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IRISH FARMERS JOURNAL

The world of beef

AgriSearch beef conference, 27th January 2026

IRISH FARMERS JOURNAL

Beef world in brief

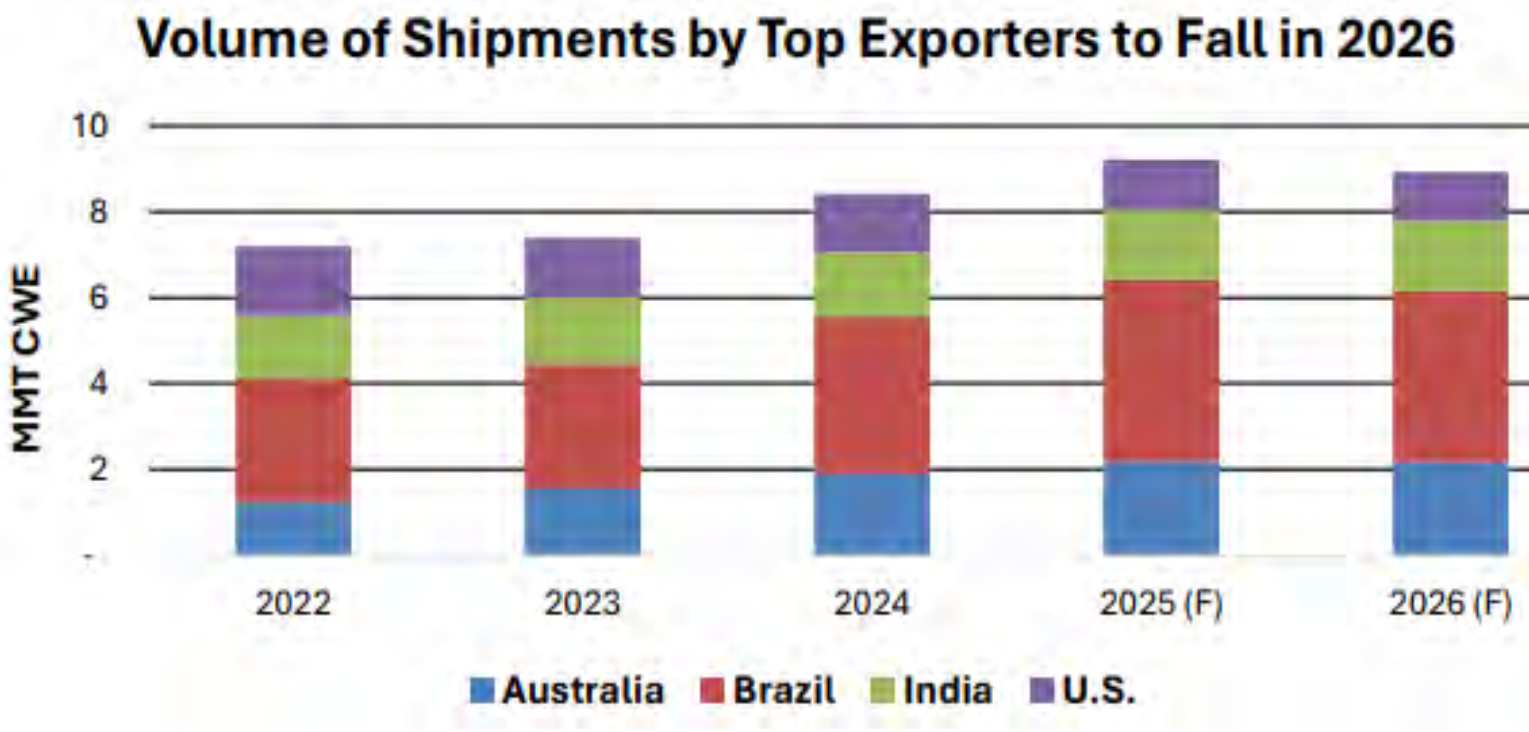
USDA estimates CWE:

61m tonnes production forecast for 2026, down from 61.9m tonnes in 2025

Global cattle population 903.3m head, down from 944m head in 2023

Exports (inc buffalo) 13.5m tonnes forecast for 2026

Dominated by Brazil, Australia and USA



Beef importing countries (USDA)

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	2021	2022	2023	2024	2025	2026 Dec
Total Imports						
China	3,024	3,502	3,577	3,743	3,815	3,750
Japan	807	777	702	736	675	680
Korea, South	588	595	595	577	590	605
United Kingdom	393	400	384	403	400	410
European Union	321	372	363	391	425	405
Chile	464	350	356	398	365	370
Russia	298	295	275	300	310	315
Mexico	172	166	203	238	330	310
Canada	212	214	241	264	305	305
Philippines	221	256	197	276	270	285
Others	1,918	1,764	1,742	2,006	2,007	2,098
Total Foreign	8,418	8,691	8,635	9,332	9,492	9,533
United States	1,517	1,538	1,690	2,103	2,424	2,472
Total	9,935	10,229	10,325	11,435	11,916	12,005

Beef exporting countries (USDA)

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	2021	2022	2023	2024	2025	2026 Dec
Total Exports						
Brazil	2,320	2,898	2,897	3,638	4,250	4,000
Australia	1,291	1,238	1,560	1,898	2,185	2,165
India	1,397	1,442	1,552	1,524	1,615	1,630
Argentina	658	725	771	847	760	810
New Zealand	685	643	682	645	610	640
European Union	675	626	624	671	615	600
Canada	593	583	572	562	550	550
Uruguay	556	513	483	473	510	520
Paraguay	434	462	441	472	500	485
Mexico	363	398	338	301	315	390
Others	822	783	742	591	606	614
Total Foreign	9,794	10,311	10,662	11,622	12,516	12,404
United States	1,555	1,608	1,378	1,364	1,173	1,127
Total	11,349	11,919	12,040	12,986	13,689	13,531

Australia

World's second largest beef exporter

Over 1.5m tonnes in 2025

Supply 83 countries

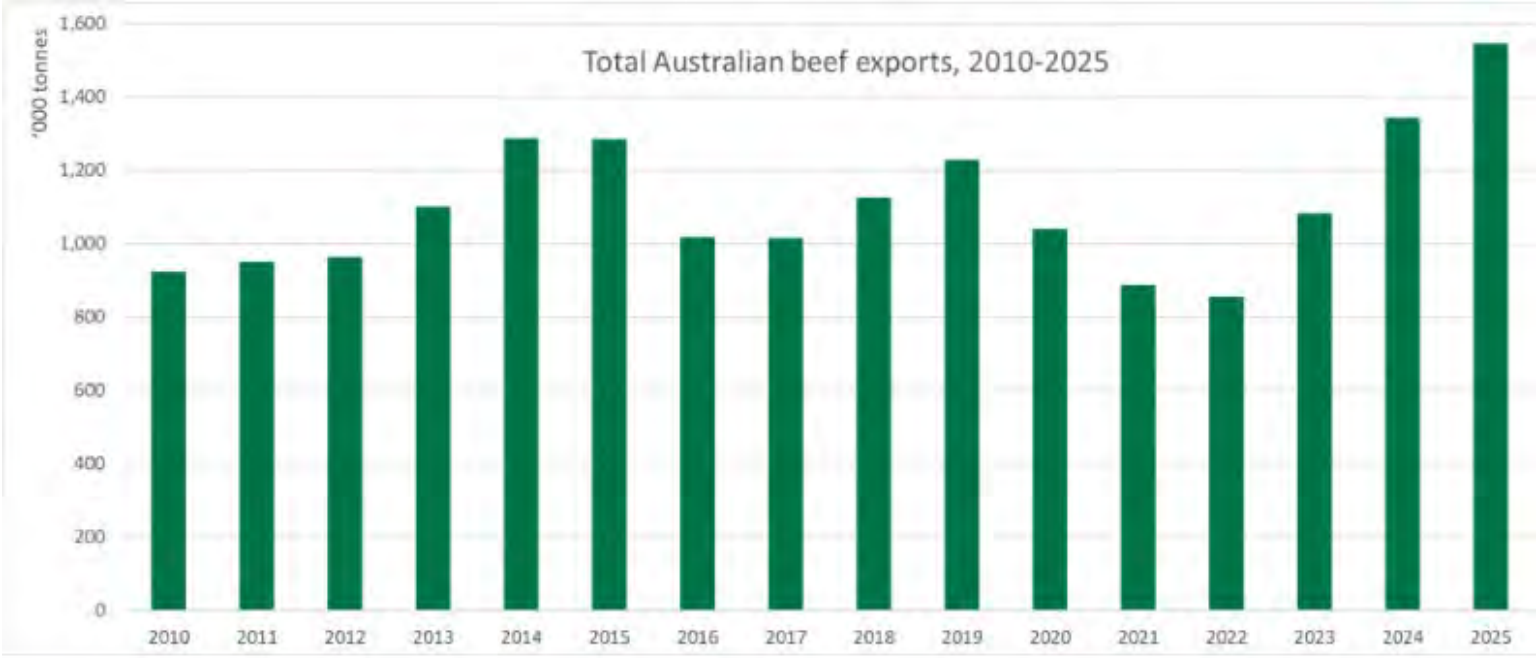
US main market, 453,000t 2025, +13%

China 273,000t, +41% due to absence of US

Japan 257,000t, +4%

South Korea 221,000t, +10%

UK 16,864t, up from 6,200t in 2024



Source: DAFF, MLA

Brazil beef exports

(source: ABIEC)

2001 – 500,000t

2004 – 1m

2020 - 2m

2025 – 3.5m tonnes, a 20% increase on 2024

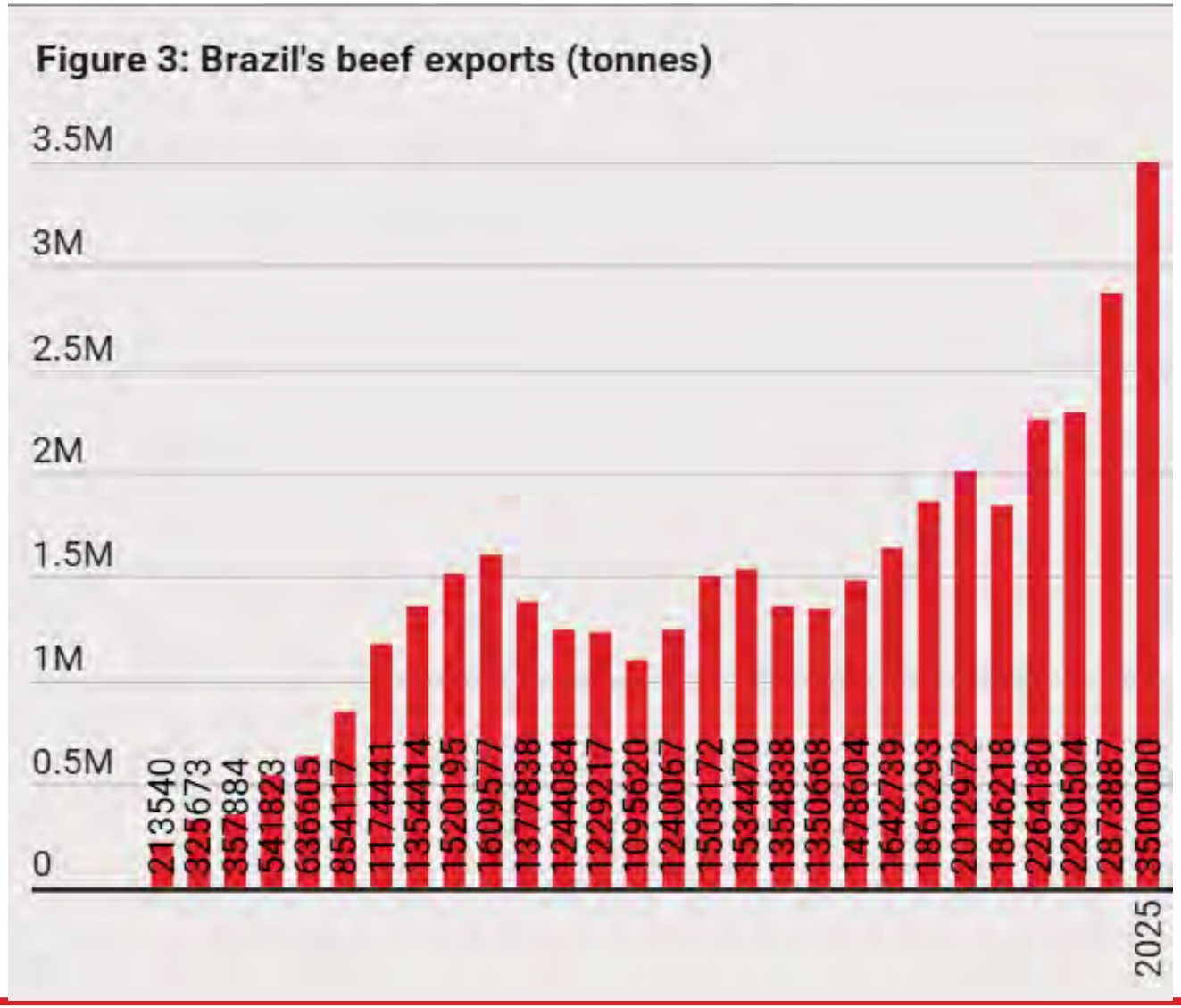
Main markets in 2025:

China – 1.7m tonnes

USA – 272,000

Chile – 136,000

EU – 129,000



US Beef exports

US is the world's third largest beef exporter and second largest importer

Carcase balance

Main markets in Asia

Japan – 201,000t

South Korea – 194,000

China – 96,000t

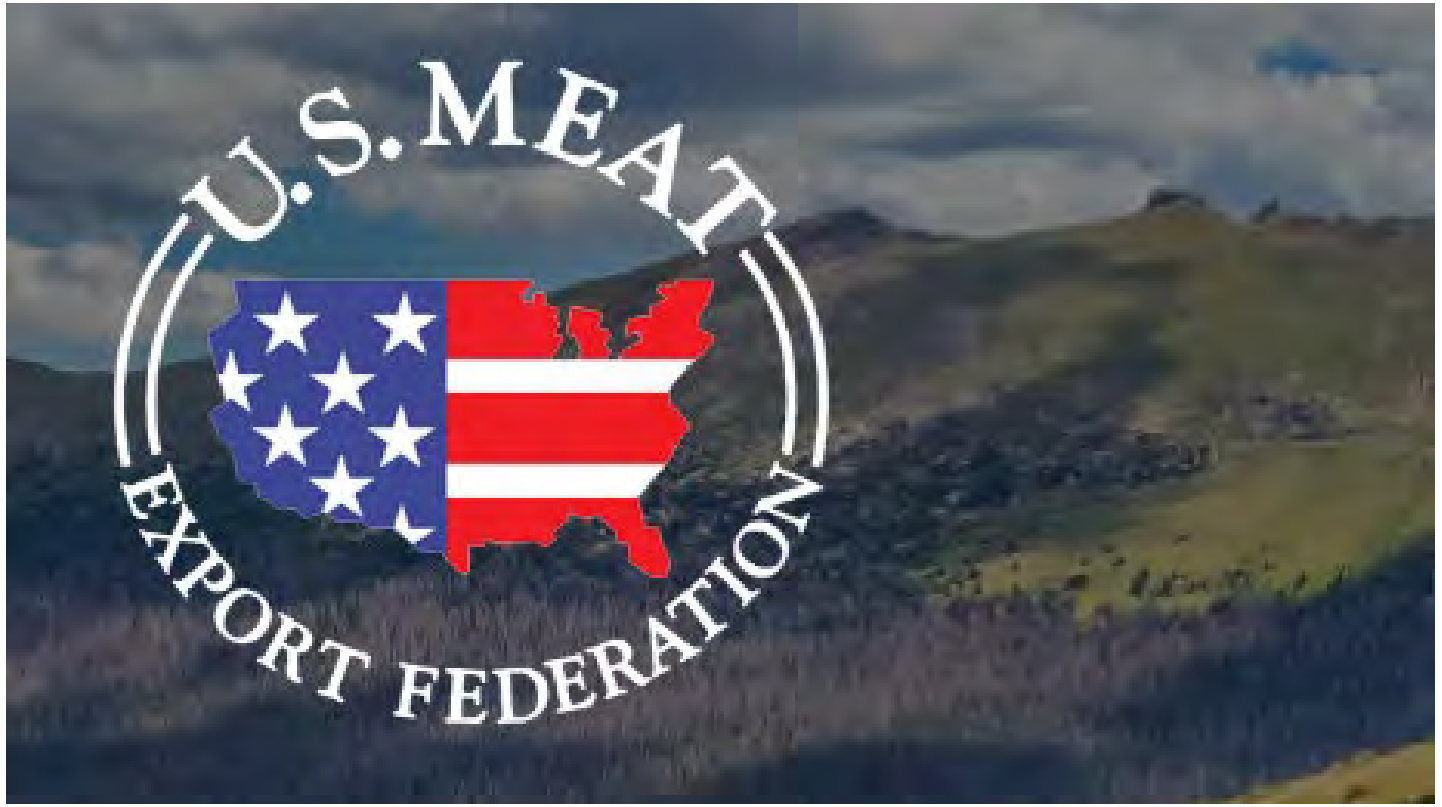
Mexico – 173,000t

Canada – 81,000t

UK – 2,044t

EU – 9,000t

(Jan-Oct 2025)



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China beef imports

(Source: Bord Bia / China Customs)

