

Emerging opportunities for grass-fed beef

Estonian Beef Farmers conference

15th October 2020

Russ Carrington



Euroopa Maaelu Arengu
Põllumajandusfond:
Euroopa investeeringud
maapiirkondadesse







*The UK's Certification
Mark for 100% pasture-fed
(grazed and conserved)
and grain-free beef, lamb
and dairy*

*Endorses and verifies
existing and new products
and brands*

MARKET

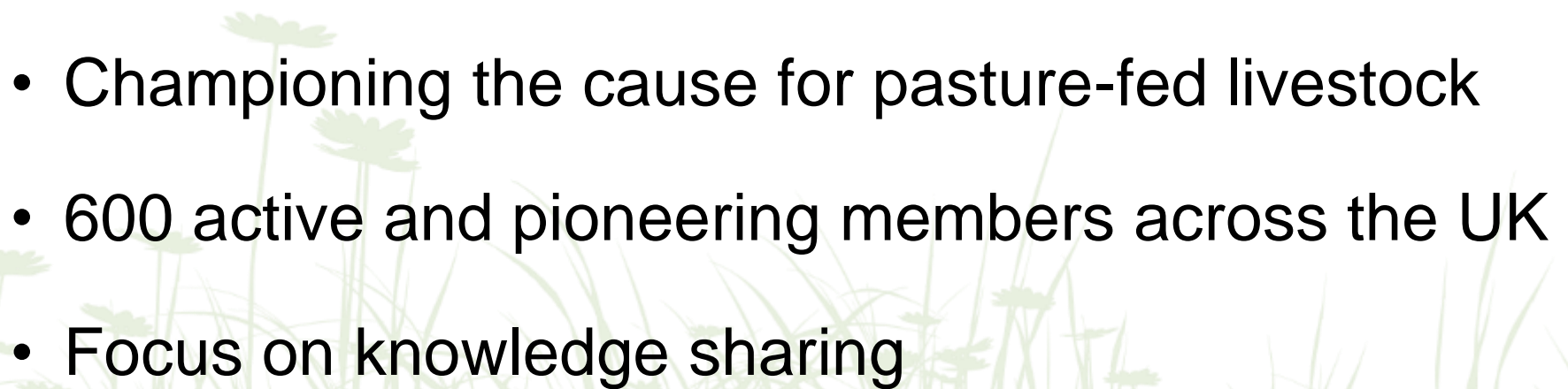
SCIENCE

**FARM
PRACTICE**





Pasture-Fed Livestock Association (PFLA)

- Member-led
 - Community Interest Company (not for profit)
 - Championing the cause for pasture-fed livestock
 - 600 active and pioneering members across the UK
 - Focus on knowledge sharing
- 



A close-up, slightly blurred photograph of a vibrant green grassy field. The grass blades are long and thin, with some showing signs of being cut or grazed. The lighting is bright, suggesting a sunny day, and the overall texture is soft and natural.

***Why pasture-fed rather than
grass-fed?***

Because this is grass.....



.....and this is pasture

CONTINUOUS GRAZING



- ✗ Less wildlife habitat
- ✗ More exposed soil
- ✗ Reduced forage diversity
- ✗ Increased rainfall runoff
- ✗ Less healthy animals
- ✗ More parasites

