



# **SUSTAINABLE SAUSAGES FOR A CIRCULAR ECONOMY**

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# NATURAL LOCATION

## THE BOYNE VALLEY IN IRELAND'S ANCIENT EAST



6,000 years of farming history

- Newgrange – Hunters to Farmers – The first circular/settled economy
- Mellifont Abbey – Crop Rotation
- Potato – Increase yield from land
- Pig – Increase in pigs pop & nutrition supply
- No waste – all parts eaten – birth of Full Irish?
- Birth of Industrial Revolution / big cities / pigs
- Pigs eating by-products: Whey, beer, soya, wheat, barley – tradition – but also future – omega 3

# THE SPECIAL FEED INGREDIENT

## IRISH FLAXSEED

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# THE SECRET FORMULA GREEK OLIVES

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OLIVE PORK

*“Something  
very special”*



.....  
**THE IRISH TIMES**  
.....

You know that Irish pork that's fed on olives, flax and rapeseed you were all talking about? My turn to try it tonight and oh my goodness it is something very special... You've got a wonderful product there Colin Marry, congratulations.

@ Marie-Claire Digby, Irish Times

# QUALITY ENDOREMENTS

*“Tastes  
sensational”*



CHAPTER ONE, MICHELIN STAR RESAURANT

Feeding olives to Irish pigs? Sure why not. Very excited today to meet young Irish pig farmer Colin Marry, whose Permapigs firm is raising pigs ethically and sustainably in the pristine Boyne Valley. And the 'Olive Pork' tastes sensational too.