World's largest beef importer

Only happened over the past decade

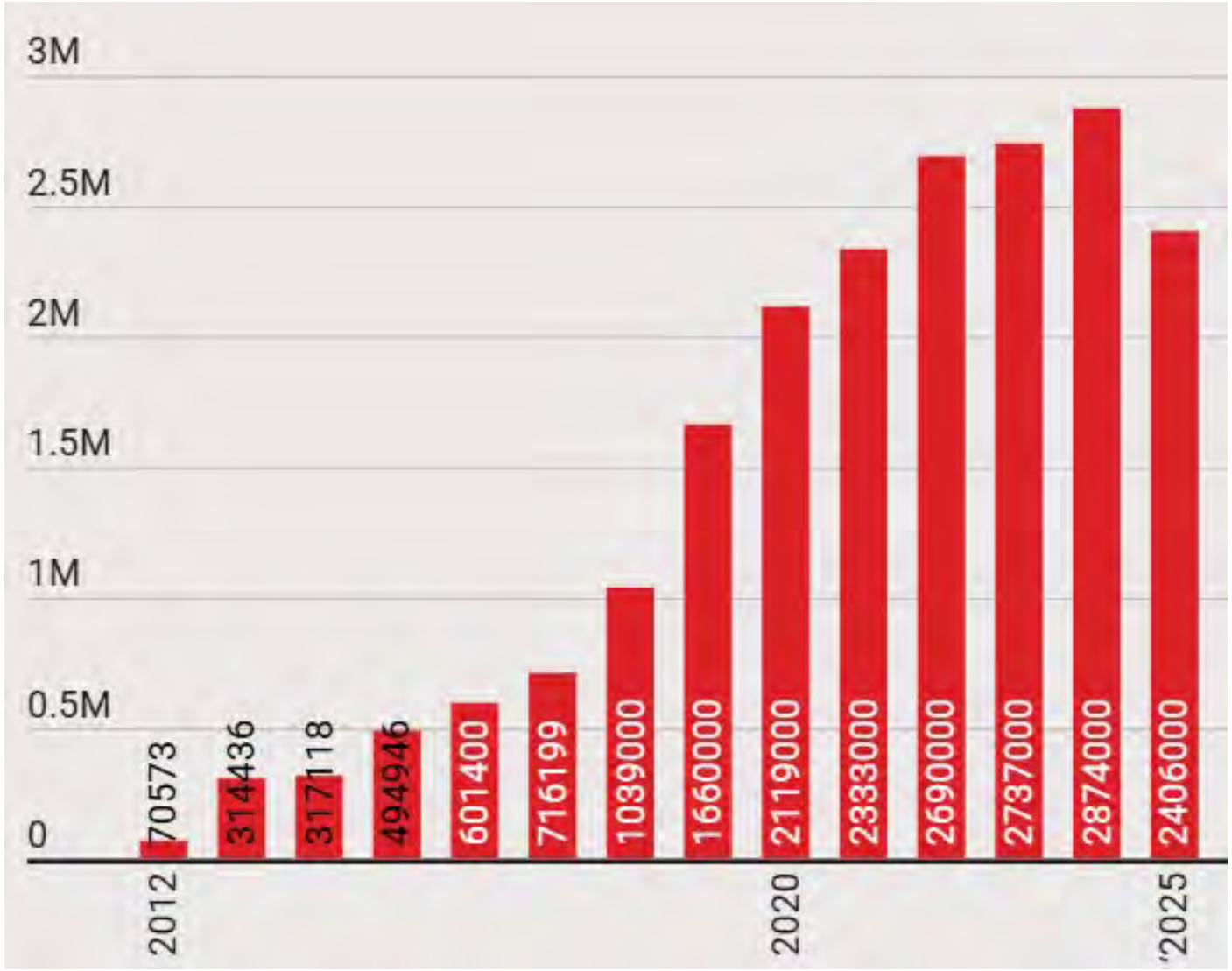
Has levelled off, not much more headroom for growth

Introduced quotas with effect from start of 2026

Has consequences for Brazil and Australia who have

Ireland has had stop start export business with China

Main suppliers in 2025 were Brazil, Argentina, Australia, Uruguay and New Zealand



China – Quotas

Outcome of safeguard investigation

2.7m tonnes total 2026, allocated as table 1

Brazil exported 1.68m tonnes total for 2025, 500,000t more than quota for 2026

Australia exported 274,000t in 2025, 69,000t more than quota

These “extra” volumes would attract an additional 55% tariff

Means looking for other markets

Table 1: China beef import quotas

(Source: China Ministry for Commerce, reported by Reuters)

Quota volume (1,000t)	2026	2027	2028	Actual imports from Jan-Nov 2025
Brazil	1,106	1,128	1,151	1,329
Argentina	511	521	532	436
Uruguay	324	331	337	188
New Zealand	206	210	214	110
Australia	205	209	213	295
United States	164	168	171	55
Other countries/regions	172	175	179	
Total	2,688	2,742	2,797	
Additional tariff rate	55%	55%	55%	

Mercosur

99,000t beef quota 7.5% tariff 180,000t poultry meat quota 0% tariff and 25,000t pork quota €83/t tariff

58,000t Hilton beef quota with tariff cut from 20% to 0%

Brazil's beef exports increased by 20% in 2025 to 3.5m tonnes

1.68m tonnes of this exported to China, over 500,000t more than their quota for 2026

Out of quota imports in China will carry a 55% tariff in 2026

Brazil's exports to EU in 2025 were 128,900t, up 132% on 2024 (ABIEC), EU beef imports from Mercosur countries were 205,000t in 2024

More competition for Irish beef, pork and poultry meat sales to EU

EU beef imports

2025 to end November, EU imported 294,000 tonnes

Highest since 2010

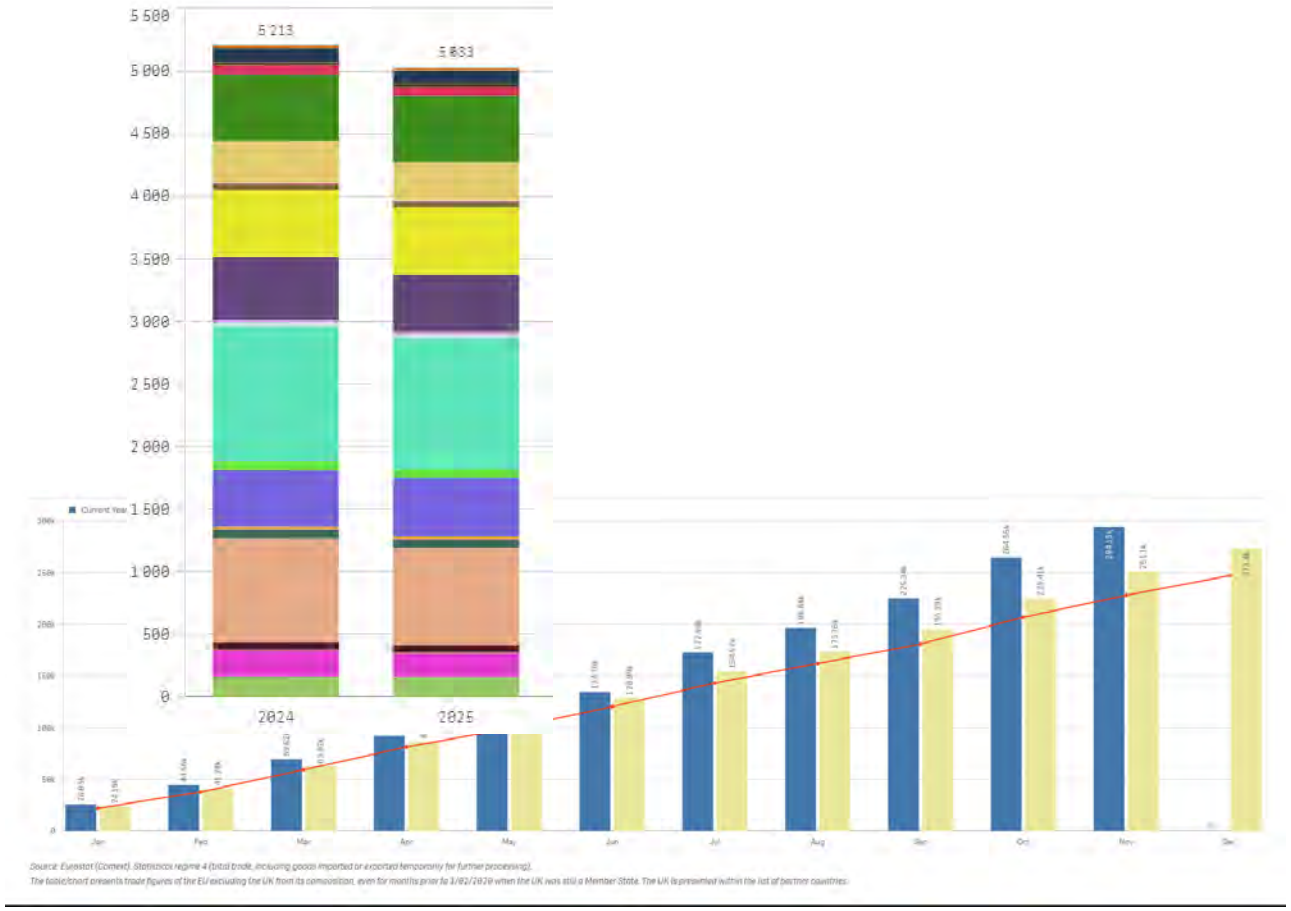
Reflects falling production, forecast to drop by 615,000t between now and 2035

Down 200,00 tonnes in 2025 v 2024

Ireland down 200,000 head

GB – 94,000 fewer cattle to end November

NI – 5% drop in 2025 kill to just over 491,000 head



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UK trade deals

EU – quota free both ways

Australia – 35,000-tonne quota in 2023, with increasing to 110,000 tonnes over 10 years.

Unlimited access after 15 years

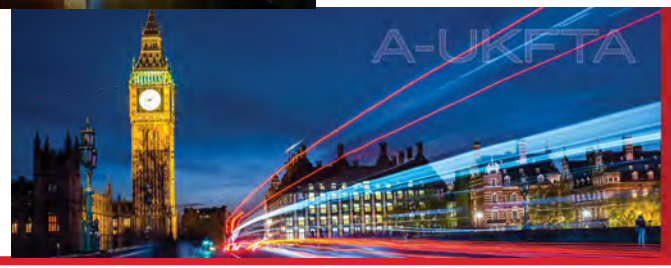
New Zealand – 12,000t year 1, rising to 38,820t after 10 years

Unlimited access after 15 years

USA – 13,200t reciprocal beef quota

Canada – negotiations suspended, working group set up in June 2025

Comprehensive and Progressive Agreement for Trans-Pacific Partnership



UK trade deals Australia & New Zealand

UK post Brexit trade deals with Australia & New Zealand came into effect in May 2023

Opens door for Australian beef and lamb exports to UK and New Zealand beef

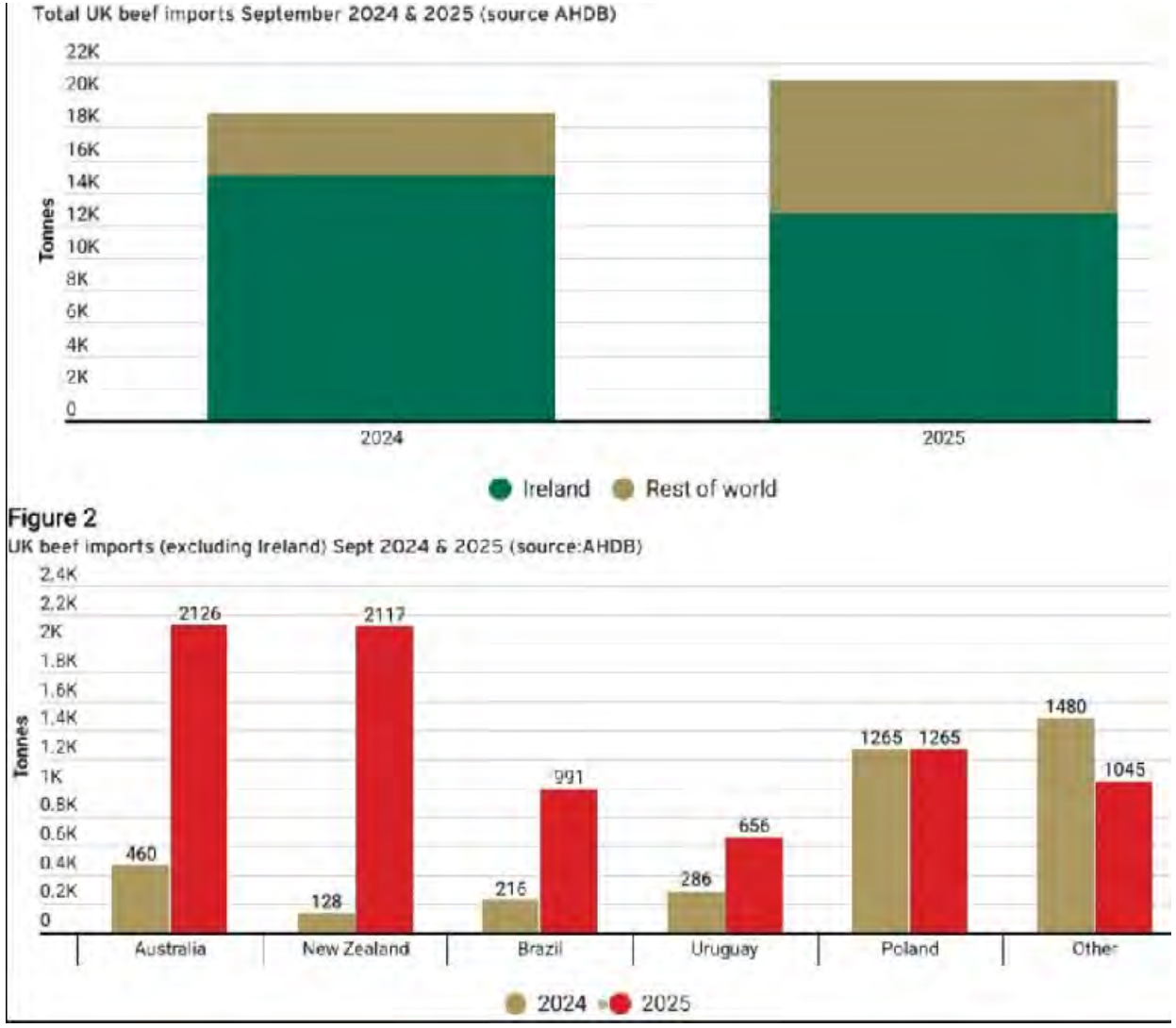
Huge impact by Q4 2025

UK fresh & frozen beef imports from NZ increased x17 Sept 24 to Sept 25 and x5 from Australia

Coming from very low base

Ireland down from 15,061t in Sept 24 to 12,733t in Sept 25

Big threat to Irish beef exports, less so for UK production

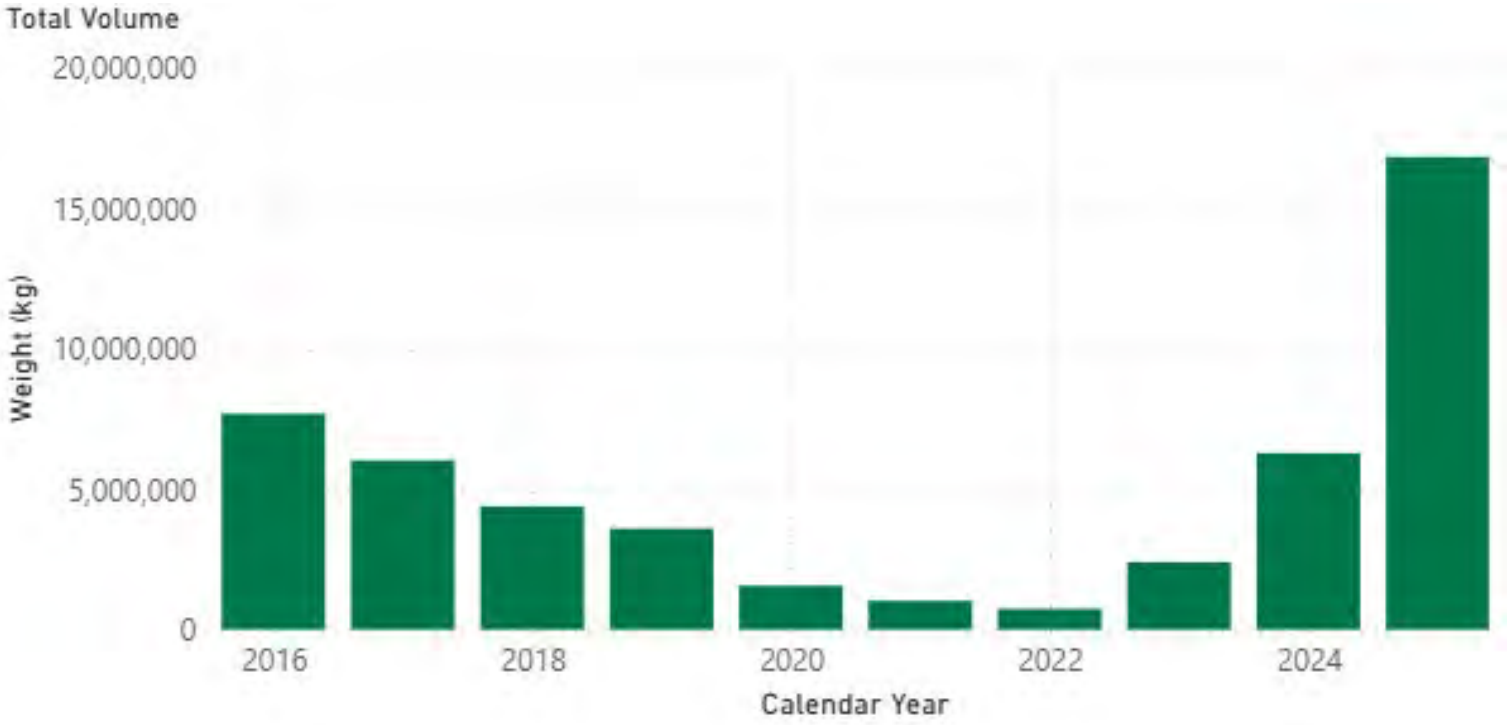


Australia exports to UK

Increasing year on year since trade deal came into effect

Still relatively low

US and Asian markets more established and had strong demand in 2025, expected to continue in 2026.



New Zealand exports October 2025

USA – 6,333t

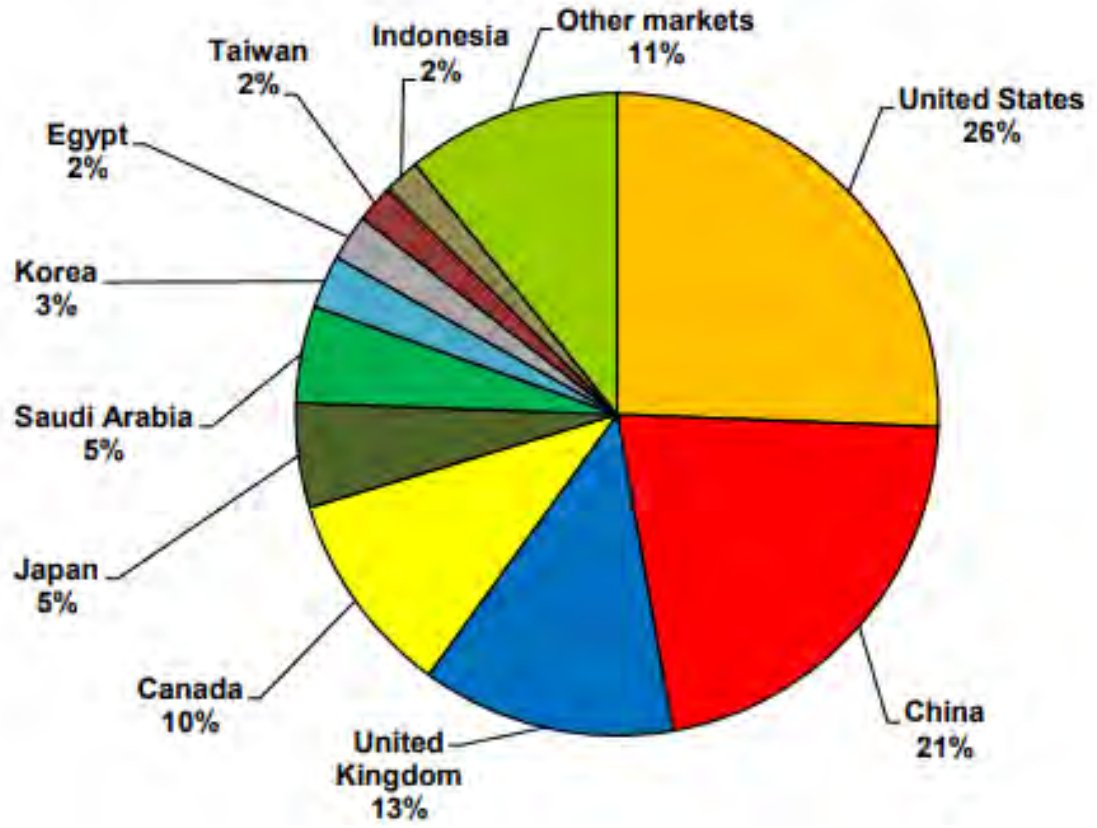
China – 5,340t

UK - 3,151, ten times higher than Oct 2024

Canada – 2,558t

NZ has established trading relationship with UK through lamb

Source: Compiled by MIA from Statistics New Zealand overseas merchandise trade data



UK market

Jan-Nov 2025 (AHDB):

Imported 219,000t total fresh and frozen beef

148,392t from Ireland, down 12.5%

16,000t from Poland, +4%

12,950t from New Zealand, +293%

13,238t from Australia

Exported 101614t, 88,463 tonnes to Ireland.