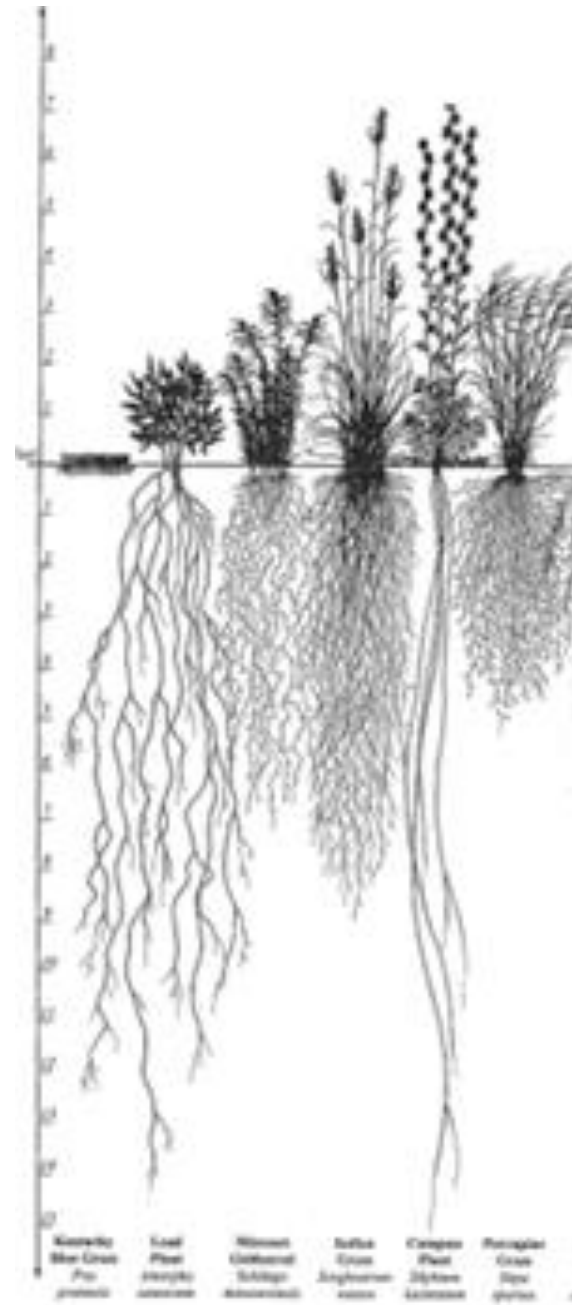
MANAGED GRAZING



- ✓ Better wildlife habitat
- ✓ More microbial diversity
- ✓ Increased rainfall absorption
- ✓ More carbon sequestration
- ✓ Healthier animals
- ✓ Fewer parasites

