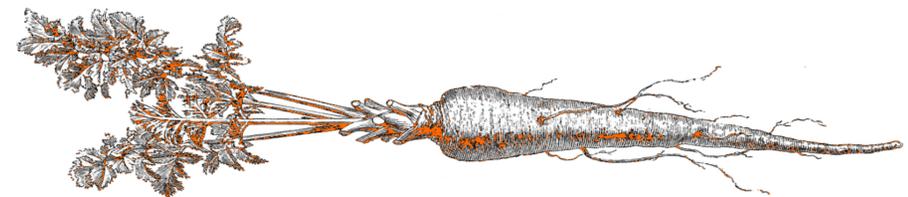
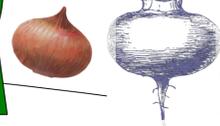




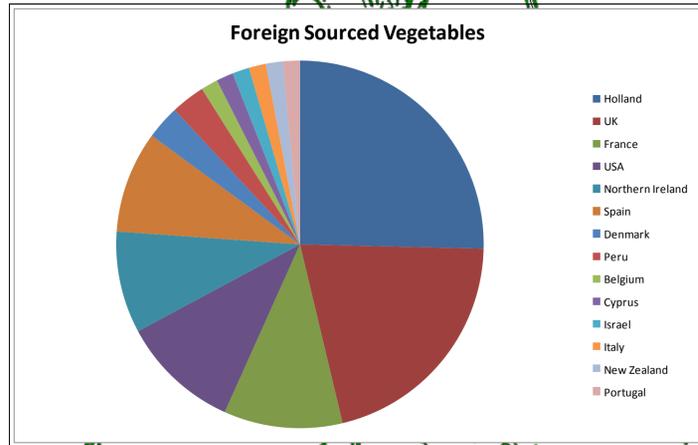
# Tracing the Roots of Irish Vegetables



## INVESTIGATING

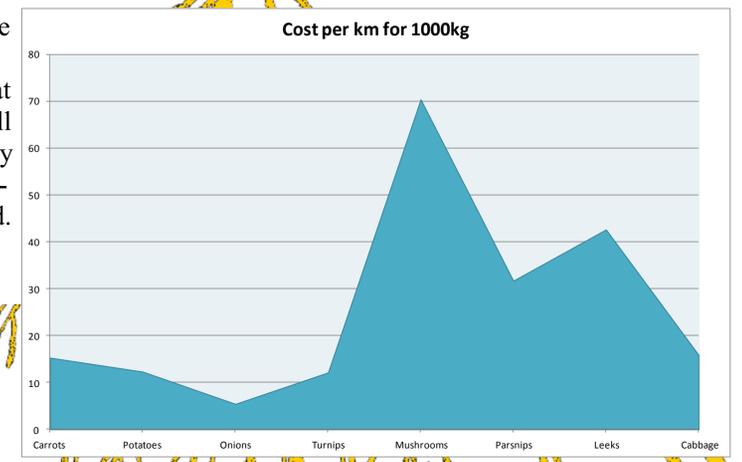
We wanted to investigate the availability of Irish-sourced vegetables in our shops today. To begin, we compiled a list of in-season Irish vegetables using various sources including Bord Bia. We collected data from 6 different shops during the same week. For each shop, we collected the price per kilogram and country of origin of every vegetable that was on our list. Prices where a vegetable was sold per head instead per kg were found by estimating the average weight of that vegetable. All prices were rounded to two decimal places. We determined the average distance travelled by a vegetable by working out the shortest possible distance between the approximate geographic centre of the country of origin and our city, Galway.

To make the data easier to analyse, we removed the incomplete information, cut out vegetables that weren't available in the majority of the shops and removed the outliers in our information. For example, while spinach was in season according to our list it was not widely available so it was removed. The majority of spinach came from Spain. While mushrooms are in season, Shitake mushrooms are not yet commercially grown in Ireland so they were also removed.