	NI[1]	GB[2]	IE[3]	REU[4]	ROW[5]	Inter-vention	Total Sales	External[6] Sales	Export[7] Sales
Animal by-products	*	*	*	*	*	0.0	**54.4**	*	*
Bakeries	264.8	149.0	122.2	2.5	5.6	0.0	**544.2**	279.4	130.4
Beef and Sheepmeat	278.8	1,114.3	157.3	134.6	25.6	0.0	**1,710.6**	1,431.8	317.5
Drinks	224.9	59.3	238.2	*	*	0.0	**577.0**	352.1	292.8
Eggs	56.5	180.6	9.8	*	*	0.0	**247.1**	190.6	10.0
Fish	14.8	25.8	7.4	19.7	2.3	0.0	**69.9**	55.1	29.3
Fruit and Vegetables	159.6	222.8	90.5	1.9	1.8	0.0	**476.7**	317.1	94.3
Milk and Milk Products	261.9	474.9	328.4	*	*	0.0	**1,567.9**	1,306.0	831.1
Pigmeat	87.6	*	46.8	9.2	*	0.0	**528.3**	440.7	*
Poultrymeat	*	*	*	*	*	0.0	**739.9**	*	*
Total Sector	**1,421.8**	**3,161.6**	**1,078.2**	**631.4**	**223.1**	**0.0**	**6,516.0**	**5,094.3**	**1,932.7**

British & Irish sourcing

UK retail and major burger chains have had strong commitment to UK sourcing, supplemented by Irish

Some supermarkets trialled imported beef in 2025

Bigger threat to Irish beef than UK/British beef

Logistics and distance is also a barrier, particularly in fresh meat market

Needs longer lead in time

Potential to be a drag on the market especially if UK market is oversupplied

IRISH FARMERS JOURNAL

Saturday 24 January 2026

Supermarket rep defends sale of Australian beef

DAVID WRIGHT
NORTHERN EDITOR
dwright@farmersjournal.ie

A representative of British supermarket chain Morrisons has defended a decision by the company to start offering cheap Australian beef in

means supermarkets can be much more confident about retail pricing and decisions on whether to push volumes. "2025 was really difficult to make big decisions because of price volatility. As soon as the price goes up on the shelf, we sell less volume," she said.

it has 40% lower greenhouse gas emissions than industry standards.

When that claim was advertised on packs it did improve sales, said Nelson, although she accepted that at present, most customers are driven by price and not

In summary

- UK is 5th biggest beef import market in the world
- NI is a domestic supplier therefore “preferred”
- EU is next largest import market and main UK export market
- Trade deals mean less protected than before but there are non tariff barriers
- Good to have option of as many markets as possible beyond Europe
- However most valuable are the closest….

IRISH FARMERS JOURNAL

The world of beef

AgriSearch beef conference, 27th January 2026

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Beef Conference

Beefing Up Performance – Driving Productivity and Profitability

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AgriSearch Beef Conference – January 2026

Morrison Livestock

Duncan & Claire Morrison

Who am I?

35-year-old beef farmer from Aberdeenshire, husband to Claire & father to Mirren & Magnus. Fourth generation farmer with a FIRST-generation business. Business started in 2016.

This year we will bull 260 spring calving suckler cows & heifers on approx 770 acres, owned/tenanted/seasonal.

Leasing agreement on 40 cows

Pedigree Aberdeen–Angus & Stabiliser alongside commercial herd.

Around 200 Lleyn X ewes

Finishing steers, bulls & heifers, selling store cattle, breeding heifers & bulls privately off farm

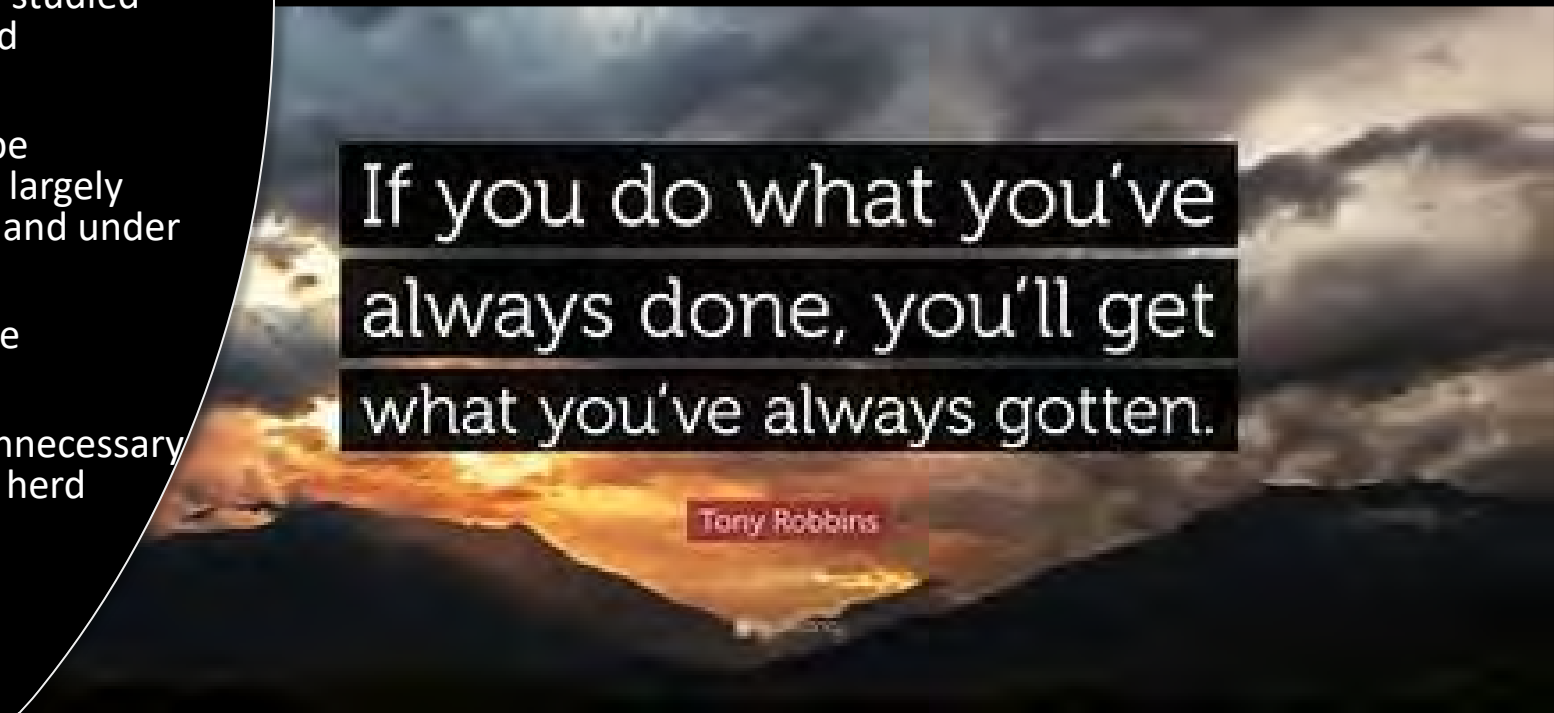
Work with friends and neighbours contract finishing lambs, muck for straw agreements and sharing labour at busy times

QMS monitor farm 2022-2026, hosting 2-3 open farm meetings per year with hundreds of farmers and industry professionals

Member of 2 discussion groups and one FARMAX Benchmarking group

Starting my own farm business

- After being made redundant from job as farm manager and with virtually no savings behind me, I decided to start a suckler herd…
- The beef sector in Scotland at the time was in a bad place with 1000 suckler cows dispersing from our small parish that spring.
- I had just returned from a trip to New Zealand where I studied their low-input Aberdeen Angus cows in a dynamic and unsubsidized industry.
- I quickly realized that to obtain bank funding I had to be different from the rest of the industry, which was, and largely still is, over capitalized, over mechanized, over staffed and under efficient
- I had to show the bank I could identify and mitigate the challenges that face the industry
- I realised that by pursuing relevant KPIs, eliminating unnecessary costs and developing a productive herd, that a suckler herd could be profitable after all



Around the world

		Deadweight £/kg
United Kingdom	A country well suited to producing beef?	£6.40
United States	World's largest beef consumer. Major herd reduction due to drought has raised prices	£5.99
Italy	Usually one of the highest price in EU	£6.10
Republic of Ireland	Closest neighbour and historically UK's largest import source	£6.30
New Zealand	Comparable climates and systems	£3.90
Brazil	World's largest beef exporter (volume)	£2.80
Australia	World's largest beef exporter (value)	£4.10

Yet… according to the most recent results in the AHDB Farmbench study on suckler herd profitability…

Farms with the lowest hours per cow tended to make the most profit, as they used labour efficiently and reduced costs. On average the top 15% spend half the time per cow that the remaining 85% did. Less time per cow was key to profitability in the top 15%, resulting in a labour cost of £148 per cow compared to £300 per cow in the remaining 85%.

The bottom 25% had a cow housing period of 4 weeks longer than the top 25%

The top 25% of herds in terms of profitability calved heifers at 24 months whereas the bottom 25% calved at 29 months

The top 15% of performers generally had a greater focus and control on herd fertility. In each of the top performing herds at least 75% of cows calved within the first 6 weeks, whereas in the remaining 85% there were several farms where 0-20% of cows calved within 6 weeks which suggests a more protracted calving pattern and possible fertility issues in the herd

The top 25% of herds weaned 36% of the cow's weight at 200 days versus 33% on average. Combined with an average of 30kg less creep feed per head than the average herd I think that points more towards both a slightly smaller cow and better grazing management providing quality forage.

Room for improvement?

How do you apply that to your farm business?

Elimination of unnecessary labour & economies of scale

Reduced fixed costs & overheads

Focus on breeding productive cattle that fit the system

Focus on fertility which is the number 1 profit driver in a suckler herd. Strict culling and attention to detail

Improved grazing systems. More focus on output per hectare than topping the sale.

How do you apply this to your breeding strategies?

- Cull for 3 T's – teats, toes & temperament.
- Easy calving genetics and selection for vigour
- Mothering ability
- If it costs you time or money – get rid

- Focus on cows doing the work – grazing & feeding their calves
- Cows that can maintain BCS, lower maintenance cost, reduced housing costs
- Do they really need concentrates?

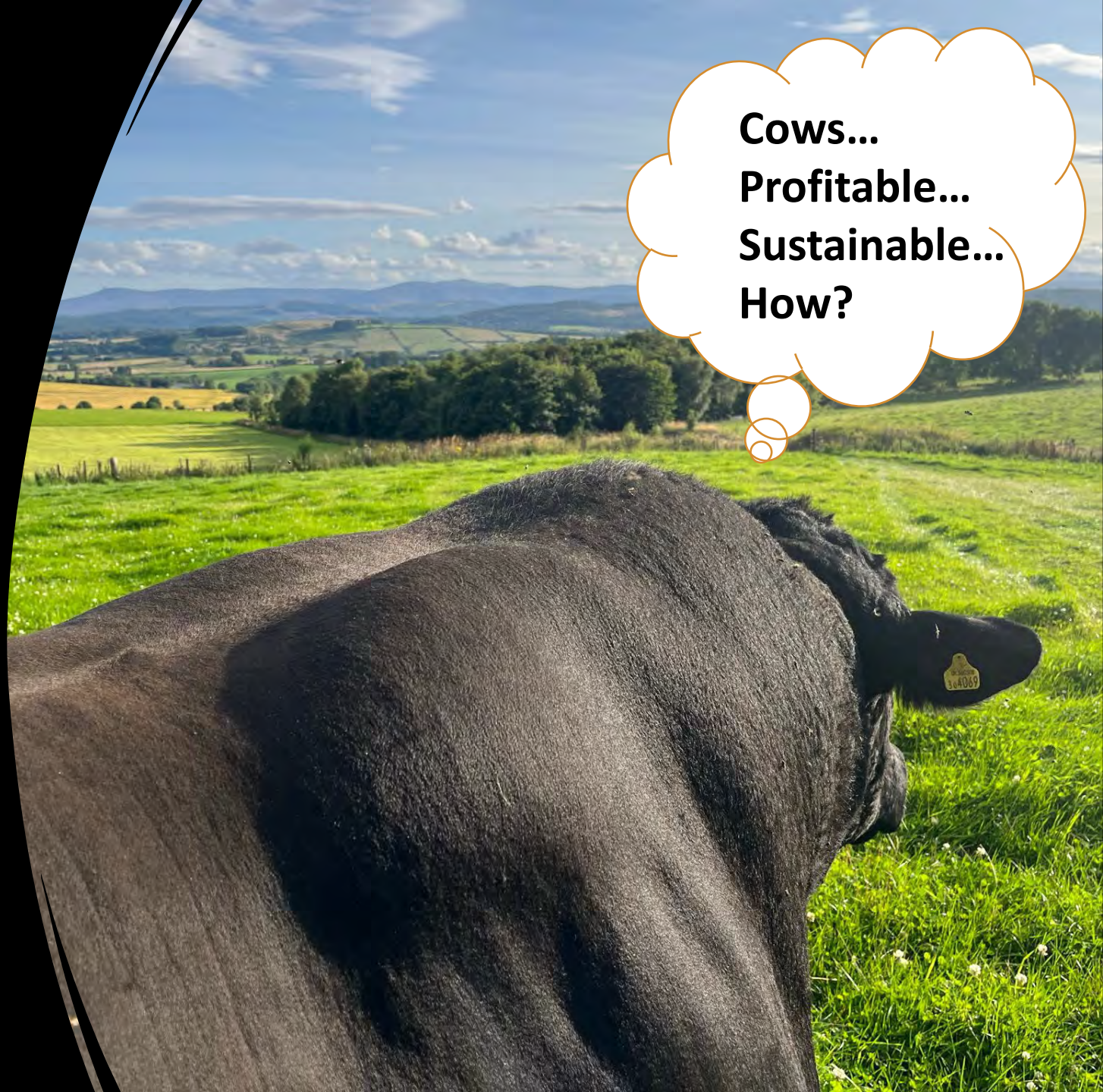
- Right cow in the right place! Upland, lowland? Outwintered, inwintered?
- Record data relevant to your herd and use it to inform breeding decisions

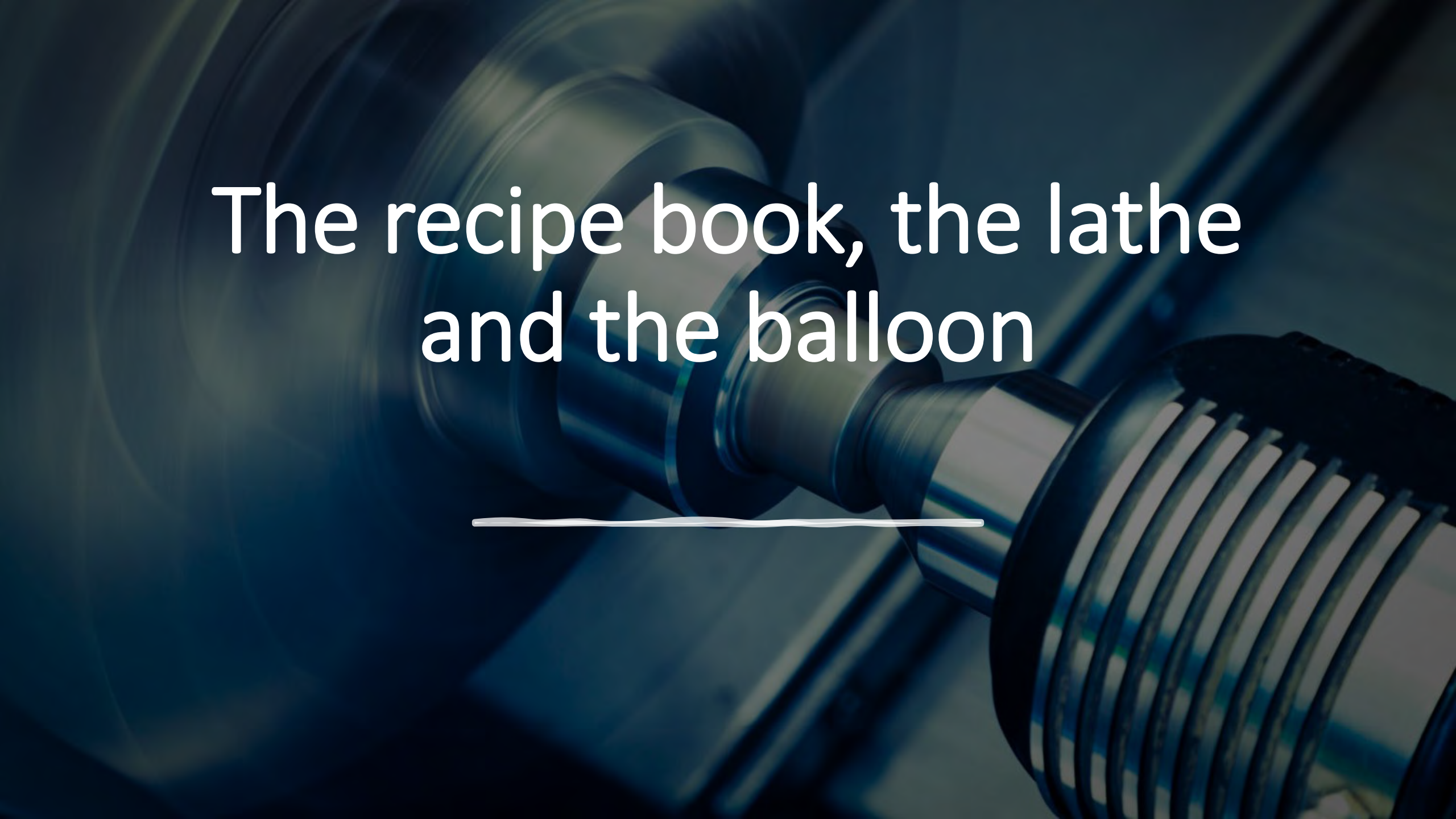
- Tighten bulling period & remove barren cows
- Invest in correct type of bulls that can cover plenty females
- Look at calving dates – does it suit the farm and the business?