@ Ross Lewis, Chapter One



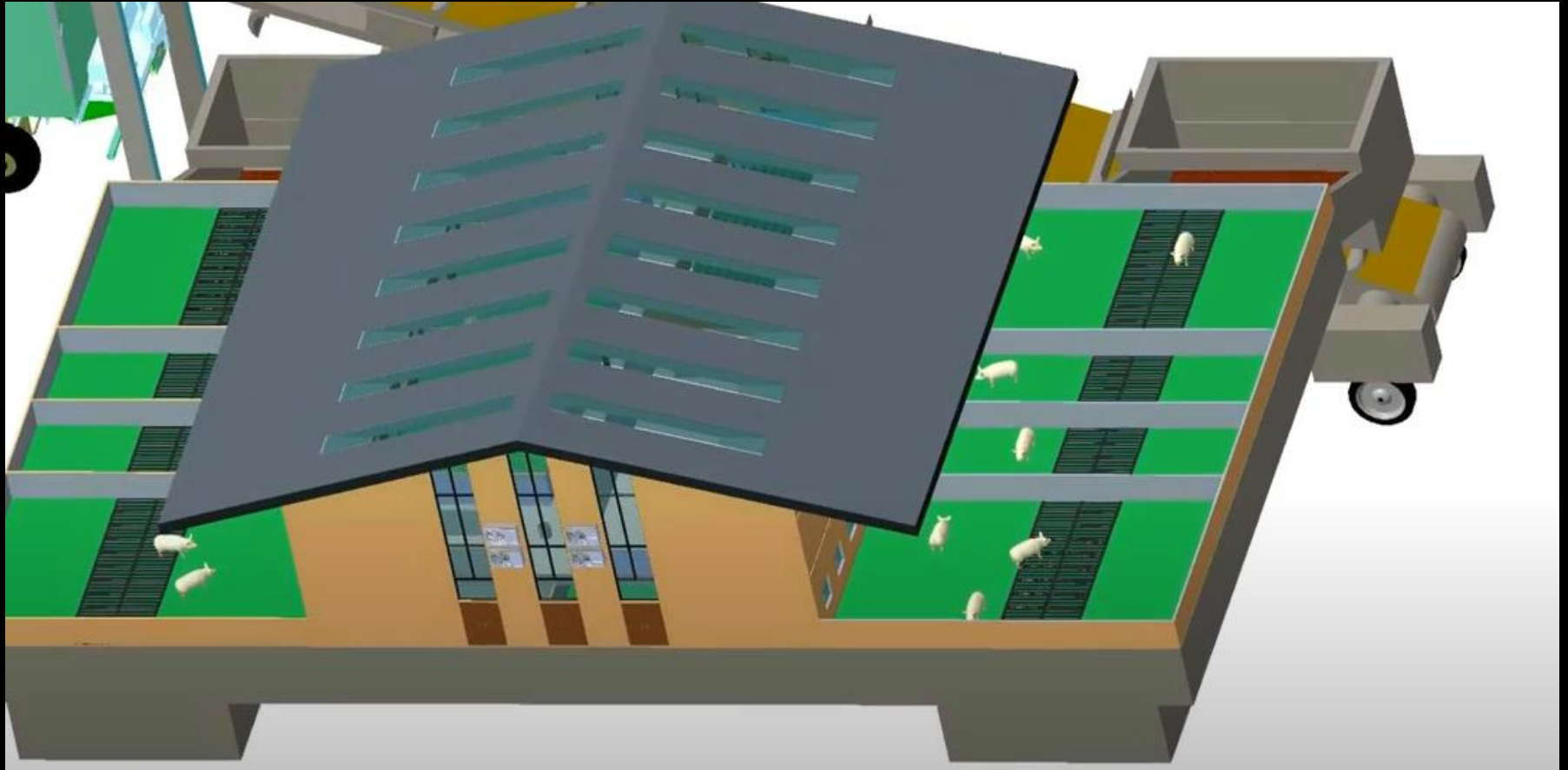
# INTERNATIONAL DEMAND

- Sales into Vietnam
- Singapore
- Hong Kong

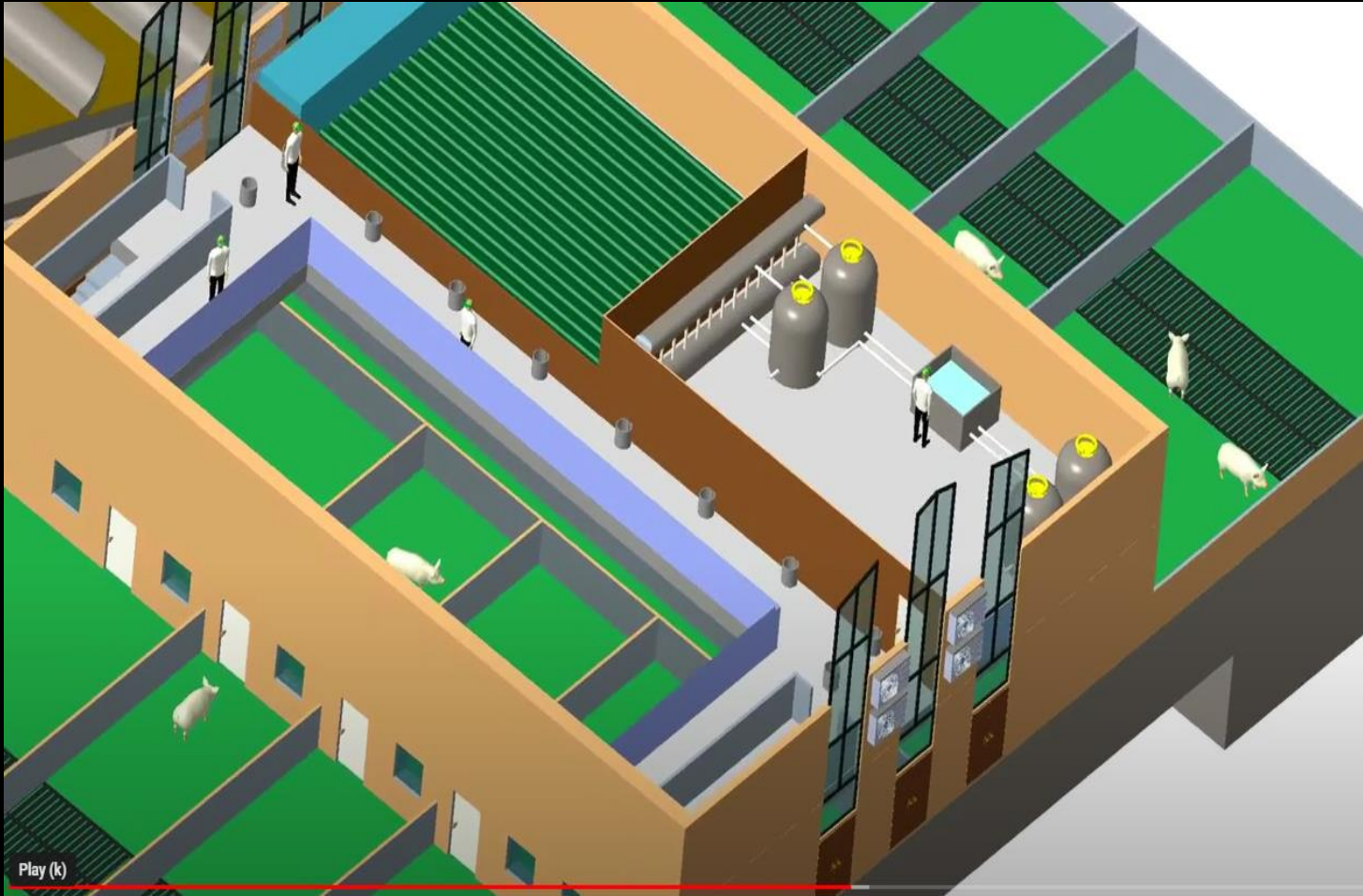




# PERMA PIGS



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# OLIVE PORK: SUSTAINABLE SAUSAGES FOR A CIRCULAR ECONOMY