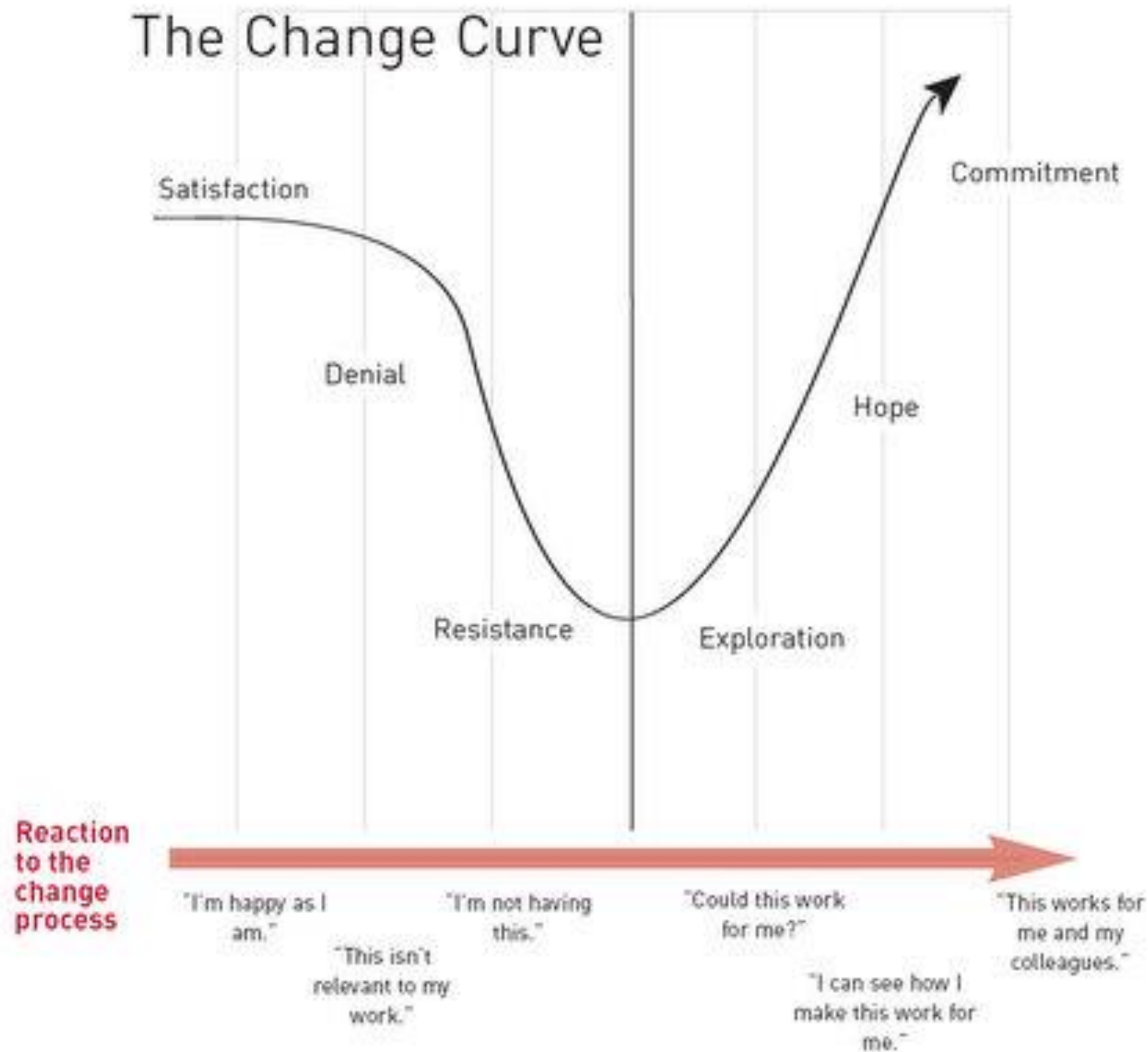




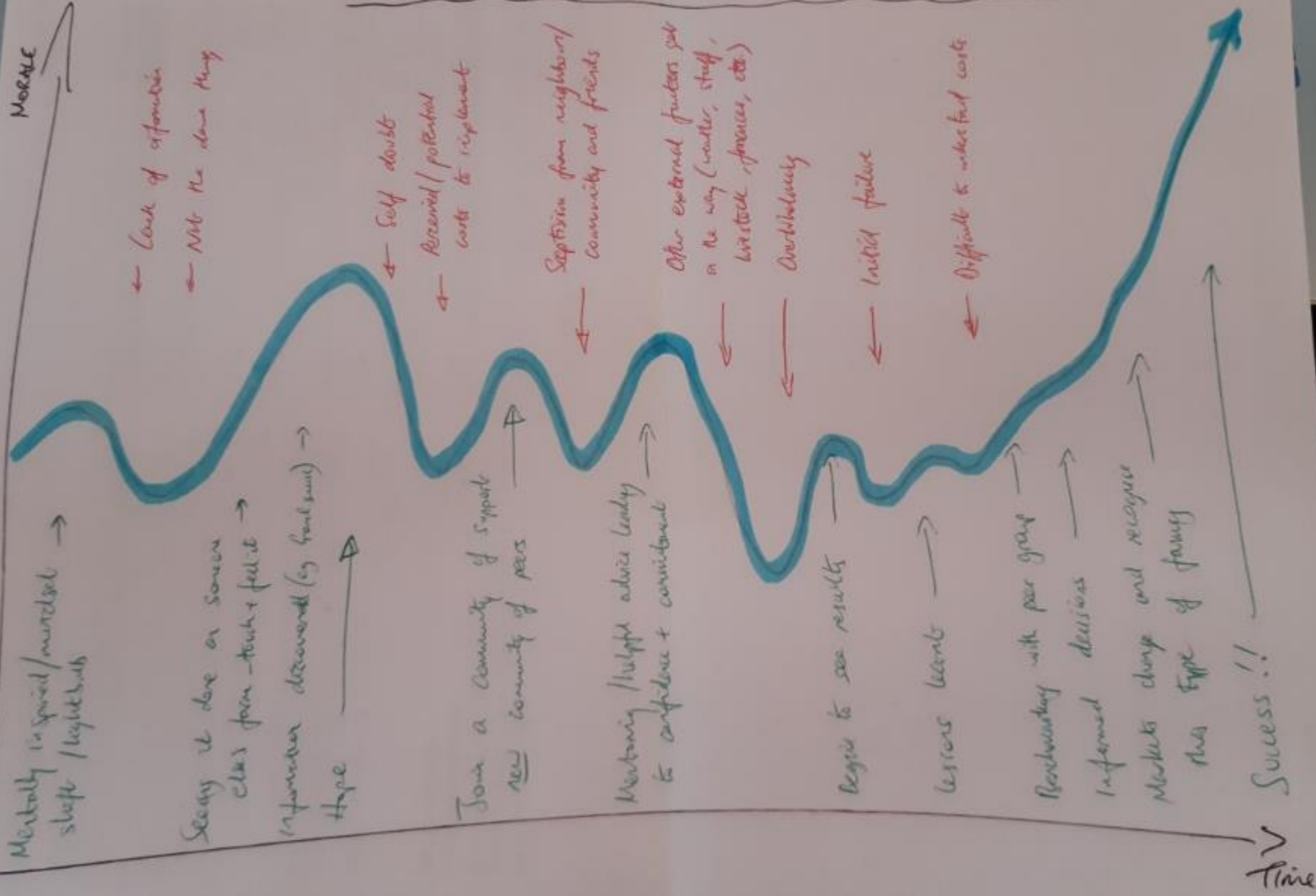