- Output/ha is driven by stocking rate and DLWG at grass.
- Stocking rate – 20 X 900kg cows or 27 X 650kg cows?
- Smaller cows are more likely to wean a higher % of their bodyweight. 900kg cow weaning 40% =360kg. 650kg cow weaning 50% =325kg
- 20 X 900kg cows wean 7200kg (@£4.25/kg) = **£30,600**
- 27 X 650kg cows wean 8775kg (@£4.25/kg) = **£37,293**

Lean & mean! The business, not the cows!

Build the system first and the cow herd second





The recipe book, the lathe and the balloon

The Recipe

If you were to design the perfect cow herd, what would it look like?

- Easy calving – LABOUR COST
- Good mothering ability – LABOUR COST
- Fertile – live calve at 2 and every year thereafter – OUTPUT & REPLACEMENT COST
- Longevity – REPLACEMENT COST
- Structurally sound – LABOUR & REPLACEMENT COST
- Docile – LABOUR COST
- Resilient – OVERHEADS & VARIABLE COSTS
- Healthy - REPLACEMENT COST & VARIABLE COSTS
- Ability to convert low quality forage to a high value product – OUTPUT, VARIABLE COSTS & FIXED COSTS
- Produce a saleable & in demand carcass with minimal finishing cost – OUTPUT & VARIABLE COSTS

Breeding the right animal for the system

- Our herd is performance recorded, under selective pressure. An entirely different concept to performance recorded in a high input, all you can eat buffet situation
- Apply selective pressure in areas that are most linked to profit – allow the system to decide which animals thrive, instead of adding complexity to retain every animal
- For example, instead of pulling lower BCS cows out of the group in winter and feed extra – breed those genetics out of your system. Clearly animal welfare needs to be paramount, but retaining animals that don't fit the system helps no-one and is an added cost.
- Breed choice? Maternal or terminal?

Breeding the right animal for the system

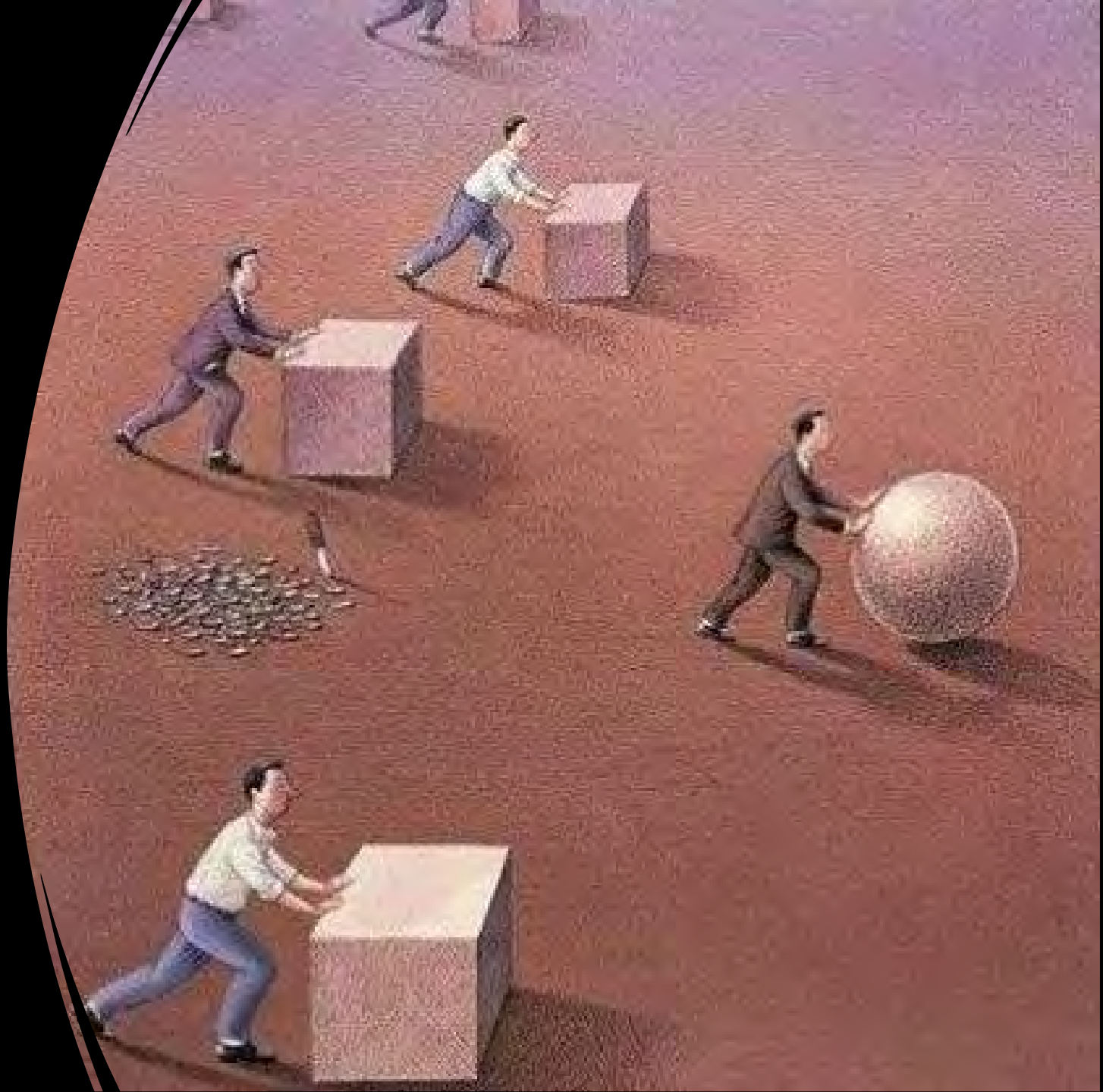
- Sensible use of EBVS – understanding how to implement them and the trade offs.
- We have been recording mature weights and BCS at weaning for several years. We are now adding frame score to help us and our customers make breeding decisions. Clear link between frame score, BCS and ability to outwinter
- This year our herd averaged 656kg, condition score 3.5 and frame score 7.04
- No concentrates fed to breeding stock, they must thrive on the cheapest feed we can grow – grass
- Finishing animals born from this system are good forage converters and cheap to finish. We use data gathered from finishing to optimize selection

The lathe

- Selective breeding (culling) is the single most effective way of improving your herd. I like to think of your herd like a work of art that you are crafting. Don’t go in with the chainsaw!
- Take off the rough edges, remove cattle that don’t suit the system, temperament issues, poor performers, feet or udder issues
- Repeat!
- Constantly reassess, benchmark from year to year and work out what needs attention

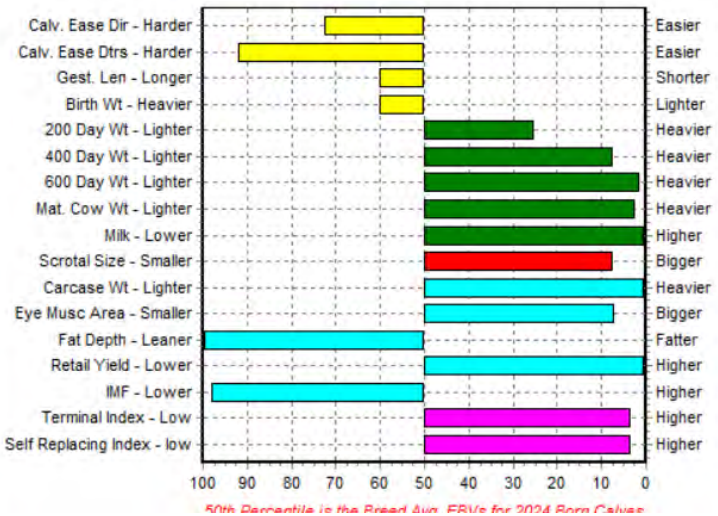
Simplicity?

You can make a cow herd easy to manage if you really want to



The balloon

- Balance is important. Focusing too hard on any particular trait for too long is likely to cause issues in other areas. It is important to understand the trade offs when making breeding decisions or purchasing new genetics
- Too much growth will reduce fleshiness, fertility and increase mature size
- Too much condition is associated with poor growth, calving ease and fertility
- Relentlessly pursuing low birthweights may reduce calf survival and performance in later life
- Extremes are never normally a good thing!


Calv. Ease Dir - Harder
Calv. Ease Dtrs - Harder
Gest. Len - Longer
Birth Wt - Heavier
200 Day Wt - Lighter
400 Day Wt - Lighter
600 Day Wt - Lighter
Mat. Cow Wt - Lighter
Milk - Lower
Scrotal Size - Smaller
Carcase Wt - Lighter
Eye Musc Area - Smaller
Fat Depth - Leaner
Retail Yield - Lower
IMF - Lower
Terminal Index - Low
Self Replacing Index - low
Easier
Easier
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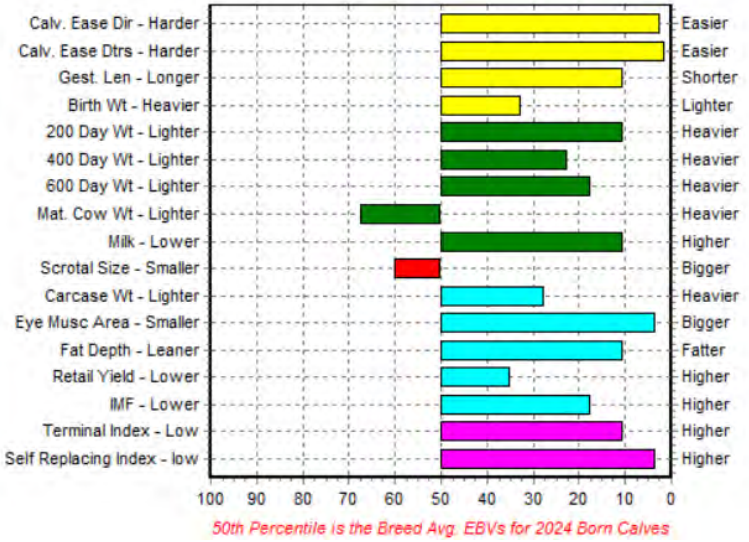
100 90 80 70 60 50 40 30 20 10 0
50th Percentile is the Breed Avg. EBVs for 2024 Born Calves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Higher
100 90 80 70 60 50 40 30 20 10 0
50th Percentile is the Breed Avg. EBVs for 2024 Born Calves

Calving season

- All cows and heifers calve outside at grass in one mob from mid April. One mob reduces labour cost.
- Calving ease is paramount. Intervention rates usually 3-5%
- Cows are allocated bulling groups pre calving and pairs are pulled out as they calve to reduce handling requirement
- Cows are fed with a bale unwinder at grass, in the evening to facilitate daytime calving. Also allows feed fed to be adapted each day as numbers reduce.

Data collection - calving

- Birthweight
- Calving ease
- Cow docility
- Mothering ability
- Calf vigour
- Assistance to suckle?
- Teat/Udder scores
- DNA samples taken for genomic testing, more accurate EBVs

Data collection - weaning

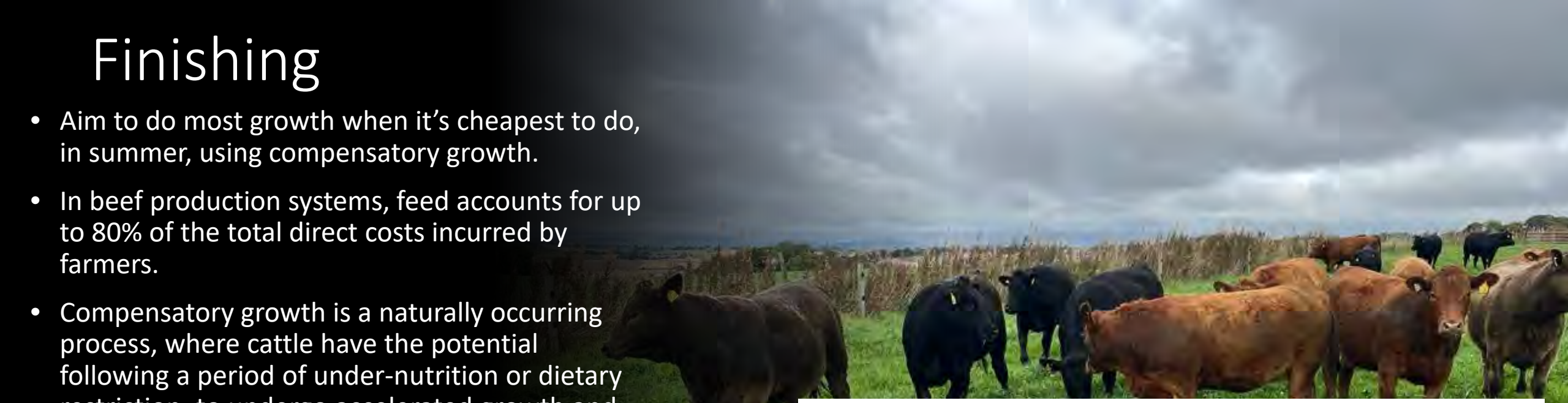
- Weaning weight & mature cow weight
- Body Condition score
- Frame score
- Cow:calf weaning ratio
- Preg test
- Blood test

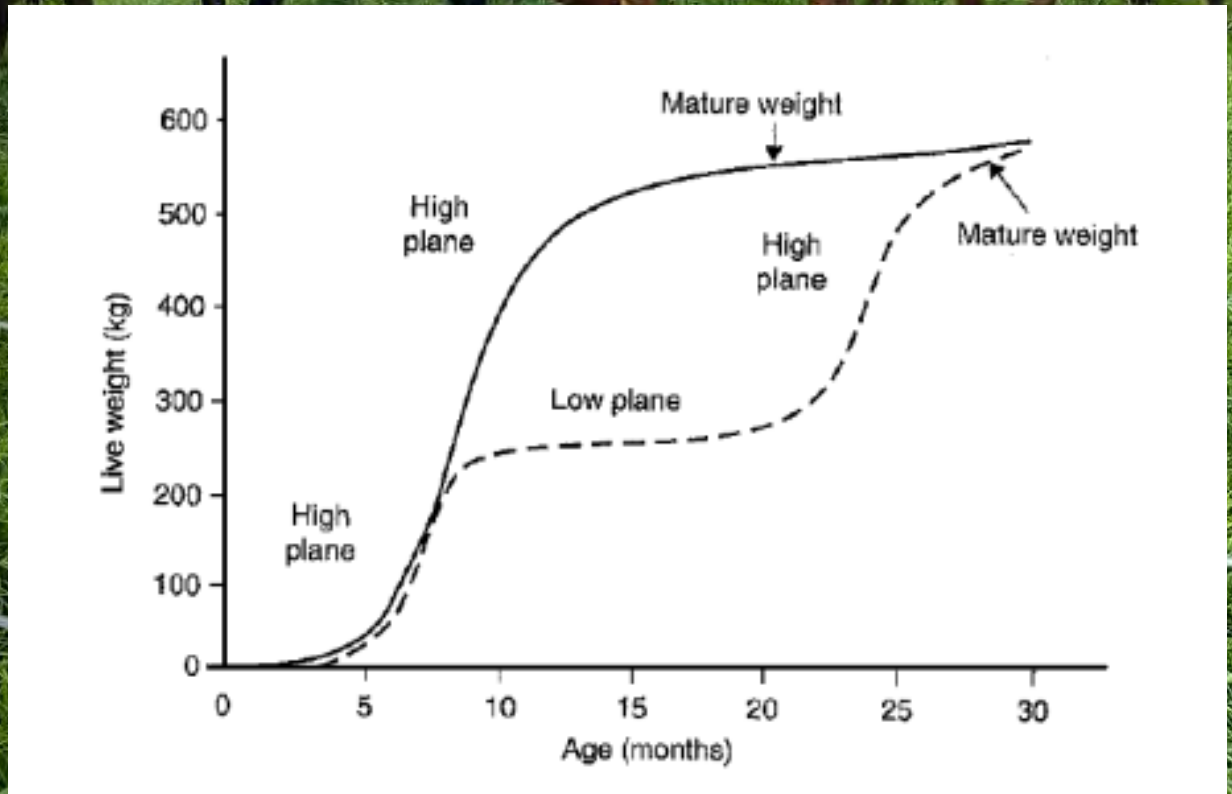
Selection of replacement heifers & bulls

- Every heifer and bull brought into the herd must have been born unassisted
- Their parents must have the correct temperament, mothering instincts
- Calves that need assistance to suckle wont be kept for breeding
- Their parents must fit the physical criteria we set – structurally sound, moderate mature size, fleshy
- We use EBVS to assist selection. Looking for balanced dataset, easy calving, strong 200 & 400 day weights, average mature weight. Positive fats, scrotal size, average milk.
- Be wary of indexes as they may not fully align with your goals

Finishing

- Aim to do most growth when it's cheapest to do, in summer, using compensatory growth.
- In beef production systems, feed accounts for up to 80% of the total direct costs incurred by farmers.
- Compensatory growth is a naturally occurring process, where cattle have the potential following a period of under-nutrition or dietary restriction, to undergo accelerated growth and enhanced feed efficiency when subsequently offered unrestricted access to high quality feed.
- Why swim against the tide and push cattle hard through winter when everything costs more?
- Finishing steers and heifers at 18-20 months after intensive rotational grazing high quality legume pastures. Brief housing period in autumn, if needed, where small amount of concentrates can be used to add finish if required. Aiming for a 280-330 kg R4L carcass.





Key performance indicators

	2023	2024	2025	3 year average
Average herd calving interval	361	364	365	363
Barren cow %	13	5	11	10%
Calves weaned/100 to bull	83	91	91	88
%of cows calved in first 21 day cycle	77	75	78	77
Cow mature weight at weaning	649	666	656	657kg
Cow:calf weaning% adjusted to 200days (no creep)	41%	40%	41%	40.6%

Take home messages

1. Think about what your assets are on farm, and what system they are best matched to.
2. What type of cattle suits that farm & system and build from there
3. System first, cows second
4. Lean & mean, the business not the cows.
5. Apply selection pressure where it matters most
6. Understand what the trade offs are between various traits
7. Collect relevant data and use it. Revisit and reassess to measure progress.

Any Questions?

