive activities, graduates developed their industry knowledge, leadership capabilities and professional confidence while building valuable connections across the business.

HAU Lean Six Sigma Black Belt Training

Through our partnership with Harper Adams University, colleagues continue to develop advanced continuous improvement and problem-solving skills through Lean Six Sigma Black Belt training. The programme equips participants to drive efficiencies, improve processes and deliver meaningful business improvements. Thank you to Gerry Quinlan for his continued support of the programme.

Supervisory & Training Success

Congratulations to everyone at Carrolls Cross who recently completed their Supervisory Training programme, and to everyone at Dunbia who are nearing completion of their Level 3 Award in Education and Training. These achievements demonstrate a strong commitment to personal development and will help support leadership, learning and colleague development across the business.

Charity & Community



Alliance

Over the past year, Alliance has donated 5,000kg of beef hearts to support the Department of Conservation's breeding programme for kakī, one of the world's rarest wading birds. This contribution helps support young birds before and after release, and we are proud to play a small part in their conservation.



Dawn Meats

Team Dawn Meats raised an incredible €3,110 through Operation Plane Pull 2.0 in support of Ronald McDonald House Charities Ireland. Funds raised will help support the development of a new 52-bedroom facility for families accessing children's healthcare services.





Dawn Meats was also pleased to support the Aghaviller hurling team with new team kit, helping to encourage local sport, community spirit and youth development.

Dawn Meats is proud to support the Classic Porsche Tractor GiveawayT, a restoration project led by students at Mercy Secondary School, Ballymahon. The beautifully restored 1958 Porsche Junior has already attracted plenty of attention at our Kilbeggan site and the Tullamore Show. The lucky winner will receive the tractor plus an exclusive visit to the Porsche Museum in Stuttgart. Best of all, proceeds will support both Mercy Secondary School and Ronald McDonald House Charities Ireland. Buy your raffle tickets here for your chance to win while supporting two great causes.



Kilbeggan

Colleagues at Kilbeggan hosted a fundraising BBQ in aid of Miya's Recovery Trust, bringing employees together to support a worthy local cause and raise funds for an important charity.

Dunbia

Good luck to Jonathan Gomez, who is taking on his third and final Marathon Eryri to raise funds for Tenovus Cancer Care. Please support Jonathan's fundraising efforts by scanning the QR code.





Cardington

Dunbia Cardington donated recycled wellington boots a local care home, where residents transformed them into colourful planters as part of a gardening competition. The team also volunteered at Rivertree Free School, supporting pupils with gardening activities that promote biodiversity and community engagement.

Sawley

Colleagues from Sawley took part in the Born Survivor challenge to raise funds and awareness for Nightsafe Charity, which supports vulnerable young adults. Employees also attended alcohol awareness and addiction support sessions, helping to promote wellbeing and awareness across the site.



Jaspers

Jaspers sponsored a Speed Shear event at Hallworthy Market, helping to raise more than £7,000 for the Plymouth & District Leukaemia Fund and Penhaligon's Friends. The event brought together local farmers, shearers and the wider community in support of two worthy causes. Lots of the shearers send their sheep to Jaspers and our employee Morwenna Wainwright competed too!

Agriculture

Future Flocks

Participants from our Ballyhaunis and Kildare Future Flocks groups came together at the Tullamore Demonstration Farm to mark one year in the programme. The event provided valuable learning opportunities, expert insights and peer networking for sheep farmers.



Teagasc Beef 2026

Dawn Meats was proud to feature at Teagasc Beef 2026, with representation across the Dairy Beef Village, Suckler Village and Industry Village. The event showcased the latest developments in sustainability, CBV and beef production, with our Head of Procurement, Peter Quinn, speaking on ideal finishing specifications. CLICK HERE to see what we got up to.



Tipperary Dairy Calf–to Beef Demonstration Farm

More than 1,100 farmers and industry stakeholders attended the farm open day to explore key topics including calf rearing, CBV, finishing performance, water quality and grassland management.

Tullamore Show

Our Procurement team showcased a range of initiatives, including our demonstration farms, Future Flocks and ACTIVATE programmes. We were also proud to sponsor the €2,500 Factory Heifer Championship and welcome visitors to our stand throughout the day. CLICK HERE to see what we got up to.



Shinagh Dairy Farm Open Day

The ACTIVATE team attended the Shinagh Open Day, meeting farmers from across the region and sharing information on the programme's benefits and opportunities.





Iverk Show

Celebrating its 200th anniversary, the Iverk Show provided a great opportunity to connect with farmers, suppliers and industry partners. We were proud to sponsor the Senior Commercial Cattle Classes and discuss key on-farm sustainability topics with visitors

National Ploughing Championships

With over 200,000 visitors, the National Ploughing Championships provided an excellent platform to engage with farmers, suppliers and customers. Congratulations also to Sean Keating who achieved 1st place in the Senior Conventional Class Opening Plough and finished 5th overall in the competition.







Launceston & Okehampton Shows

Dunbia Jaspers attended the Launceston Agricultural Show for the first time and returned to the Okehampton Show, providing valuable opportunities to engage with local farmers, customers, suppliers and the wider community.

Agriculture ... continued



Royal Highland Show

Dunbia Highland Meats attended all four days of the show, meeting farmers, suppliers and customers while sponsoring the Commercial Cattle Classes.

