



Origin Announces €17.6m Strategic Research Partnership with University College Dublin

Science Foundation Ireland supports new partnership between Origin and UCD

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Origin Enterprises plc, the Agri-Services Group ('Origin' or the 'Group'), and University College Dublin ('UCD') are pleased to announce the establishment of a dedicated digital, precision agriculture and crop science collaborative research partnership supported by Science Foundation Ireland ('SFI'). The five year development programme underpinning the research partnership will be financed by a €17.6m investment which is co-funded by Origin and SFI.

The collaboration encompasses a strong multi and inter-disciplinary approach, combining the leading expertise of UCD in data science and agricultural science with Origin's integrated crop management research, systems capabilities and extensive on-farm knowledge exchange networks.

The aim of the programme is to build digitally based and user driven advisory tools that provide rapid and localised decision support for agronomists and farmers. A cornerstone of the development will be the creation of a scalable crop intelligence platform, which will incorporate consistent and real time data analytical approaches to optimise sustainable crop performance.

Commenting on the announcement, Origin's Chief Executive Officer, Tom O'Mahony said:

"We are delighted to join forces and collaborate with UCD, a world-leading academic institution in agricultural science with excellent credentials in multi-disciplinary research. We are particularly pleased with the support of Science Foundation Ireland under its Strategic Partnership Programme, the aim of which is to foster and develop partnerships of scale."

"The collaboration provides Origin with a development platform which accesses the very substantial intellectual capacity, advanced data analytics, sensing technologies and modelling resources of UCD. The merging of conventional crop science and agronomic application with digital technology and prescriptive data analytics will enhance Origin's knowledge-intensive offering along with improving the capacity to scale our service."

Professor Orla Feely, UCD Vice-President for Research, Innovation and Impact, said:

"This is a very exciting research partnership announced today between Origin and UCD, which will put Irish research at the forefront of new and innovative approaches for future farming systems. The multi-disciplinary research teams at UCD will use our research expertise in data science and agriculture, together with Origin's industry experts, to address the issue of crop sustainability, a major global food

