



airfield
estate

Impact Report 2019 - 2021





Our vision

A world where people make food choices that benefit themselves, their families, their communities, society as a whole and our planet.

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Our values

Our core values are inspired by Letitia and Naomi Overend - two of Irish history's most socially conscious females and the previous owners of Airfield Estate.

They were brave, giving and forward-thinking, we embrace their spirit of community and incorporate their passion into everything we do.

We are:

Independent: It is important to us that Airfield is a trusted voice and a neutral base where diverse stakeholders can collaborate to progress our mission.

To encourage each other to be...

Innovative: Our predecessors were innovative and always found solutions to address the social problems of their time. We simply want to take over where they left off.

To work with...

Integrity: We are only interested in doing the right thing for the right reasons and always being honest with ourselves and others.

To constantly challenge ourselves to be...

Sustainable: We want to preserve Airfield for future generations by ensuring it is environmentally conscious, financially viable and socially inclusive.

Our story

Airfield Estate is a 38 acre working farm, food to fork restaurant and beautiful gardens.

Steeped in heritage and social history, the estate was left in trust to the Irish people by Letitia and Naomi Overend.

The self-financing charitable trust that we operate today, was founded in 1974 by the visionary sisters with one wish - that the estate would be used to provide education and recreation.

The Overend sisters lived in Dublin all their life and cared deeply for the people of Ireland. They understood from an early age that they had a privileged life and made great use of their resources to address the social challenges of their time in the most innovative and impressive ways.

With a particular focus on the challenges faced by women and children, Airfield became one of the first farms to supply pasteurised milk to the clean milk depots in Dublin in the early 1900s, helping to reduce infant mortality.

They were also instrumental in setting up the Sunshine Children's Home, known today as LauraLynn, and held senior roles in the St. John Ambulance.

To honour their wishes, build on their legacy and try to fill their remarkable boots, we now focus on one of the big challenges of our time, food sustainability.

We create learning opportunities and experiences about food in its broadest sense. Encouraging people to look at their food behaviours and make more informed decisions on what they eat and where it comes from, and to think about how their choices can go on to benefit them and their environment.



Our mission and impact

From problem

We often make food choices that have a negative impact on our health, our wealth and our planet.

To mission

To inspire and enable people to make food choices that benefit people, planet and pocket.

To impact

Consumers have the knowledge and confidence to make informed food choices that benefit themselves, society and the planet.

The challenging foodscape

The Irish foodscape

- 1 million tonnes of food is wasted each year.
- 10% of Irish people live in food poverty.
- Only 2.5% of Irish farm land is organic.

The global foodscape

- 33% of food produced is wasted - enough to feed the hungry four times over.
- Only 1.2% of the world's agricultural land is farmed organically.



Our plans

At Airfield Estate we use our 38 acre farm and gardens to tell our food story. We do this in a truly immersive and engaging way online and on site, highlighting the impact and consequences of our everyday food choices.

We want people to learn more about what they eat, how it's produced, the impact it has on their body and the world around them, and help them understand the role they can play in creating a healthier more sustainable food system for all.



Our impact since 2019

Airfield Estate's impact since 2019 has spanned all aspects of the food system, from soil to society.

Airfield Estate physically demonstrates the entire cycle of food on a daily basis and encourages others to do the same.

These connections create deep empathy for food, how it is produced, the precious resources required to produce it and how our decisions around food impact human and environmental health.

Impact 2019

Public engagement



- 180,000 public visited Airfield to learn about sustainable food and farming and taste our produce.
- 57,000 followers on social media.
- 300,000 social media reach.
- Featured on RTE1 Nationwide and TV3 Ireland AM.
- 14,000 visited The Festival of Food.

Learning & research



- 12,500 students attended food and farming education programmes.
- Research projects undertaken on biodiversity and nutrition in collaboration with UCD and TCD.
- Launched a BA in Botanical Cuisine with TUD.

Collaborations



- Collaboration with EVOCCO, developing and testing an app to help consumers make more sustainable food choices.
- Worked with GS1 to address food waste using 2D bar codes on food products which now feature on Airfield's milk cartons.
- Launched our Inspiration Kitchen with Neff.
- Setup of Dundrum 2030.

Food production & seed saving



- 8,500 kilograms of food grown using organic and regenerative methods.
- 18,000 litres of milk produced from our Jersey herd.
- Multiple seed trials and seed saving in collaboration with the Irish Seed Savers Association.

Environment



- Worked with RPS to establish Airfield Estate's scope 1 and 2 emissions to set a carbon footprint baseline against which Airfield could improve and measure its progress.

Social inclusion



- 1,300 participated in our collaborative inclusion programmes with WALK, HSE mental health services, Camp Hill and St. Michael's House.

WALK REAL

ABILITY PROJECT AT AIRFIELD ESTATE

Airfield Estate has partnered with the charity WALK to deliver the Real Ability Project.