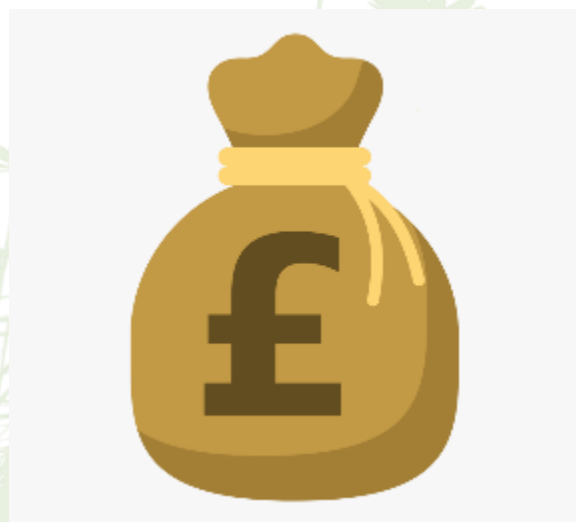


The Change Curve



FARMER JOURNEY TO REGENERATIVE AGRICULTURE

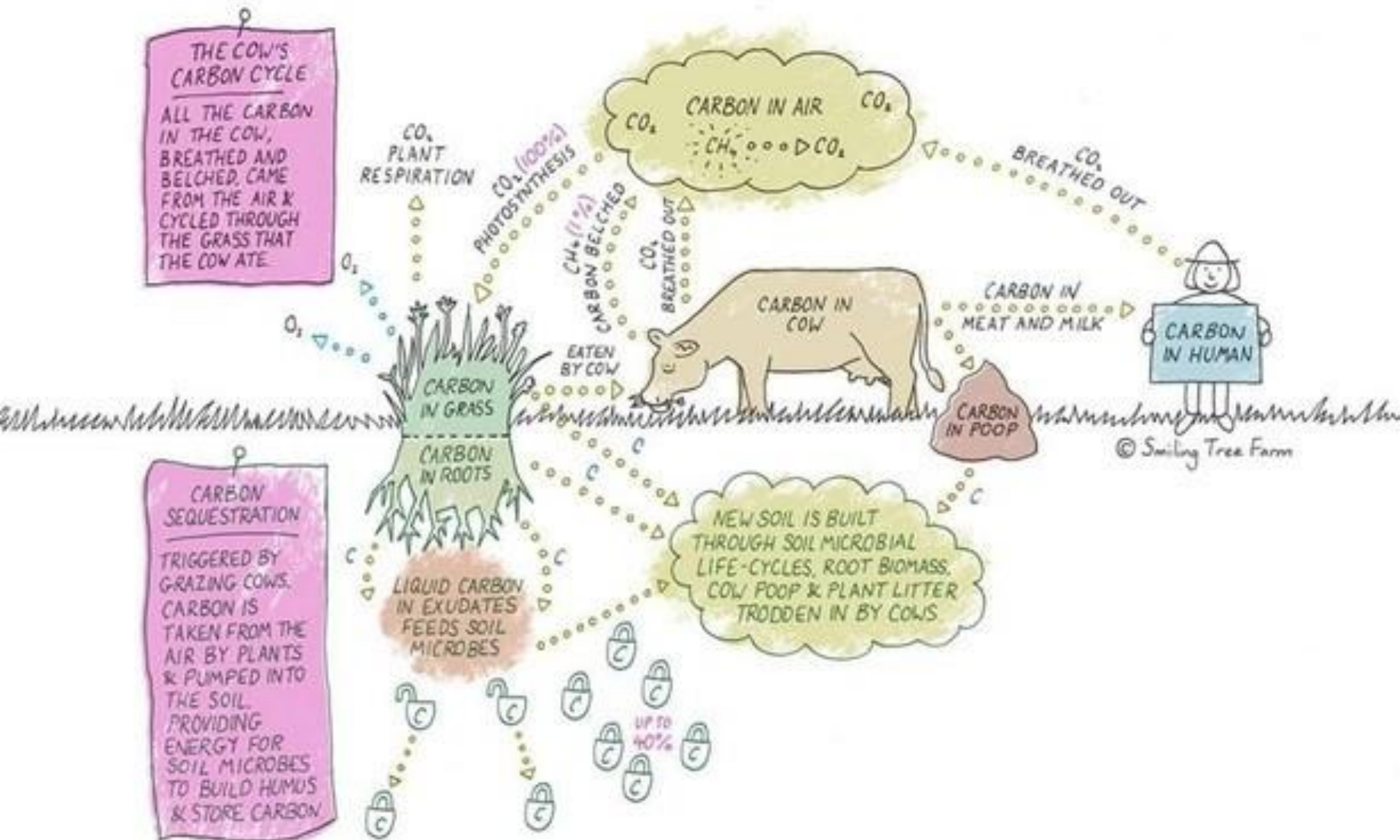








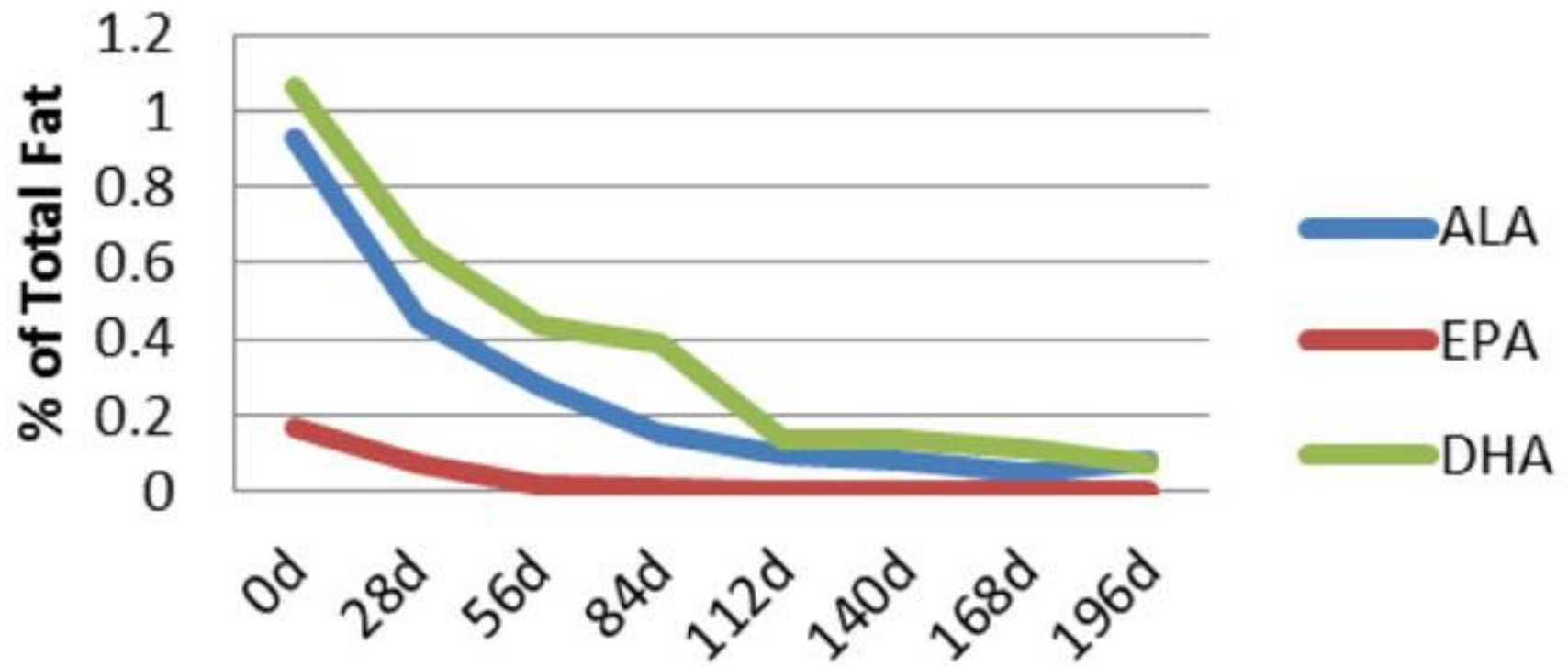
It's not the cow, it's the how...