Head to our website morrisonlivestock.com if you would like more information or you can follow us on Facebook & Instagram

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Beefing up Production

Mairéad O'Grady

Farm Animal Vet

- Focus on:

✓ Maintenance of herd health

✓ Productivity

✓ Animal welfare

- Don't accept:

X Sickness

X Unnecessary treatment rates

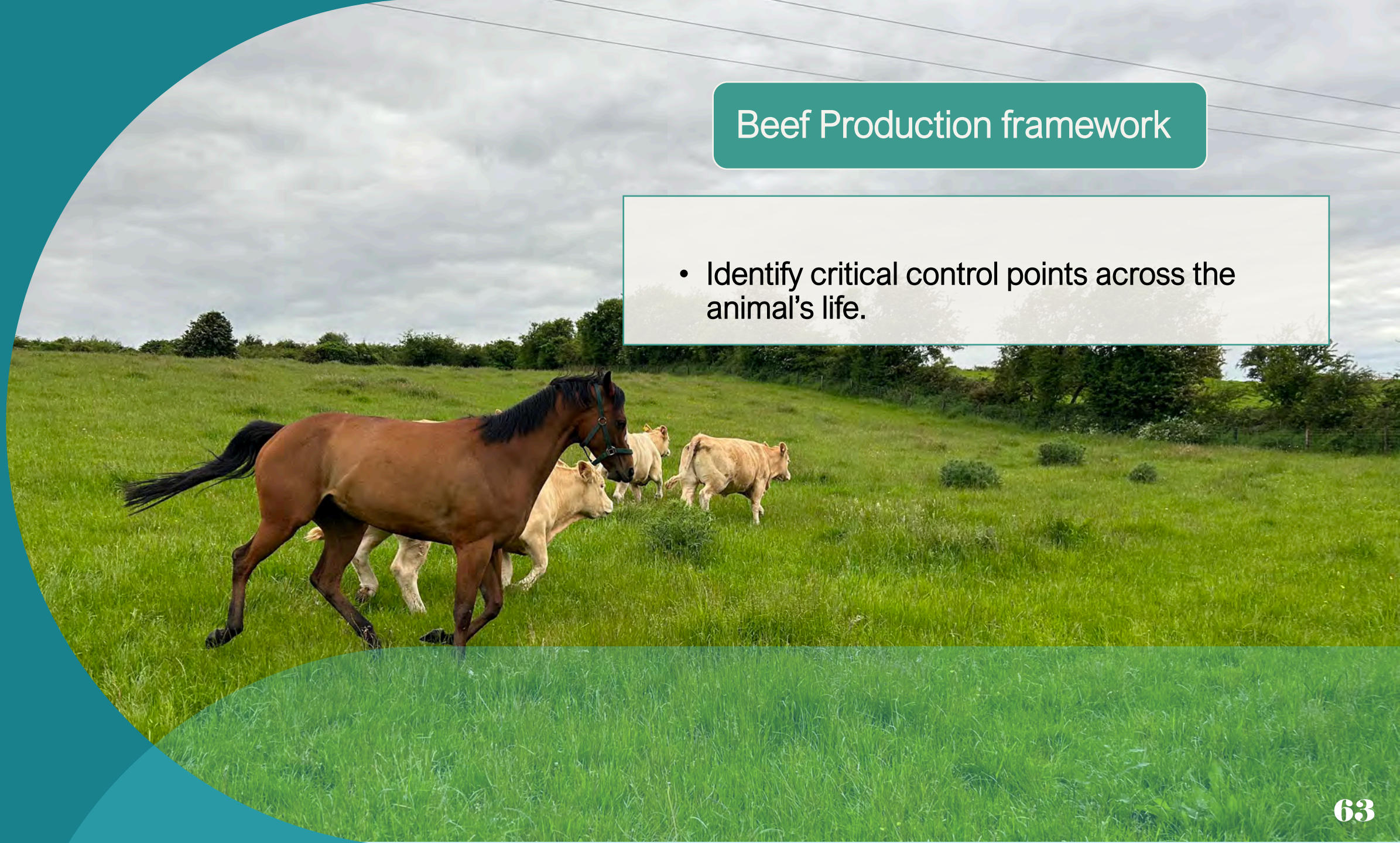
X Poor performance

Beef systems overview

- Wide variation in set-ups
- Differences in breed, calving pattern, housing, grazing, finishing
- Key management points remain consistent across all systems

Beef Production framework

- Identify critical control points across the animal's life.



Stage 1

CALF:

- Neonate – Clean, warm, dry
- Rearing – + Nutrients, water, vaccines
- Weaning – + Stress reduction

TRANSITION

WEANLING

Stage 1

Key Focus

- *Scour - + coccidia control*
- *BRD – vaccination*
- *Immunity – support immunity & maintain gut integrity*

Stage 1

CALF PLAN:

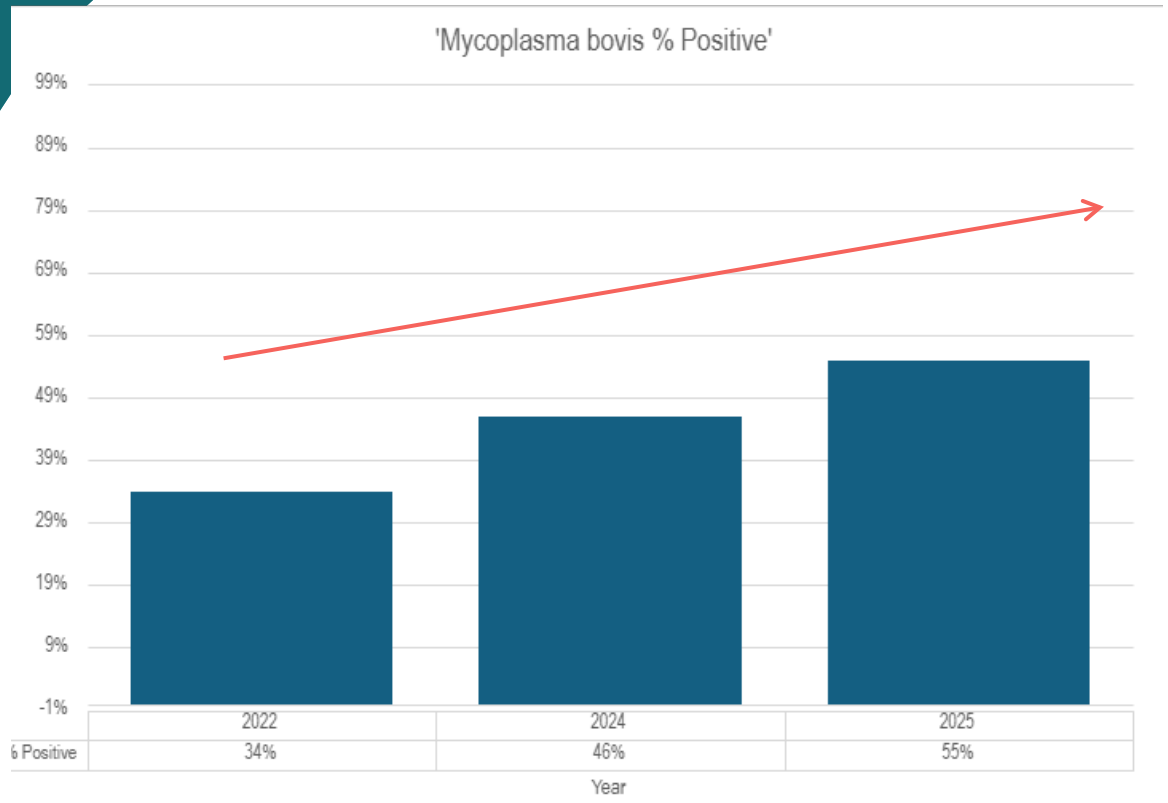
- Weigh, Feed, Water, Straw
  - additives – feed/milk – support immunity/gut
- Vaccinate - pneumonia & Mycoplasma
  - from 1 week old
  - booster doses 3+ weeks later
  - Clostridial vaccines
- Wean gradually – weigh again

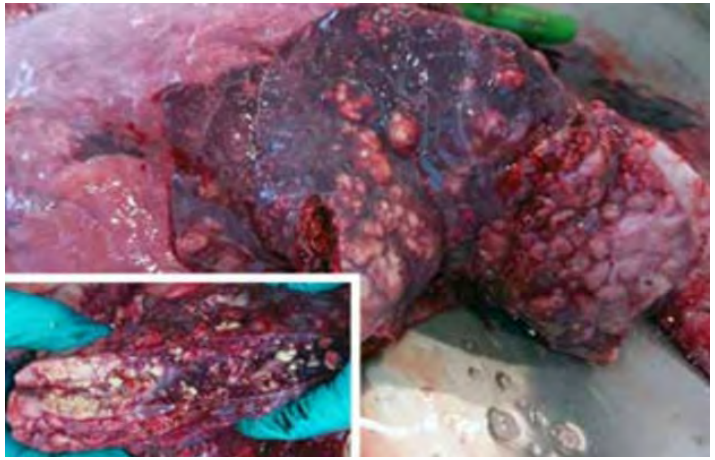
Update:

- *Bulk milk sample analysis NI 2025:*
  - *90% herds tested were Mycoplasma positive**
  - *Colostrum source of infection for calves*
  - *Core vaccine for calf rearing*

*Personal communication

Calves Mycoplasma exposure Ireland





*Personal communication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Stage 2

WEANLING

- Grass/Diet transition
- Parasite challenge
- IBR control - vaccinate

TRANSITION

Key Focus

- Weight - check
- Faeces – monitor & analyse – feed additives
- Grazing rotation
- Clostridial vaccines

Stage 3

WEANLING - STORE

- Diet transition
- Overwintering - housing
- Parasite control – analyse?
- IBR/BRD/Mycoplasma control – vaccinate/boost

TRANSITION

Key Focus

- Weight - check
- Faeces – monitor & analyse
- BRD vaccines
- Parasite control + lice (Clip)
- Diet – caution - analyse

Stage 4

STORE - FINISHER

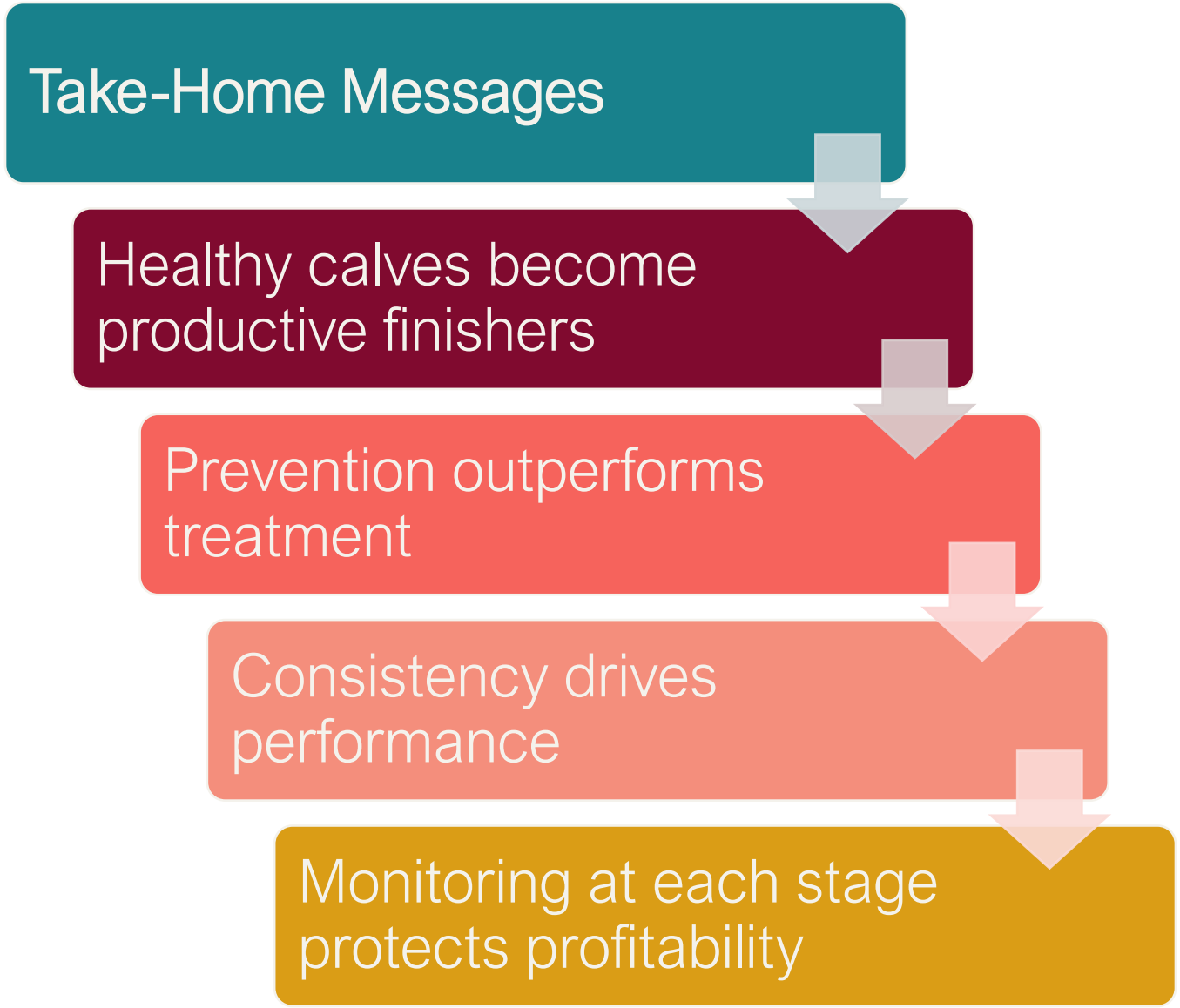
- Diet transition
- 2nd grazing season - housing
- Parasite control – analyse?
- IBR/BRD/Clostridia control – vaccinate/boost

TRANSITION

Key Focus

- Weight - check
- IBR vaccine
- Faeces – monitor
- Diet – caution - analyse

Production benefits

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Thank you

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Optimising the use of forage to drive productivity & profitability

Wesley Browne

Farming Background

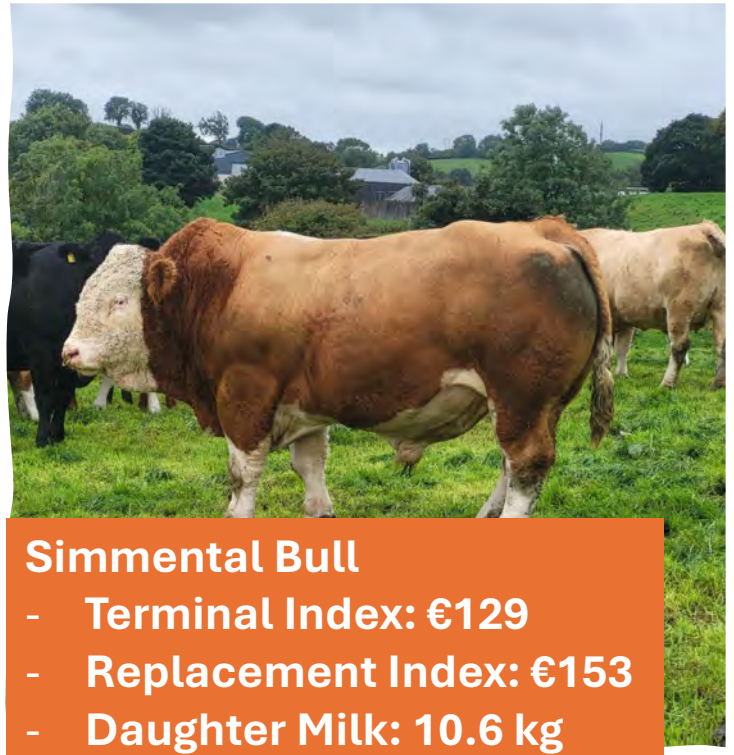
- Enniskillen Agricultural College

- Farm history
  - Dairy > Beef & Sheep > Sucklers

Farm System

- Spring calving system
- 144 acres in 3 blocks
- 88 cows
  - ➢Bull beef finishing system
  - ➢Selling heifers for breeding

Saler Bull
- **Terminal Index:€82**
- **Replacement Index: €176**
- **Daughter Milk: 5.5 kg**
- **Carcass Weight: 16.7 kg**



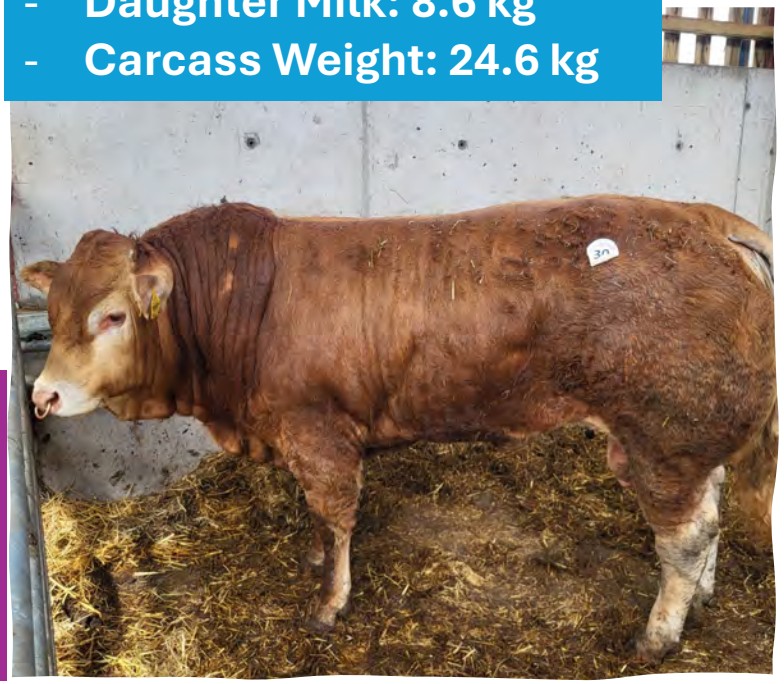
Simmental Bull
- **Terminal Index: €129**
- **Replacement Index: €153**
- **Daughter Milk: 10.6 kg**
- **Carcass Weight: 31.5 kg**

Angus Bull
- **Terminal Index: €135**
- **Replacement Index: €147**
- **Daughter Milk: 8.6 kg**
- **Carcass Weight: 24.6 kg**

Stock bulls

- Breeds used over the past few years

Limousin Bull
- **Terminal Index:€160**
- **Replacement Index: €125**
- **Daughter Milk: 3.9 kg**
- **Carcass Weight: 28.7 kg**



2025 Born Cattle

Farm Performance

"Production to Maximise Profit"

	2016	2025	National Average	Farm Target
Heifers calving at 22 - 26 months	87%	**80%**	19%	100%
Calves/cow/year	0.98	**1.05**	0.85	>0.95
Calving interval (days)	365	**359**	400	<365
Mortality at 28 days	2.4%	**0%**	2.07%	<5%
Weaning weight (200d) - Heifers - Bulls	 1.03 1.15	 **1.06** **1.21**	 N/A N/A	 >1.1 >1.3
Finishing performance (bulls)	390kg U=3- 15.3m	424kg U=3= 15.3m	397kg U-3- 18.9m	>420kg U=3=
Gross margin/ha *(€1612 in 2024)*	€974	**€2522**	€994 *(2024)*	>€2000