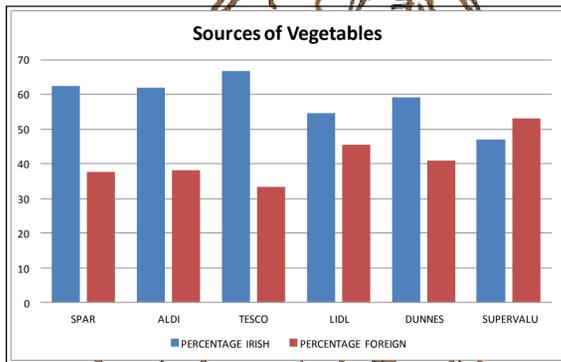


## COST PER KM FOR 1000KG

Mushrooms are the most expensive to transport per km for 1000kg. This is probably due to the fact that they are produced and sold in small quantities. Cost per km also usually decreases with distance, and mushrooms are the most locally sourced.



## SOURCES OF AVAILABLE VEGETABLES



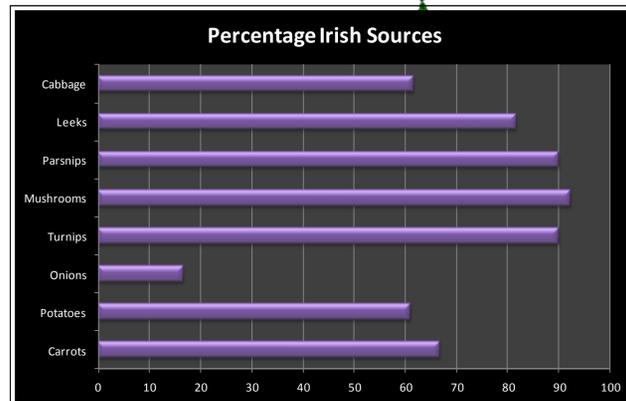
As obvious from the graph, Tesco supplies the highest percentage of Irish vegetables, with about 67% of its vegetables sourced in Ireland. It is interesting to note that Aldi and Lidl – both German companies – also supply over 50% Irish sourced vegetables. SuperValu is the only shop that provides more foreign sourced than Irish-sourced vegetables.

Surprisingly, potatoes were not the most "Irish" of the vegetables. 92% of the mushrooms were sourced from Ireland.

The vegetable most often sourced from abroad was onions. We import red onions from Holland and New Zealand, and mild onions from as far away as Peru.

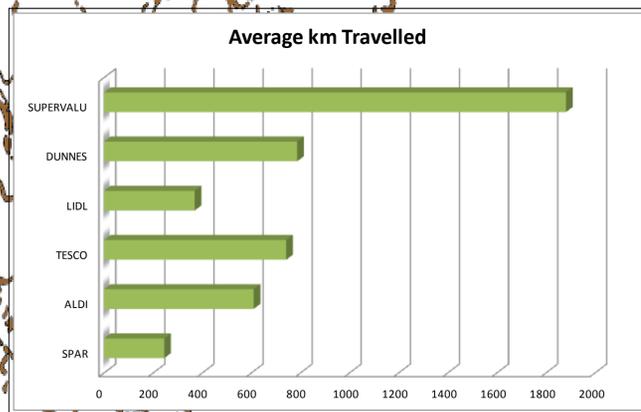
## FOREIGN SOURCED VEGETABLES

In general, 63% of vegetables were sourced from Ireland. Out of the foreign-sourced vegetables, we source 25% from Holland and 21% from the UK.



## AVERAGE KILOMETRES TRAVELLED

If we take the average kilometres travelled by all the vegetables in each shop, we can see that Spar sources its vegetables from the shortest distance away, while SuperValu sources its vegetables from farthest away.



## SUMMARISING

We would encourage buyers to choose Irish, as there is a large amount of Irish sourced produce available, as evident in our project. The majority of in-season vegetables in Ireland are being sourced from Ireland by our main food retailers. However, there is always room to source more vegetables locally, particularly onions. Leeks, parsnips, mushrooms, and turnips are being sourced the most locally. Irish produce is fresher than foreign sourced vegetables because it has less distance to travel and buying locally supports employment here in Ireland. This project was designed as an investigation from a consumer's point of view, based on readily accessible information seen while shopping. Unfortunately, we were limited by the time of year that we carried out this investigation. Most of the fresh produce grown in Ireland is produced during the spring and summer months and available from around May to September. A larger sample of in-season vegetables would be ideal as with the information that we collected, many more paths could be explored, especially relating to the price of the vegetables.