CLICK HERE to see what we got up to:



Long Service Recognition

Congratulations to brothers Mark, Jeff and Neil South, who have achieved an incredible 140 years of combined service at Alliance Group Nelson. Neil recently retired after 50 years with the business, while Mark is set to retire in March, also celebrating 50 years of service. Together with Jeff, the three brothers have dedicated their careers to the company, demonstrating exceptional loyalty, commitment and hard work over five decades. Their remarkable achievement is a testament to the values and people that make Alliance such a special place to work. We thank Mark, Jeff and Neil for their outstanding contribution and wish them all the very best for the future.

PROFILES



Name:
Aine O'Donnell
Position:
Commercial Planner
Site:
Grannagh

Could you share a little about who you are?

I'm a Commercial Planner based in Grannagh and have been with the business for two years, recently completing the graduate programme. I manage production planning for several European markets, working closely with teams across operations, sales, procurement and finance to ensure customer orders are delivered efficiently. What I enjoy most is the variety of the role, no two days are ever the same.

How do you stay motivated and productive at work?

I'm motivated by knowing our work plays an important role in delivering for customers. I stay productive by planning my day, prioritising tasks and maintaining strong communication with colleagues to keep everything moving efficiently.

What skills or qualities do you think are essential for success in your role?

Clear communication, teamwork and problem-solving are essential. Working with different departments means collaboration is key, while being able to adapt and find solutions helps when plans change.

What inspired you to pursue your current career path?

Having grown up on a sheep farm, I was always interested in the journey from farm to fork. Studying Commerce, with a focus on food business and supply chain, inspired me to pursue a career in the FMCG industry.

How do you balance your work and personal life?

I enjoy getting outdoors for a walk or run after work and rarely end the day without hitting my 10,000-step goal. I also enjoy reading and catching up with friends over a coffee at the weekend.

What are your career goals for the next few years?

I'd like to take on greater responsibility and progress into a leadership role. I'm also keen to continue my professional development through the learning opportunities available at Dawn Meats.

How do you see the industry evolving, and what are you most excited about for the future?

Advances in AI and technology will continue to improve how we work and serve our customers. I'm also excited by the opportunities to innovate and adapt as consumer preferences evolve.

What advice would you give to someone starting in your field?

Get stuck in, ask questions and learn from those around you. There is a wealth of knowledge across the business, and the more effort you put in, the more you'll get back.

Environmental Week

Environmental Week brought colleagues together across all 24 Dawn Meats and Dunbia sites to explore key sustainability themes, including water, waste, energy, biodiversity and our sustainability programme, Plan Four Zero. Through interactive challenges, guest speakers and team activities, employees from across the business had the opportunity to learn more about environmental sustainability, share ideas and connect with colleagues.

It was fantastic to see such strong engagement across all locations, demonstrating our collective commitment to building a more sustainable future.

Click below to watch the Environmental Week recap:
DUNBIA DAWN MEATS



PROFILES



Name:
Sam Clayton

Position:
National Account Manager

Site:
Preston

Could you share a little about who you are?

I am a National Account Manager working with a major UK retailer and have been with Dunbia for over three years, joining as a Commercial Graduate in 2023. Before that, I was a semi-professional footballer and personal trainer, which sparked my interest in nutrition and the role food plays in our health. I went on to study Sport & Exercise Nutrition at Leeds Beckett University, graduating with First Class Honours. During my studies, I developed a passion for the meat industry and its importance in providing nutritious food. What I enjoy most about Dunbia is the fast-paced environment and collaborating with both colleagues and customers.

What's a project or achievement you're especially proud of?

I'm particularly proud of the group project I am currently working on as part of the UCD MDP. Our team has collaborated extremely well and achieved great results together. In my role, I'm also proud of the partnerships we've built with our retailer, delivering quality products at great value while developing a strong plan for future growth.

What skills or qualities help you succeed in your role?

Time management, organisation and problem-solving are key. As the role is fast-paced and constantly evolving, a strong work ethic and willingness to learn are equally important.

Who has been your biggest mentor or influence in your professional journey?

My biggest influences have been my line manager, Ryan, and former colleague, Bryony. They both supported me from my graduate days, challenged me to develop and helped me build the skills and confidence needed to progress into my current role.

What are your career goals for the next few years?

My goal is to continue learning, developing and progressing within the Dawn Meats Group while taking on new challenges and responsibilities.

How do you see the industry evolving, and what are you excited about for the future?

The industry is constantly evolving, particularly within retail. I'm excited to see emerging consumer trends, innovative product formats and new concepts shaping the future of food.

What advice would you give to someone starting in your field?

Learn, listen and absorb as much information as possible. Coming from a non-meat and non-agricultural background myself, I know how valuable it is to stay curious and keep learning.

As you are coming the end of UCD, what have you enjoyed most and how has it impact how you view your role and the industry?

The UCD Management Development Programme has helped me better understand my strengths and identify areas for development. It also gave me valuable insight into different parts of the business, highlighting the scale of our operations. I've particularly enjoyed learning more about the company's history, ambitions and building relationships with colleagues from across the organisation.

Can you describe the feeling of seeing a product you've worked on in stores and knowing the role you played in making it happen?

It's incredibly rewarding to see a product you've worked on reach the shelves. However, that's only the beginning. Ensuring the product performs well through strong availability, quality and promotional planning is just as important as the initial launch