Environmental measures that pay their way

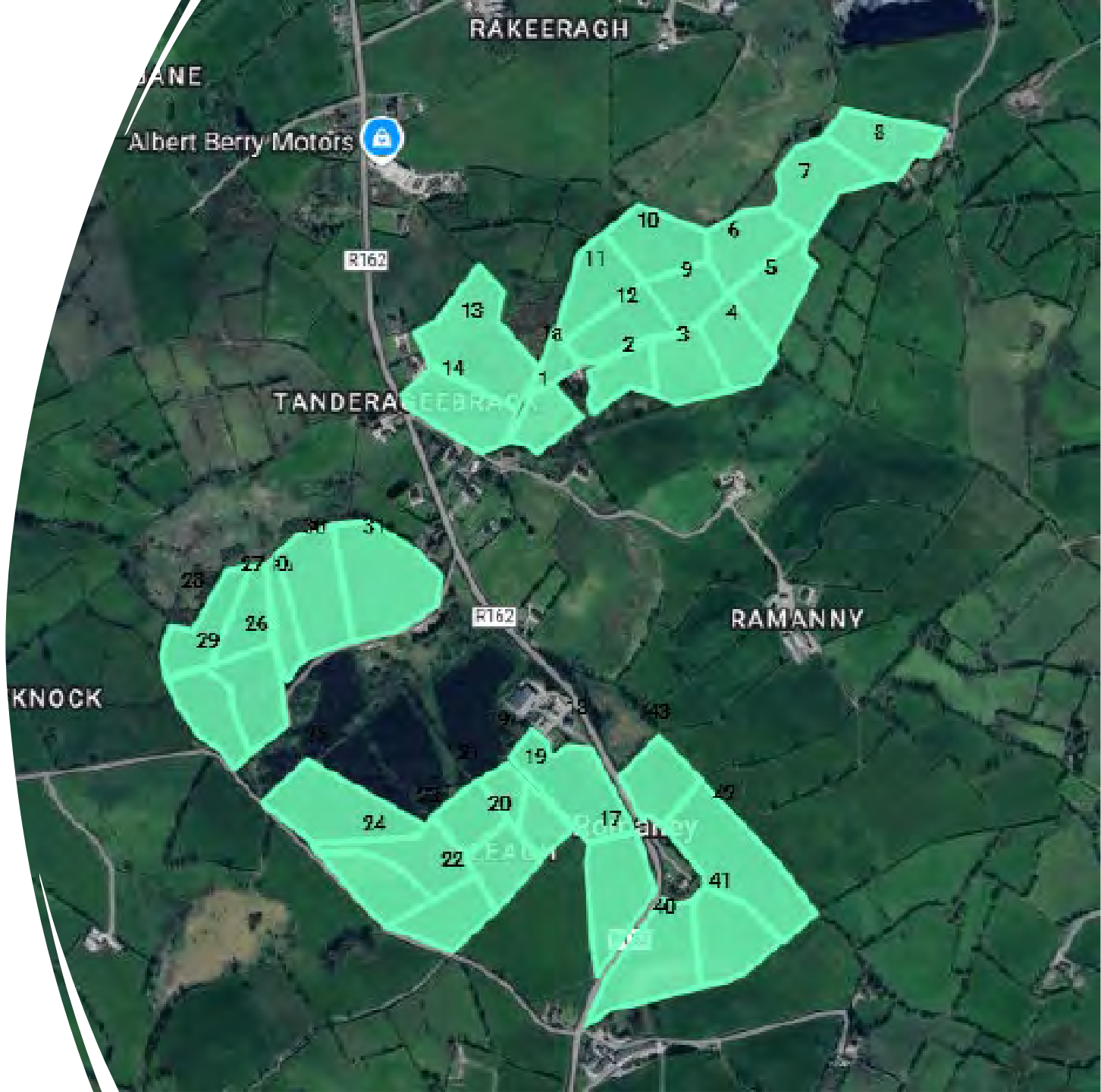
- BETTER farm programme 2016-2021: maximise performance & profit

- Joined **Future Beef Programme** in 2022 – sponsored by all meat processors
- Focus: **Sustainable** beef production
  - Reduce emissions
  - Improve water quality & biodiversity
  - Increase performance of every animal on farm
  - Improve profit

Production, profit & environment all linked

Grazing Set Up

- Fields sub-divided into **2-2.5 acre** paddocks
- 3 blocks of land = 3 groups of stock
- ~30 cows + 30 calves per group
- Grazing paddocks in **2-3 days**



Grazing Set Up

- Permanent fencing: Clipex (labour)
  - ➢Temporary fencing also used
- Permanent water troughs
- Access through roadways
- Handling facilities on every block

Soil Fertility

1. Soil samples every 2-4 years

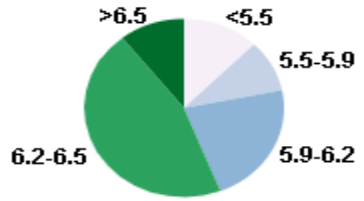
2. Spread lime
   - ➢ <3t/acre in 2 years

3. Correct phosphorus
   - ➢ Slurry
   - ➢ *(No chemical P allowance now)*

➢ **Target pH >6.2 & Index 3 for P and K**
(in accordance with ROI Nitrates limits)

Lime

Soil pH > 6.2



pH	Ha's	%
<5.5	7.27	12%
5.5-5.9	5.57	9%
5.9-6.2	13.11	22%
6.2-6.5	26.72	45%
>6.5	6.23	11%

Phosphorus

P Index

Index	Ha's	%
1	0.00	0%
2	3.00	5%
3	21.96	37%
4	33.94	58%

Potassium

K Index

Index	Ha's	%
1	0.00	0%
2	8.94	15%
3	17.28	29%
4	32.68	55%

Spring Grazing

- **Grazing (66% grass grown in autumn)**
  - Cows & calves out within 24-48 hrs of calving from mid-Feb+
  - 4-5 cows & calves in 1 field (~6 acres)
  - Move into bigger group in paddocks after 7-10 days
  - Rotation starts from most sheltered fields onward
  - Young stock graze silage ground mid to late March
  - Start 2nd rotation: end of April

Spring Grazing

- **Benefits of early grazing:**
  - Healthier cows & calves
  - Less labour
  - Kickstart grass growth
  - Prepare cows for breeding season
  - Quality silage produced

Spring Nutrient Applications

- **Grazing ground:**
  - **1st week March:** 0.5 bag/acre Pro urea 38% N +7.6% S
  - **Mid March:** 1500 gallons slurry/acre on driest fields
- **Silage ground**
  - **Cows** (30-35 acres):
  - 2500 gal./acre slurry + 1.5 bags/acre pro urea 38% N + 7.6% S
  - **Youngstock** (15 acres):
  - 2500 gal./acre slurry + 1 bag /acre pro urea 38% N + 7.6% S

Parameter	Slurry Sample Result as Spread
Available Nitrogen (units/1000 gallons)	10.4
Phosphorus (units/1000 gallons)	5.54
Potassium (units/1000 gallons)	31.41
pH	7.1
Dry matter %	6.13

Summer Grazing

- Walk farm weekly during grazing season to assess covers
- Taking paddocks out (but holding)

- Fertiliser spread after each grazing – 0.5 bag/acre pro urea 38% N +7.6% S
- 1st May: Stock bulls introduced Calves start forward creep grazing
- **2-3 days** per paddock – split if needed & aim to be back in **3 weeks**
  - ➢ Not grazing grass re-growths

Quality Silage

- **Youngstock silage: Target DMD >75%**
  - Target cutting date: Early May (30-35 days after fertiliser)
  - Target yield: 5-6 bales/acre @ 30% DM
  - Cut every 30-35 days – surplus grass
- **Cow silage: Target DMD 62-67%**
  - Target cutting date: Mid May
  - Target yield: 8-9 bales/acre @ 40-50% DM
  - 2-3 cuts

Silage Sample Results

Young stock silage

Item	Units	Desirable Values	Results	Status
Dry Matter	%	20 - 30	**21.42**	-
pH	-	4-4.7	**4.48**	Moderate
Ammonia N	% of Total N	<10.1	**11.30**	Moderate
ASH	%	<8.6	**9.16**	Moderate
NDF	%	<45.0	**44.30**	Good
DMD	%	>69.9	**77.87**	Good
ME	MJ/Kg	>9.8	**11.28**	Good
Crude Protein	%	13.5-17	**16.78**	Moderate

Cow silage

Analysis (Dry Matter)				
Ash	7.7	%	5 - 10	
DMD	66.1	%	66.5 - 73	L
Dry Matter	23.4	%	30 - 40	L
Intake Potential	99.2	kg/DM	90 - 110	
ADF	32.9	%	30 - 40	
Lignin	43.6	g/kg	50 - 60	L
ME	9.9	MJ/kg	10 - 11	L
NDF	48.1	%	45 - 55	
Oil (Process B)	5.4	%	3 - 4.5	H
Protein	14.4	%	10 - 15	
Sugars	2.2	%	2 - 4	

D value is DMD -4

Quality Silage

- All baled silage, no pit
- Some environmental scheme – traditional hay meadow land cut 1st July for cow silage

- Nutrients (weather permitting): 2500 gal/acre slurry or 10t/acre FYM after every cut

Autumn Grazing

- **2026 grazing season started in autumn 2025**
- Last round of fertiliser
- Last of slurry/FYM spread
- Last round of grazing (paddocks subdivided with reels)

- 15th October: Cows & calves housed
- 1st November: In calf heifers housed

Winter

- Take soil samples
  - Spread lime based on results
- Repair fences
- Paddocks set up for spring

2025 Summary

- Days at grass: **>220 days**
- Grass grown 2025: **9.8 t dry matter/ha**
  - ➢ Early turnout
  - ➢ Rotational grazing & paddocks
  - ➢ Soil fertility

= Gross margin: **€2522/ha**

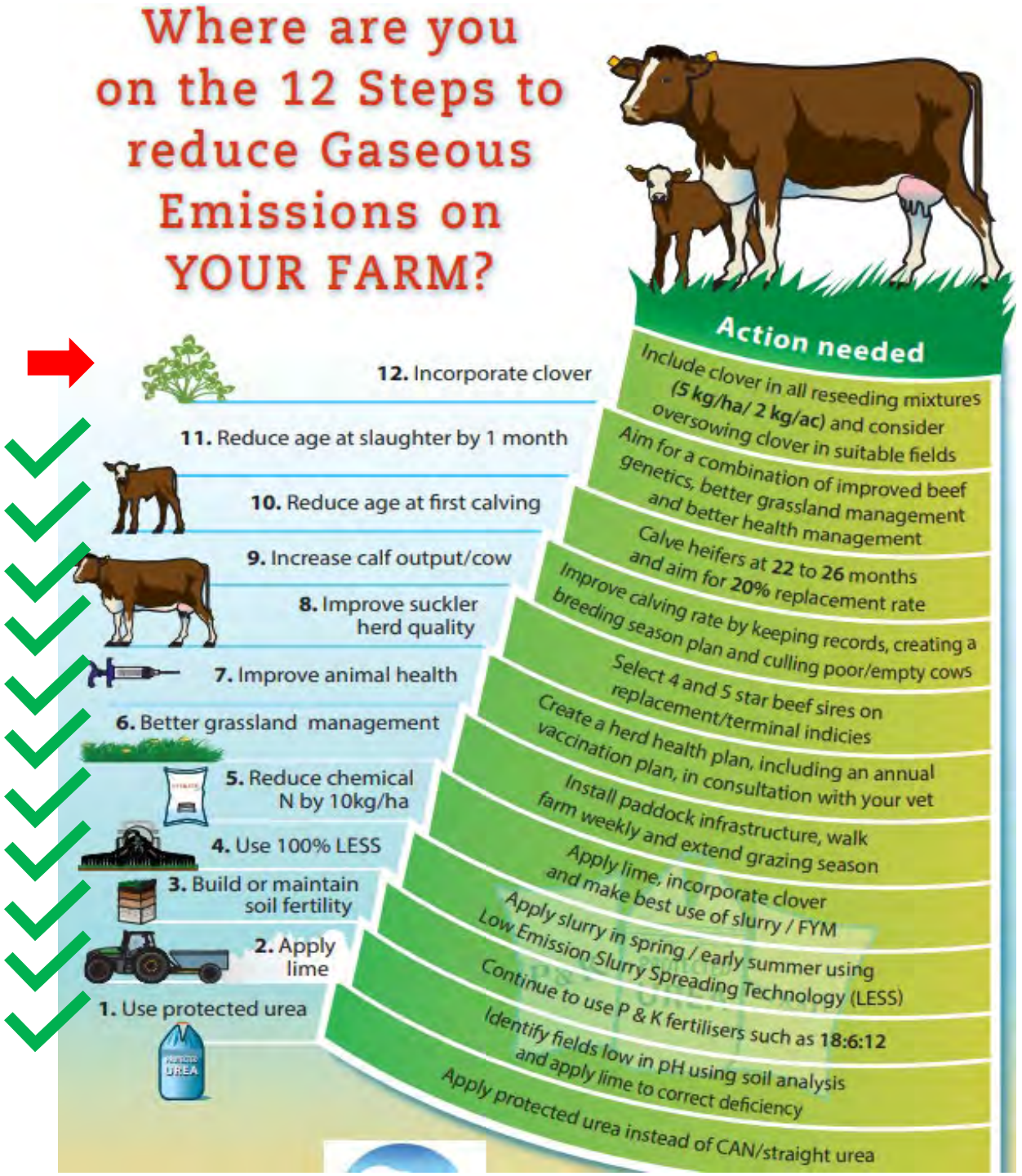
Environmental measures that pay their way

Teagasc
Agriculture and Food Development Authority

Future Beef
Sustainable Cattle Production

SIGNPOST
Farmers for Climate Action

Thank You For Your Attention



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LAUGHTONS
OF LOUTH

FARMERS WEEKLY AWARDS
Andrew Laughton
Beef Farmer of the Year
Winner
2018


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NEW HOLLAND


HORN
SLOWMO


AUTO
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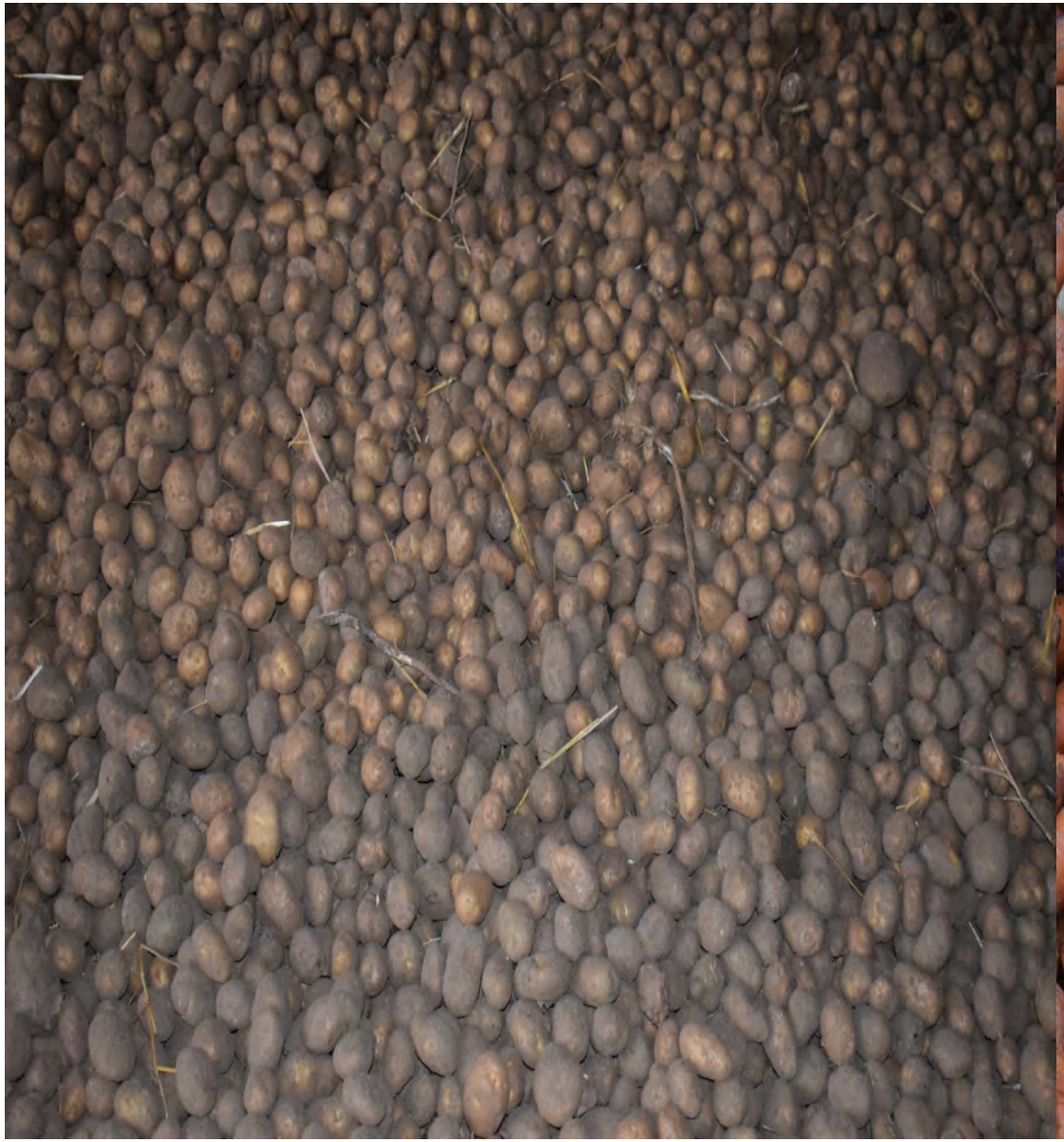
FB 54-63
MASSEY FERGUSON