The project aims to support young people with disabilities, aged 18-29 helping them to develop their employable skills with a view to progressing into employment in the open labour market.

We've had **20** participants to date with over **50%** progressing into fully paid employment, **25%** into further education, and **25%** moving on to other services.



Carbon reduction journey

In 2019, it was calculated that Airfield Estate emitted 330 tonnes of carbon a year to deliver everything across the estate that relies on energy.

To reduce emissions to 250 tonnes by 2022, we have:

- Installed 110 Photo Voltaic Panels to deliver 70% of the energy required to operate the estate.
- Installed an Aerobic Digester to convert food waste to digestate.

Our journey is tracked and shared with the public at the estate, on our website, and at events and conferences – all with the hope of educating and inspiring others to take the carbon-reducing steps available to them.



Impact 2020



Public engagement

- 110,000 public visited Airfield to learn about sustainable food and farming and taste our produce.
- Launch of Community Food Hub delivering 15,000 meals to the local community during covid pandemic.
- Free online classes and meal planners made available during lockdown.
- 60,000 followers on social media.
- 395,000 social media reach.
- Featured on 2 RTE 1 TV programmes.



Learning & research

- 3,000 school children participated in on site food and farming educational programmes.
- Virtual farm visits and pilot of Farmer Time.
- Research on food waste interventions with 850 participants.
- Accepted as a member of UN food waste leadership group.



Collaborations

- Collaboration with Gather & Gather to deliver a sustainable food experience at Airfield Estate.
- Partnership with Making Connections to deliver nutritious meals to the elderly.
- Partnered with The Little School to provide an accessible pre school service to the local community.



Food production & seed saving

- 9,000 kilograms of food are produced using organic and regenerative methods.
- 12,000 litres of milk produced from our Jersey herd.
- Provided a route to market for 3,200 market food boxes from small Leinster producers during covid lockdown.



Environment

- Designed sustainability plan to reduce Airfield's 333 tonnes of annual scope 1 and 2 carbon emissions.
- Future carbon reduction plans include PV panels, aerobic digester, and waste and water use reduction.



Social inclusion

- 15,000 meals were delivered to DEIS school families and the elderly in the local community during covid lockdown.

GOOD FOOD DELIVERED

In conjunction with organisations such as Making Connections, DLR, HSE and SVP, Airfield Estate provided 15,000 meals to DEIS school families and the elderly in the community during covid lockdowns.

'We're thrilled with this wonderful service and appreciate every healthy meal that's been delivered to our father with the help of Aoife, his carer, Airfield and the HSE. For a 91-year old to feel his immune system is getting a boost gives him some comfort that he is protecting himself from COVID 19, is just incredible.'

The thoughtfulness and community spirit you've shown have made a huge difference to his physical and mental well-being and given all of us such a welcome lift.

Your kindness has reminded him of happier times when he would visit Airfield with my mother, and for that and everything else, we are forever grateful'

- Service user family member



FOOD WASTE FIGHTERS

We completed a survey of 850 people in 2020 to help understand people's behaviour around food waste in their homes.

We found that;

- 50% believe that better household habits would minimise food waste.
- Households that waste less food, tend to cook dinner at home more frequently, feel more confident about food storage and use shopping lists.
- Fruit, vegetables and bread were the most wasted food items.
- 89% of participants felt the survey left them more aware of food waste.
- 12% reported a reduction in the weight of their brown bin once armed with the new information from the survey.



Impact 2021

Public engagement



- 150,000 public visited Airfield Estate to learn about sustainable food and farming and taste our produce.
- 750 attended Food on The Edge, an international food symposium.
- 40,000 online interactions with the Knitting Across The Nation event.
- 72,000 followers on social media.
- 380,000 social media reach.

Learning & research



- 8,000 students participated in food and farming educational programmes on-site.
- 250 hours of food education via video, online classes and the community food hub.
- Research conducted on food waste in the home using food inventory app. Participants experienced a 27.5% reduction in food waste as a result.
- Launch of Junior Cycle short course 'Food from the ground up'.

Collaborations



- Accepted as a member of the GAIA Foundation seed programme.
- Engagement with FoodCloud & GIY to set up the Irish Food System Alliance.
- Trial of food waste apps, No Waste & 2Good2Go.
- Participant in Teagasc 'SUHE' research on sustainable healthy diets.
- Launch of FarmerTime with LeafUK.

Food production & seed saving



- 8,000 kilograms of food were produced using organic and regenerative methods.
- 17,000 litres of milk produced by our Jersey herd.
- 35 kilograms of organic seeds supplied to Irish Seed Savers.
- Soil trials started to test the impact of regenerative practices on soil microbiology, carbon sequestration and the nutritional density of food.