BBC

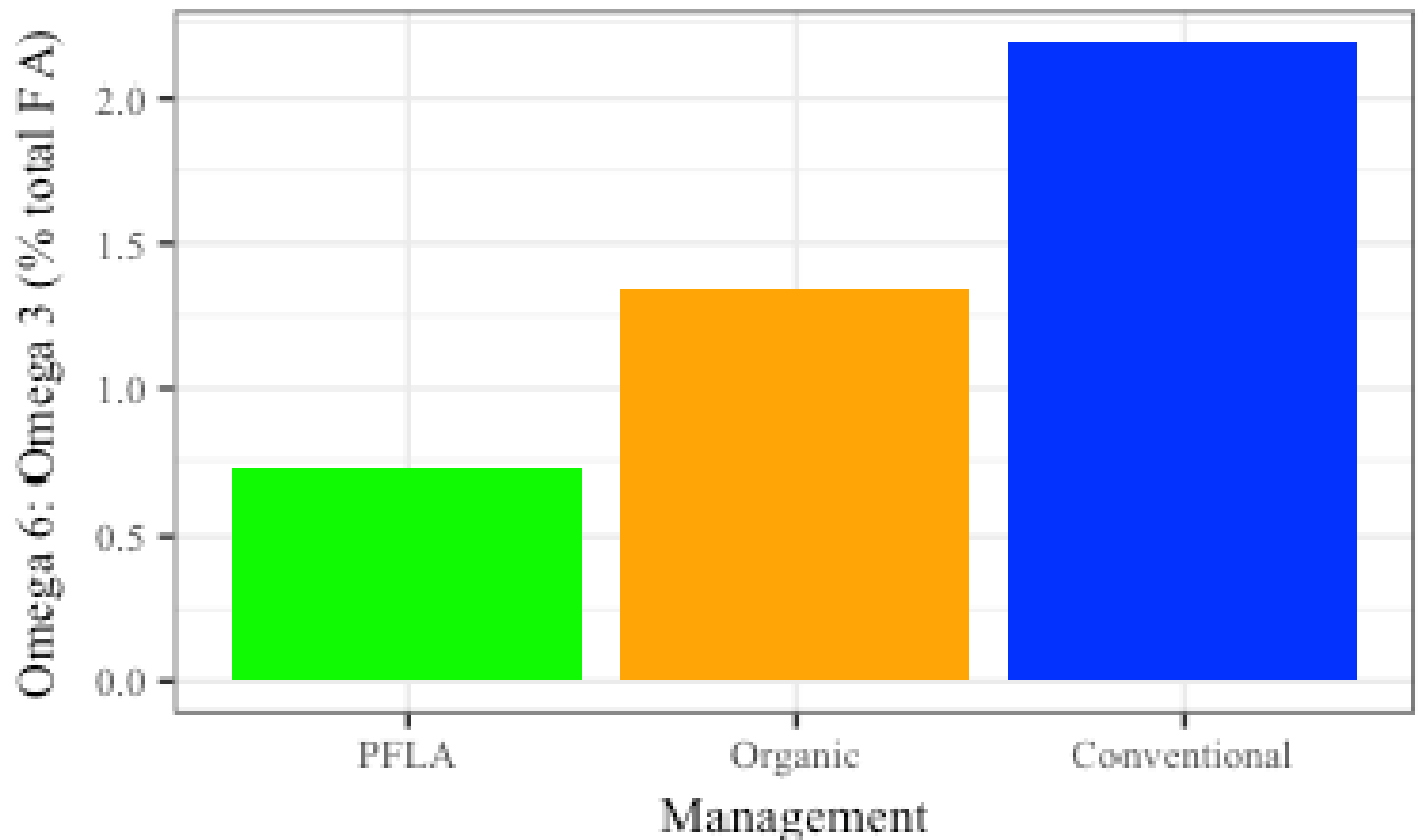


Effect of grain based diet on Omega-3's

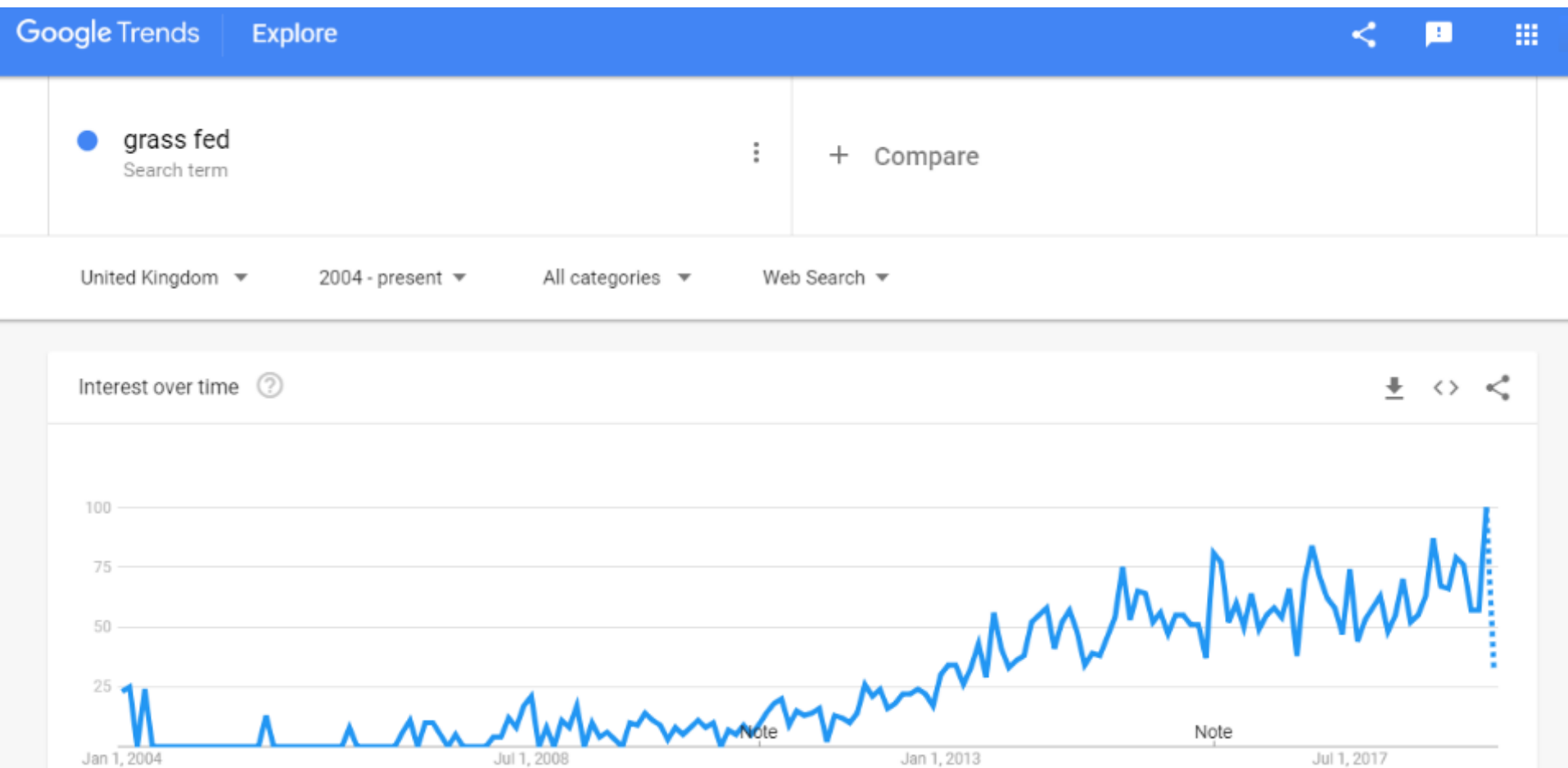


*Effects of time on feed on **beef** nutrient composition, Journal of Animal Science, e.71*