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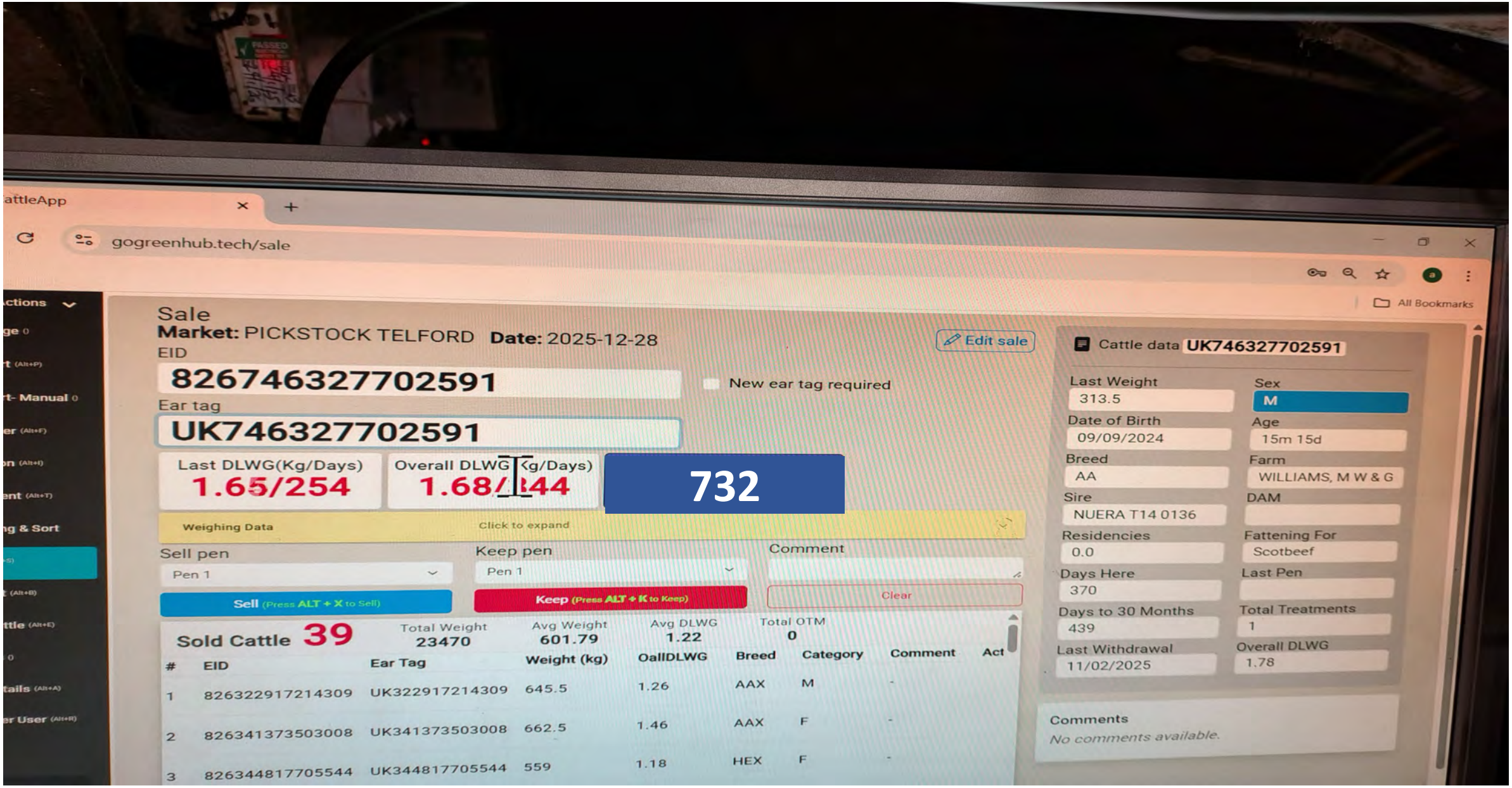
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Sale
Market: PICKSTOCK TELFORD Date: 2025-12-28
EID
826746327702591
New ear tag required
Edit sale
Ear tag
UK746327702591
Last DLWG(Kg/Days)
1.65/254
Overall DLWG (Kg/Days)
1.68/344
732
Weighing Data
Click to expand
Sell pen
Pen 1
Keep pen
Pen 1
Comment
Sell (Press ALT + X to Sell)
Keep (Press ALT + K to Keep)
Clear
Sold Cattle 39
Total Weight 23470
Avg Weight 601.79
Avg DLWG 1.22
Total OTM 0
EID Ear Tag Weight (kg) OallDLWG Breed Category Comment Act
1 826322917214309 UK322917214309 645.5 1.26 AAX M -
2 826341373503008 UK341373503008 662.5 1.46 AAX F -
3 826344817705544 UK344817705544 559 1.18 HEX F -
Cattle data UK746327702591
Last Weight 313.5
Sex M
Date of Birth 09/09/2024
Age 15m 15d
Breed AA
Farm WILLIAMS, M W & G
Sire NUERA T14 0136
DAM
Residencies 0.0
Fattening For Scotbeef
Days Here 370
Last Pen
Days to 30 Months 439
Total Treatments 1
Last Withdrawal 11/02/2025
Overall DLWG 1.78
Comments
No comments available.

16-Jul-17 YO [redacted] 475 Buyer M [redacted]

Continental		F	Age	Wt In	Cost	£/kg	Grade	DW	£/kg dw	Gross	GrMarg	Days	GM/Da	LW	KOpc	DLWG	Med	Age Ou	Sale Date	Sold To
UK160074301860	02-Jan-16	BRBX	18	499	£1,018	£2.04	O+3	301.6	£3.62	£1,091.79	£36.66	113	£0.32	544	55.4%	0.4	5	22	06/11/2017	ST MERRYN
UK161365203727	31-Dec-15	BRBX	19	434.5	£886	£2.04	R 4L	326	£3.73	£1,215.98	£291.40	211	£1.38	587.5	55.5%	0.73	5	26	12/02/2018	ST MERRYN
UK161541602718	14-Jan-16	BRBX	18	480	£979	£2.04	R 4L	316.5	£3.77	£1,193.21	£176.81	113	£1.56	595	53.2%	1.02	5	22	06/11/2017	ST MERRYN
UK162131702086	18-Jan-16	BRBX	18	477	£973	£2.04	R 4L	300.1	£3.79	£1,137.38	£127.10	122	£1.04	553	54.3%	0.62	5	22	15/11/2017	ST MERRYN
UK167145201525	14-Jan-16	LIMX	18	438.5	£895	£2.04	R 4H	277.6	£3.67	£1,018.79	£87.05	113	£0.77	526	52.8%	0.77	5	22	06/11/2017	ST MERRYN
UK283976402474	18-Mar-16	BRBX	16	487	£993	£2.04	R 4L	321.7	£3.77	£1,212.81	£182.13	113	£1.61	607	53.0%	1.06	5	20	06/11/2017	ST MERRYN
UK305837603442	26-Dec-15	BRBX	19	491	£1,002	£2.04	R 4L	300.4	£3.77	£1,132.51	£93.67	113	£0.83	569	52.8%	0.69	5	23	06/11/2017	ST MERRYN
UK320219308935	24-Mar-16	BRBX	16	503	£1,026	£2.04	R 3	290.3	£3.79	£1,100.24	£36.92	79	£0.47	556.5	52.2%	0.68	5	19	03/10/2017	ST MERRYN
UK320219408922	16-Mar-16	BRBX	16	470	£959	£2.04	R 4L	305.4	£3.79	£1,157.47	£161.47	122	£1.32	563.5	54.2%	0.77	5	20	15/11/2017	ST MERRYN
UK320219608924	18-Mar-16	BRBX	16	454	£926	£2.04	R 3	294.6	£3.79	£1,116.53	£153.17	122	£1.26	553	53.3%	0.81	5	20	15/11/2017	ST MERRYN
UK320219608931	22-Mar-16	BRBX	16	464.5	£948	£2.04	R 4L	313.4	£3.77	£1,181.52	£196.74	113	£1.74	578	54.2%	1	5	20	06/11/2017	ST MERRYN
UK320519502124	16-Dec-15	BRB	19	469.5	£958	£2.04	R 3	279.9	£3.69	£1,032.83	£37.85	99	£0.38	556	50.3%	0.87	5	22	23/10/2017	ST MERRYN
UK320519702161	19-Mar-16	BRB	16	472	£963	£2.04	R 2	332.8	£3.74	£1,244.67	£244.59	122	£2.00	597	55.7%	1.02	5	20	15/11/2017	ST MERRYN
UK321489102884	23-Jan-16	BRBX	18	467	£953	£2.04	R 3	287.6	£3.82	£1,098.63	£108.75	129	£0.84	544	52.9%	0.6	5	22	22/11/2017	ST MERRYN
UK322947702523	05-Dec-15	BRBX	19	490.5	£1,001	£2.04	R 4L	303.6	£3.74	£1,135.46	£97.64	99	£0.99	582	52.2%	0.92	5	22	23/10/2017	ST MERRYN
UK323049502340	23-Jan-16	BRBX	18	456.5	£931	£2.04	R 4L	308.2	£3.82	£1,177.32	£208.86	129	£1.62	593	52.0%	1.06	5	22	22/11/2017	ST MERRYN
UK323145201731	30-Dec-15	BRBX	19	481	£981	£2.04	R 3	296.7	£3.79	£1,124.49	£106.05	122	£0.87	546	54.3%	0.53	5	23	15/11/2017	ST MERRYN
UK323284103695	30-Mar-16	BRBX	16	493.5	£1,007	£2.04	R 3	330.3	£3.79	£1,251.84	£207.90	122	£1.70	615	53.7%	1	5	20	15/11/2017	ST MERRYN
UK324114302515	17-Mar-16	BRBX	16	489	£998	£2.04	R 3	312.2	£3.74	£1,167.63	£132.87	99	£1.34	584	53.5%	0.96	5	19	23/10/2017	ST MERRYN
UK324114502510	14-Mar-16	BRBX	16	472.5	£964	£2.04	R 3	307.9	£3.79	£1,166.94	£165.84	122	£1.36	561	54.9%	0.73	5	20	15/11/2017	ST MERRYN
UK324114602511	14-Mar-16	BRBX	16	443	£904	£2.04	R 4L	281.4	£3.82	£1,074.95	£134.03	129	£1.04	522	53.9%	0.61	5	20	22/11/2017	ST MERRYN
UK344817203208	15-Mar-16	BRBX	16	480	£979	£2.04						32					5	17	17/08/2017	DIED
UK345017602828	28-Feb-16	BRBX	17	492	£1,004	£2.04	O+4L	297.7	£3.58	£1,065.77	£24.89	155	£0.16	585	50.9%	0.6	5	22	18/12/2017	ST MERRYN
UK352762400424	30-Dec-15	BRBX	19	465.5	£950	£2.04	R 4L	309	£3.77	£1,164.93	£178.11	113	£1.58	560	55.2%	0.84	5	23	06/11/2017	ST MERRYN
UK741284102747	30-Dec-15	BRBX	19	496.5	£1,013	£2.04	R 3	307.2	£3.74	£1,148.93	£98.87	99	£1.00	597	51.5%	1.02	5	22	23/10/2017	ST MERRYN
UK741284602745	29-Dec-15	BRBX	19	490	£1,000	£2.04	R 4L	290.3	£3.79	£1,100.24	£63.44	79	£0.80	537.5	54.0%	0.6	5	22	03/10/2017	ST MERRYN
UK741827201811	20-Mar-16	BRBX	16	464.5	£948	£2.04	R 4L	302.8	£3.77	£1,141.56	£156.78	113	£1.39	555	54.6%	0.8	5	20	06/11/2017	ST MERRYN
UK742289502262	09-Mar-16	BRBX	16	458	£934	£2.04	R 3	302.2	£3.73	£1,127.21	£155.69	166	£0.94	537	56.3%	0.48	5	21	29/12/2017	ST MERRYN
UK744809303198	24-Dec-15	BRBX	19	481.5	£982	£2.04	R 3	326	£3.79	£1,235.54	£216.08	122	£1.77	597	54.6%	0.95	5	23	15/11/2017	ST MERRYN
UK745561704132	15-Mar-16	BRBX	16	469.5	£958	£2.04	R 3	303.6	£3.73	£1,132.43	£137.42	155	£0.89	557.5	54.5%	0.57	5	21	18/12/2017	ST MERRYN
30	Avg			474.4	£968	£2.04		304.38	3.755	1143.09	£138.58	118	£1.14	567.5	53.6%	0.783				

13-Apr-17 KIN [redacted] 477 Buyer M [redacted]

Angus Scheme		F	Age	Wt In	Cost	£/kg	Grade	DW	£/kg dw	Gross	GrMarg	Days	GM/Da	LW	KOpc	DLWG	Med	Age Ou	Sale Date	Sold To
UK283967104063	14-Oct-15	AAX	18	419	£827	£1.97	O+4H	268.8	£4.00	£1,075.20	£210.85	105	£2.01	537.5	50.0%	1.13	5	21	27/07/2017	ST MERRYN
UK283967104070	18-Oct-15	AAX	18	457	£902	£1.97	O+4L	283.2	£4.05	£1,146.96	£207.59	92	£2.26	548	51.7%	0.99	5	21	14/07/2017	ST MERRYN
UK283967304065	15-Oct-15	AAX	18	466.5	£921	£1.97	O+4H	321.2	£4.00	£1,284.80	£326.68	105	£3.11	633	50.7%	1.59	5	21	27/07/2017	ST MERRYN
UK283967404045	01-Oct-15	AAX	18	496.5	£980	£1.97	O+5L	322.8	£3.20	£1,032.96	£36.79	91	£0.40				5	21	13/07/2017	A WRIGHT & S
UK283967704048	02-Oct-15	AAX	18	453	£894	£1.97	O+4H	296.2	£3.95	£1,169.99	£238.52	92	£2.59	579	51.2%	1.37	5	21	14/07/2017	ST MERRYN
UK283967704055	09-Oct-15	AAX	18	434	£857	£1.97	O+4L	267.6	£4.05	£1,083.78	£189.82	92	£2.06	547	48.9%	1.23	5	21	14/07/2017	ST MERRYN
6	Avg			454.3	£897	£1.97		293.3	3.875	1132.28	£201.71	96.2	£2.07	568.9	50.5%	1.262				
Continental		**F**	**Age**	**Wt In**	**Cost**	**£/kg**	**Grade**	**DW**	**£/kg dw**	**Gross**	**GrMarg**	**Days**	**GM/Da**	**LW**	**KOpc**	**DLWG**	**Med**	**Age Ou**	**Sale Date**	**Sold To**
UK283967104042	29-Sep-15	BRBX	19	438	£863	£1.97	R4L	321.8	£3.85	£1,238.93	£338.73	139	£2.44	625	51.5%	1.35	5	23	30/08/2017	ST MERRYN
UK283967104056	10-Oct-15	BMX	18	445	£878	£1.97	O+3	282.2	£3.67	£1,035.67	£119.99	104	£1.15	575	49.1%	1.25	5	21	26/07/2017	ST MERRYN
UK283967204078	27-Oct-15	BRBX	18	369	£728	£1.97	-U2	301	£3.92	£1,179.92	£414.27	154	£2.69	570	52.8%	1.31	5	23	14/09/2017	ST MERRYN
UK283967204092	15-Nov-15	BRB	17	428	£845	£1.97	R2	293.6	£3.77	£1,106.87	£224.75	96	£2.34	580	50.6%	1.58	5	20	18/07/2017	ST MERRYN
UK283967304030	23-Sep-15	BRBX	19	439	£867	£1.97	R3	297	£3.82	£1,134.54	£230.71	96	£2.40	555	53.5%	1.21	5	22	18/07/2017	ST MERRYN
UK283967304044	30-Sep-15	BRBX	19	497	£981	£1.97	-U3	331.2	£3.92	£1,298.30	£279.97	96	£2.92	638	51.9%	1.47	5	22	18/07/2017	ST MERRYN
UK283967304051	04-Oct-15	BRBX	18	500.5	£988	£1.97	-U3	340	£3.92	£1,332.80	£307.56	96	£3.20	627	54.2%	1.32	5	21	18/07/2017	ST MERRYN
UK283967304079	27-Oct-15	BRBX	18	431.5	£852	£1.97	R3	299.3	£3.82	£1,143.33	£254.30	96	£2.65	570	52.5%	1.44	5	21	18/07/2017	ST MERRYN
UK283967404059	13-Oct-15	BRBX	18	390.5	£771	£1.97	R3	287.6	£3.82	£1,098.63	£290.54	168	£1.73	538.5	53.4%	0.88	5	23	28/09/2017	ST MERRYN
UK283967504053	05-Oct-15	BRBX	18	449.5	£887	£1.97	R3	316.5	£3.82	£1,209.03	£284.47	96	£2.96	568	55.7%	1.23	5	21	18/07/2017	ST MERRYN
UK283967504060	12-Oct-15	BRBX	18	396	£782	£1.97	R3	283.8	£3.83	£1,086.95	£268.00	132	£2.03	549	51.7%	1.16	5	22	23/08/2017	ST MERRYN
UK283967504067	17-Oct-15	BRBX	18	407	£803	£1.97	R3	275.2	£3.77	£1,037.50	£196.84	96	£2.05	527.5	52.2%	1.26	5	21	18/07/2017	ST MERRYN
UK283967504074	24-Oct-15	BRBX	18	408	£805	£1.97	R3	286.8	£3.82	£1,095.58	£252.94	96	£2.63	554	51.8%	1.52	5	21	18/07/2017	ST MERRYN
UK283967604054	08-Oct-15	BRBX	18	384	£758	£1.97	R3	285.6	£3.83	£1,093.85	£298.59	132	£2.26	552	51.7%	1.27	5	22	23/08/2017	ST MERRYN
UK283967604061	13-Oct-15	BRBX	18	466	£920	£1.97	R3	328.3	£3.82	£1,254.11	£296.97	96	£3.09	632	51.9%	1.73	5	21	18/07/2017	ST MERRYN
UK283967604068	17-Oct-15	BRBX	18	465	£918	£1.97	-U3	336	£3.92	£1,317.12	£361.96	96	£3.77	627	53.6%	1.69	5	21	18/07/2017	ST MERRYN
UK283967604075	26-Oct-15	BRBX	18	422	£833	£1.97	R3	299.6	£3.82	£1,144.47	£274.20	96	£2.86	583.5	51.3%	1.68	5	21	18/07/2017	ST MERRYN
UK283967604089	11-Nov-15	BRBX	17	387	£764	£1.97	R3	275.4	£3.77	£1,038.26	£237.08	104	£2.28	541	50.9%	1.48	5	20	26/07/2017	ST MERRYN
UK283967704069	17-Oct-15	BRBX	18	513	£1,013	£1.97	R4L	362.6	£3.82	£1,385.13	£335.21	96	£3.49	692	52.4%	1.86	5	21	18/07/2017	ST MERRYN
UK283967704076	26-Oct-15	BRBX	18	373	£736	£1.97	R3	268.7	£3.77	£1,013.00	£239.46	96	£2.49	530.5	50.7%	1.64	5	21	18/07/2017	ST MERRYN
UK283967704083	31-Oct-15	BRBX	18	340.5	£672	£1.97	O+3	278	£3.67	£1,020.26	£310.88	154	£2.02	546	50.9%	1.33	5	23	14/09/2017	ST MERRYN
UK283967704090	13-Nov-15	BRBX	17	373	£736	£1.97	R3	258.5	£3.77	£974.55	£200.98	104	£1.93	525	49.2%	1.46	5	20	26/07/2017	ST MERRYN
22	Avg			423.8	£836	£1.97		300.4	3.816	1147.22	£273.56	111	£2.52	577.5	52.0%	1.415				
Dairy		**F**	**Age**	**Wt In**	**Cost**	**£/kg**	**Grade**	**DW**	**£/kg dw**	**Gross**	**GrMarg**	**Days**	**GM/Da**	**LW**	**KOpc**	**DLWG**	**Med**	**Age Ou**	**Sale Date**	**Sold To**
UK283967204036	25-Sep-15	NRX	19	460	£908	£1.97	O+4L	282.8	£3.67	£1,037.88	£92.59	104	£0.89	571	49.5%	1.07	5	22	26/07/2017	ST MERRYN
UK283967503927	27-Aug-15	NRX	20	409	£807	£1.97	O+4L	320	£3.82	£1,222.40	£377.79	104	£3.63	677	47.3%	2.58	5	23	26/07/2017	ST MERRYN
UK283967503955	31-Aug-15	NRX	20	538	£1,062	£1.97	-O4L	253.4	£3.42	£866.63	########	104	-£2.24	529.5	47.9%	-0.08	5	23	26/07/2017	ST MERRYN

FIELD	YOUR AVERAGE PRODUCTION	REGIONAL SB AVERAGE	NATIONAL SB AVERAGE
HEALTH			
LIVER FLUKE	1.39 %	12.4 %	15.3 %
PERITONITIS	0.13 %	1.9 %	2.1 %
PLEURACY / PNEUMONIA	0.38 %	4.0 %	3.6 %
PERFORMANCE			
Percentage in M&S Spec	97.1 %	86.3 %	80.9 %
Average DWT Supplied	330.8 kg	330.5 kg	332.6 kg
Average Conformation	0.31 of a grade less than R	0.51 of a grade less than R	0.20 of a grade less than R
Average Fats	0.68 of a grade leaner than 4L	0.22 of a grade leaner than 4L	0.22 of a grade leaner than 4L
Cattle Supplied (Total)	790.0	770.2	710.4
Aberdeen Angus Supplied	0.1 %	57.7 %	38.1 %
Native Breeds Supplied	73.9 %	14.4 %	10.9 %
Continental Breeds Supplied	25.9 %	27.9 %	51.0 %
Total Weight Supplied	261348.5 kg	257681.3 kg	300297.6 kg
Deadweight Gain (kg/day)	0.6	0.4	0.5
Age at Kill	516.9	807.5	955.7
Days on Farm	369.9	464.8	515.4

Introduction

Thank you for taking the time to complete the Alltech E-CO_2 Beef Swift-EA™ environmental assessment. The information in this report will help you to improve on-farm efficiency and profitability in a more sustainable way.

