



Riverview Eggs Takes Centre Stage at the International Egg Conference in Mexico.

D.J Kelleher, Managing Director of Riverview Eggs Ltd. was invited to address the International Egg Conference in Mexico, recently at the invitation of The Ambassador of Mexico to Ireland, Carlos Garcia de Alba and the Dean of the University of Guadalajara – Tepatitlan de Morelos Campus - Dr. Leticia Leal Moya.

D.J was invited to speak at the conference to outline and discuss with the delegates, industry representatives and related faculty lecturers and students of the University, the challenges faced by Riverview Eggs and the Irish Egg industry in its efforts to meet the market challenges and EU regulations. With the help of Bord Bia and the Irish Egg Association, D.J was able to develop a presentation that would be meaningful to a Central/South American audience.

D.J flew to Guadalajara, in western Mexico, and then travelled down to Tepatitlan where the event was to be held. Here D.J met with the lecturers of Food Science, Food Marketing, International Business studies and the various associated research teams of the University. Here D.J learned of the difficulties and challenges faced by the egg and Agri-food sector industries in Mexico. Speaking following his visit, DJ said, *“Mexico has a population of over 122 million people and a registered hen laying population of over 150 million. Unlike Ireland where we have the Bord Bia Quality Assurance Schemes and Origin Green, Mexico has very little by way of independently approved systems, and methods, of production, across all of their Agri-Food sectors”.*

At the International Egg Conference, D.J addressed a full auditorium of over 500 people, about the challenges Riverview Eggs, Ireland and indeed Europe faced over the past 20 years. He spoke of the creation of the Egg Quality Assurance Scheme (EQAS) which was launched in 1998, and how Bord Bia were essential to the creation of such a standard for the industry. D.J went on to outline all of the factors associated with the EQAS and what the egg industry had to do to meet this new and united method of producing the safest possible egg for the consumer.



D.J then went on to speak of the Origin Green initiative, which was launched by Bord Bia in 2012. It is the only sustainability programme for the production of food in the world that operates on a national scale, uniting government, the private sector and food producers through Bord Bia. He outlined what the criteria for membership were and the benefits to the food producer but also for the local community and Ireland as the food island of Europe. D.J noted that *“Mexico does not have such a state agency the attendees of the conference were delighted to receive the information in the presentation, in the hope that they might be able to address the issues and challenges of their own Agri-food industries. Plenty of questions were asked at the end of the presentation, which I answered to the best of my knowledge”*.

D.J Kelleher, is the Managing Director of Riverview Eggs in Cork. Riverview is an egg production, packing and distributing company and is a supply partner to all the major leading retailers such as Dunnes Stores, SuperValu/Centra , Aldi and Tesco, as well as to the symbol groups, Londis, Spar, CostCutter etc., as well to the food services providers, Pallas Foods, Total Produce and Keeling’s.

Riverview was founded by D.J’s mother, Margaret in 1966. She started with 700 hens in a barn on the home farm, and with each year that passed the company grew. We now have a production base of over 350,000 hens. This is made up of both Enriched Colony and Free-range. Riverview employs 24 full time staff at their packing facility and support a further 40 on production farms. All production farms are family operated, as Riverview feels this ensures better welfare for the hen, as well as more personal approach to the production of good quality safe eggs for the Irish consumers. Riverview accounts for 15% of the national production of eggs.

In conclusion, D.J Kelleher added, *“I would like to thank the Mexican Embassy and the Mexican Ambassador to Ireland, Carlos Garcia de Alba and the University of Guadalajara for extending me the invitation, and hopefully assisting them in the development of their Agri-food sector. I was delighted to offer help where I could and it was a great opportunity to share our industry’s progressive story.”* He added *“I was delighted to offer and help where I could, as it is easy to speak, with great conviction, on the subjects of Riverview Eggs, Bord Bia EQAS and Origin Green, as they are a great story to tell, and it was especially poignant for me and the Kelleher Family and all at Riverview, as the Kelleher family celebrate our 50th Anniversary, in the egg business, in 2016”*.



D.J Kelleher addressing the International Egg Conference – Mexico