Environment



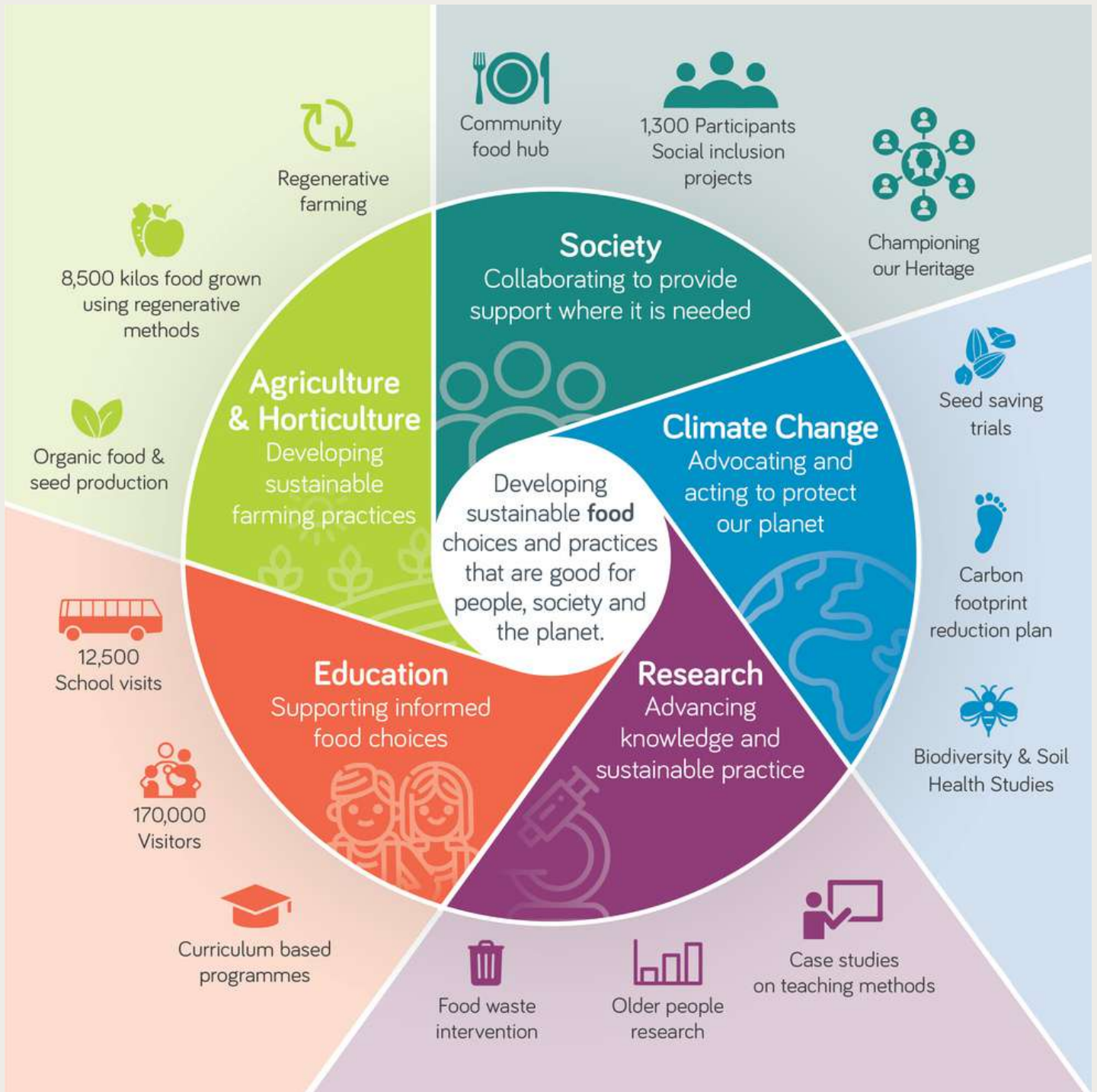
- Aerobic Digester ordered to process brown waste created on the estate.
- Scope 3 emission analysis completed.

Social inclusion



- 6 people participated in Walk Ability Programme, with 3 progressing to full time employment.
- Launch of the Community Food Hub to develop cooking skills among low income families.
- 14,000 Good Food Delivered meals prepared.
- 41 participated in the Social Therapeutic Horticulture programme.

2021 at a glance





In conjunction with LEAF UK, we help connect farmers with future consumers through live, virtual classroom visits.

50 working farmers are now dialling in "live" to their matched schools around Ireland, twice per month to talk about all things food and farming.

So far, this has led to 25,000 farmer-student interactions per year.



Regenerative farming

Regenerative farming uses three main soil principles: no digging, maintaining living roots, and permanent soil cover. The benefits of which include the production of nutritionally denser food and the increased capacity of the soil to capture carbon.

It's a practice that we've used for many years to grow fruit and vegetables at Airfield Estate, and we began the transition to regenerative farming with livestock in January 2021.

As a trial site for regenerative food production, the principles will increase the biodiversity at Airfield and we're already seeing signs of more diverse flora in the fields with thistle, dock, and clover growing between the grasses.





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