A carbon footprint is the holistic indicator of on-farm efficiency. It is calculated using the total greenhouse gas (GHG) emissions generated from beef production up to the farm gate. These can be both direct emissions, for example from animals and the spread of fertiliser, or indirect emissions from examples such as the production of the feed and fertiliser inputted to the farm system. This carbon assessment covers 3 main greenhouse gases: Carbon dioxide (CO_2); Methane (CH_4); and Nitrous oxide (N_2O). Each individual gas has a different global warming potential in the atmosphere, so in order to generate a single footprint figure we standardise the results from multiple gases to units of Carbon Dioxide Equivalent (CO_2e).

Who is Alltech E-CO_2?

Alltech E-CO_2 is a market-leading agri-environmental software and consultancy company, specialising in farm-level carbon and water assessments. We have pioneered the use of on-farm environmental tools and assessments and to date have carried out more than 6,000 farm consultancy visits throughout Europe, with software licensed globally. We work with the Carbon Trust to accredit assessment tools to the internationally recognised PAS 2050 life-cycle analysis standard. This ensures that our products and services are independently assessed, enabling customers to be assured of consistent, high quality offerings.

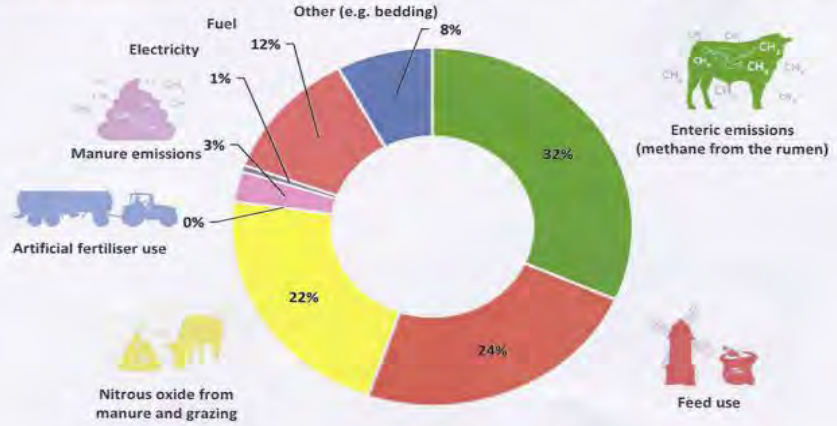
Your carbon performance (kg CO_2e/kg LW)

This Assessment	4.65	(kg CO_2e/kg LW)
System Type Average	8.27	(kg CO_2e/kg LW)

What does "kg CO_2e/kg LW" mean?
Kilograms of carbon dioxide equivalent per kilogram of liveweight produced. The sum of all emissions generated on farm in 365 days, divided by the total liveweight of finished beef produced.

Your farm emissions by source

This pie chart demonstrates the percentage contribution towards total farm emissions from the beef enterprise, by their source.



Row Labels	Count of EarTag	Average of DLWG
ADREFELYN KASPAR K472	**25**	**1.14**
F	25	1.14
AYNHO BECK C161	**74**	**1.24**
F	60	1.22
M	14	1.31
BUTTERMOOR VICOUNT D070	**54**	**1.04**
F	30	1.02
M	24	1.06
CURZON EAGER H276	**35**	**1.45**
F	16	1.30
M	19	1.57
ELATE OF STONEY RAIKES	**22**	**1.26**
F	12	1.05
M	10	1.48
IVYMOOR FREDERIC ERIC K170	**25**	**1.18**
F	11	0.97
M	14	1.35
LORABAR MIGHTY PRINCE D113	**124**	**1.22**
F	84	1.13
M	40	1.42
LORABAR MIGHTY PRINCE D113	**23**	**1.33**
F	22	1.32
M	1	1.54
MILLSTONES KRACKER L193	**26**	**1.50**
F	19	1.54
M	7	1.37
NIGHTINGALE PLOUGHMAN G376	**347**	**1.26**
F	260	1.28
M	87	1.19
NIGHTINGALE PLOUGHMAN G376	**62**	**1.24**
F	45	1.27
M	17	1.16
NOT REGISTERED	**25**	**1.17**
F	22	1.17
M	3	1.21
OAKCHURCH DUSTER M109	**31**	**1.29**
F	17	1.28
M	14	1.31
PEXH	**32**	**1.56**
M	32	1.56
QUAKER HILL DEAD CENTER/QUAKER HILL LIKE NO OTHER	**49**	**1.10**
F	22	1.09
M	27	1.12
SAND'	**51**	**1.20**
F	24	1.26
M	27	1.16
SHILL VALLEY JOHN E104	**22**	**1.29**
F	18	1.25

A

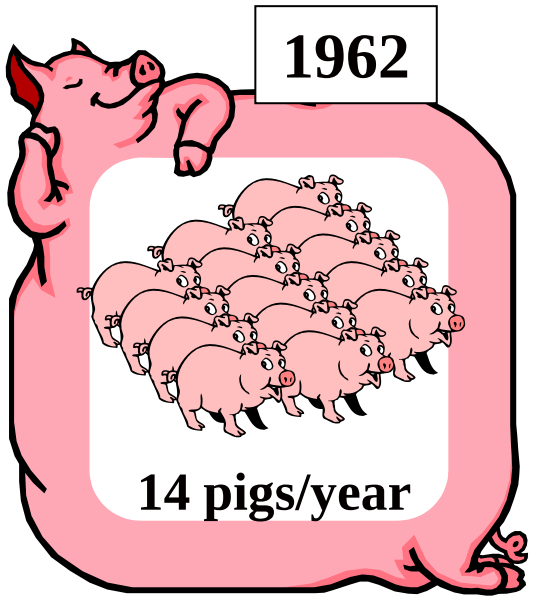
B

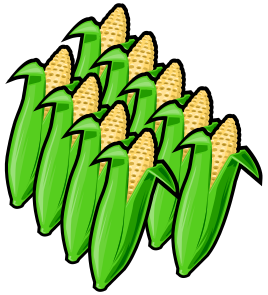
FEED	COST	DM	ME DM	PROTEIN DM	STARCH	OIL	NDF	%OF RATION DM	dm /100kg fresh	% fresh part	ME IN RATION DM	PROTEIN IN RATION DM	STARCH IN RATION	DM IN RATION	COST IN RATION	
MAIZE SILAGE	£35	25.0%	10.6	9.3%	0.0%	0.5%	40.0%	4.3%	0.03	10.0%	0.46	0.4%	0.0%	2.5%	£3.50	
BARLEY	£160	85.0%	13.2	12.9%	57.0%	2.8%	23.1%	23.4%	0.14	16.0%	3.09	3.0%	13.3%	13.6%	£25.60	
MINERALS	£500	97.5%	0	0.0%	0.0%	0.0%	0.0%	1.7%	0.01	1.0%	0.00	0.0%	0.0%	1.0%	£5.00	
STRAW	£60	86.0%	6.5	4.0%	1.0%	1.6%	84.4%	4.4%	0.03	3.0%	0.29	0.2%	0.0%	2.6%	£1.80	
TRAFFORD	£137	51.0%	13.4	21.0%	17.5%	5.0%	25.0%	15.8%	0.09	18.0%	2.12	3.3%	2.8%	9.2%	£24.66	
RAPEMEAL	£215	88.0%	13.2	33.0%	6.0%	5.3%	26.0%	12.1%	0.07	8.0%	1.60	4.0%	0.7%	7.0%	£17.20	
BREAD	£115	68.0%	14	12.0%	30.0%	3.3%	21.5%	0.0%	0.00	0.0%	0.00	0.0%	0.0%	0.0%	£0.00	
MAIZE MEAL	£141	87.0%	14	10.0%	56.0%	11.5%	17.5%	25.5%	0.15	17.0%	3.57	2.5%	14.3%	14.8%	£23.97	
GRASS SILAGE	£40	35.0%	10.5	12.5%	1.0%	2.0%	50.0%	9.0%	0.05	15.0%	0.95	1.1%	0.1%	5.3%	£6.00	
FODDER BEET	£25	18.0%	12.5	7.0%	0.4%	1.0%	19.5%	3.7%	0.02	12.0%	0.46	0.3%	0.0%	2.2%	£3.00	
								100.0%	0.58	100.0%	12.53	14.9%	31.3%	58.1%	£110.73	**£190.67**
														meal eq	224.31	
										target	12.2+	14				

FEED	COST	DM	ME DM	PROTEIN DM	STARCH	OIL	NDF	%OF RATION DM	dm /100kg fresh	% fresh part	ME IN RATION DM	PROTEIN IN RATION DM	STARCH IN RATION	DM IN RATION	COST IN RATION	
MAIZE SILAGE	£35	25.0%	10.6	9.3%	0.0%	0.5%	40.0%	4.2%	0.03	10.0%	0.44	0.4%	0.0%	2.5%	£3.50	
BARLEY	£160	85.0%	13.2	12.9%	57.0%	2.8%	23.1%	22.7%	0.14	16.0%	3.00	2.9%	13.0%	13.6%	£25.60	
MINERALS	£500	97.5%	0	0.0%	0.0%	0.0%	0.0%	1.6%	0.01	1.0%	0.00	0.0%	0.0%	1.0%	£5.00	
STRAW	£60	86.0%	6.5	4.0%	1.0%	1.6%	84.4%	11.5%	0.07	8.0%	0.75	0.5%	0.1%	6.9%	£4.80	
TRAFFORD	£137	51.0%	13.4	21.0%	17.5%	5.0%	25.0%	11.1%	0.07	13.0%	1.49	2.3%	1.9%	6.6%	£17.81	
RAPEMEAL	£215	88.0%	13.2	33.0%	6.0%	5.3%	26.0%	11.8%	0.07	8.0%	1.55	3.9%	0.7%	7.0%	£17.20	
BREAD	£115	68.0%	14	12.0%	30.0%	3.3%	21.5%	0.0%	0.00	0.0%	0.00	0.0%	0.0%	0.0%	£0.00	
MAIZE MEAL	£141	87.0%	14	10.0%	56.0%	11.5%	17.5%	24.7%	0.15	17.0%	3.46	2.5%	13.8%	14.8%	£23.97	
GRASS SILAGE	£40	35.0%	10.5	12.5%	1.0%	2.0%	50.0%	8.8%	0.05	15.0%	0.92	1.1%	0.1%	5.3%	£6.00	
FODDER BEET	£25	18.0%	12.5	7.0%	0.4%	1.0%	19.5%	3.6%	0.02	12.0%	0.45	0.3%	0.0%	2.2%	£3.00	
								100.0%	0.60	100.0%	12.06	13.8%	29.7%	59.8%	£106.88	**£178.65**
														meal eq	210.18	
										target	12.2+	14				

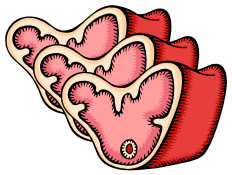
Pig Genetic Progress

PIC Genetic Progress





410 kg of feed per pig



34 kg of lean meat per pig

80% more pigs

£10 each

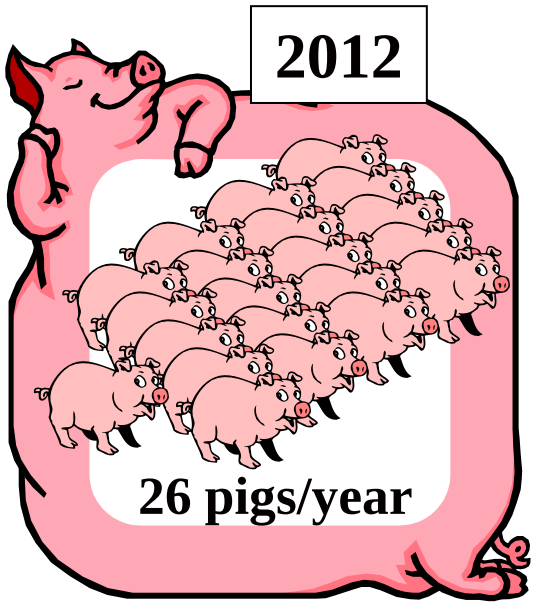
33% less feed

£10 per pig

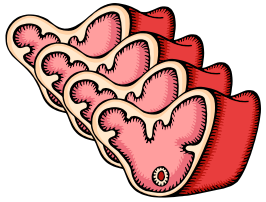
33% more lean meat

£15 per pig

50% less manure per kg of lean meat

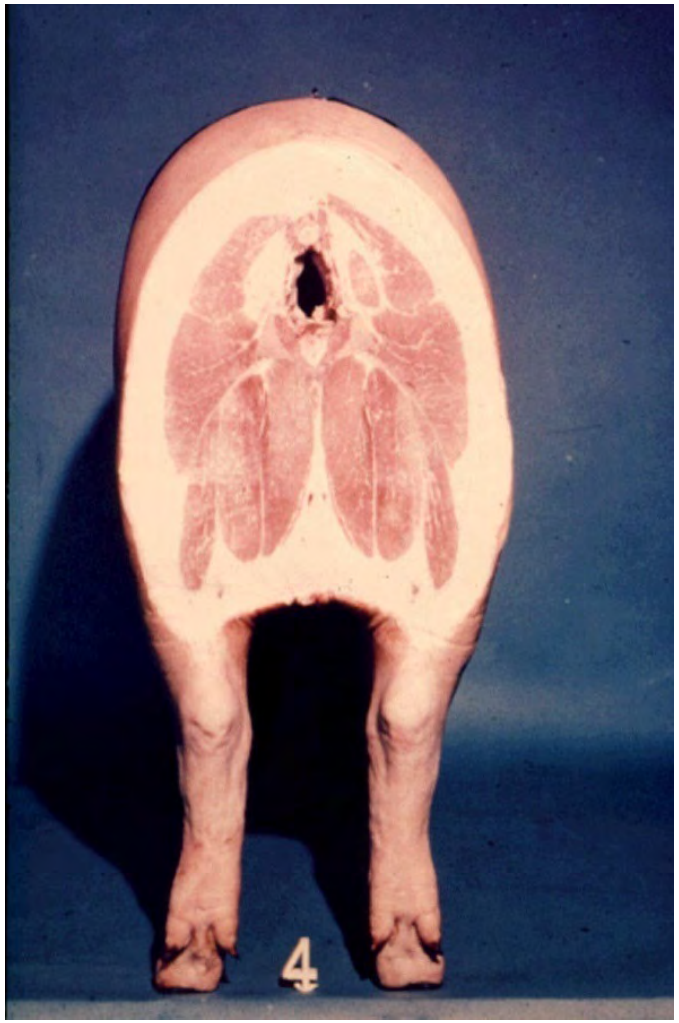


273 kg of feed per pig



45 kg of lean meat per pig

PIC Genetic Progress



80% more pigs

£10 each

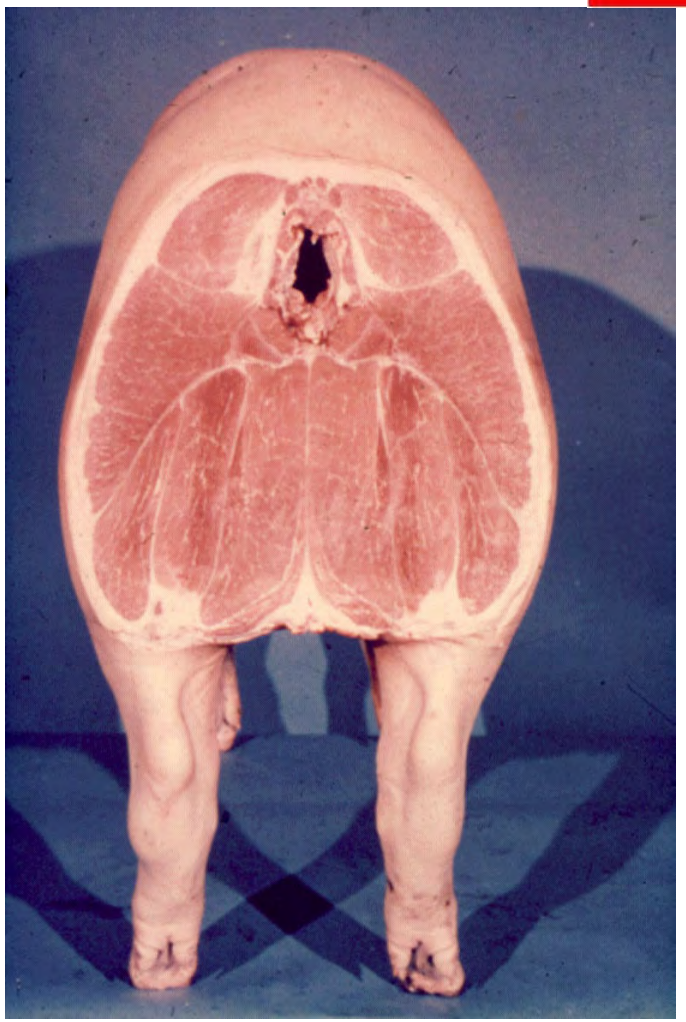
33% less feed

£10 per pig

33% more lean meat

£15 per pig

50% less manure per kg of lean meat



Is the EUROP Grid fit for purpose?

Should famers be paid on meat yield/quality?

Should consumers be able to trade up to assured of quality?

Will the LIP give breeders the chance to make better decisions?

Eartag – UK303145305825
Dead Weight – 314.3
Grade – R3
No sire registered
DOB – 25/1/18

Eartag – UK743612303394
Dead Weight – 313.9
Grade – R3
No sire registered
DOB – 11/2/18

“It takes 12 weeks for a consumer to ‘recover’ from a poor beef eating experience and consider buying beef again” *J Birnie, Birnie & Associates, 2018*

- Why and how is this still allowed to happen in 2018?
- How many ‘bad’ experiences before people stop buying beef altogether?
- What can you do about it as a beef farmer?
- What can we do about it as an industry?

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