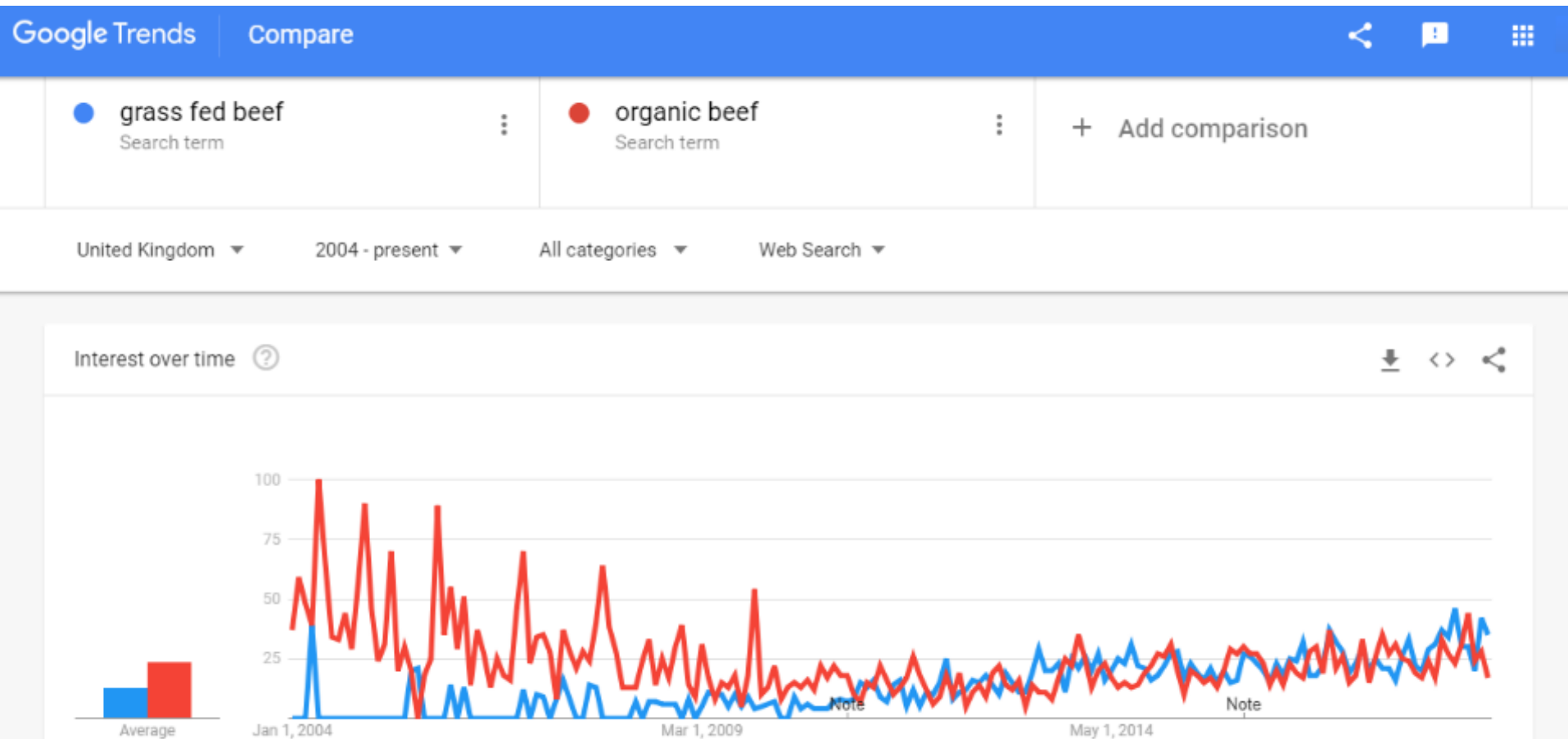
PFLA & Supermarket Pilot study, 2017



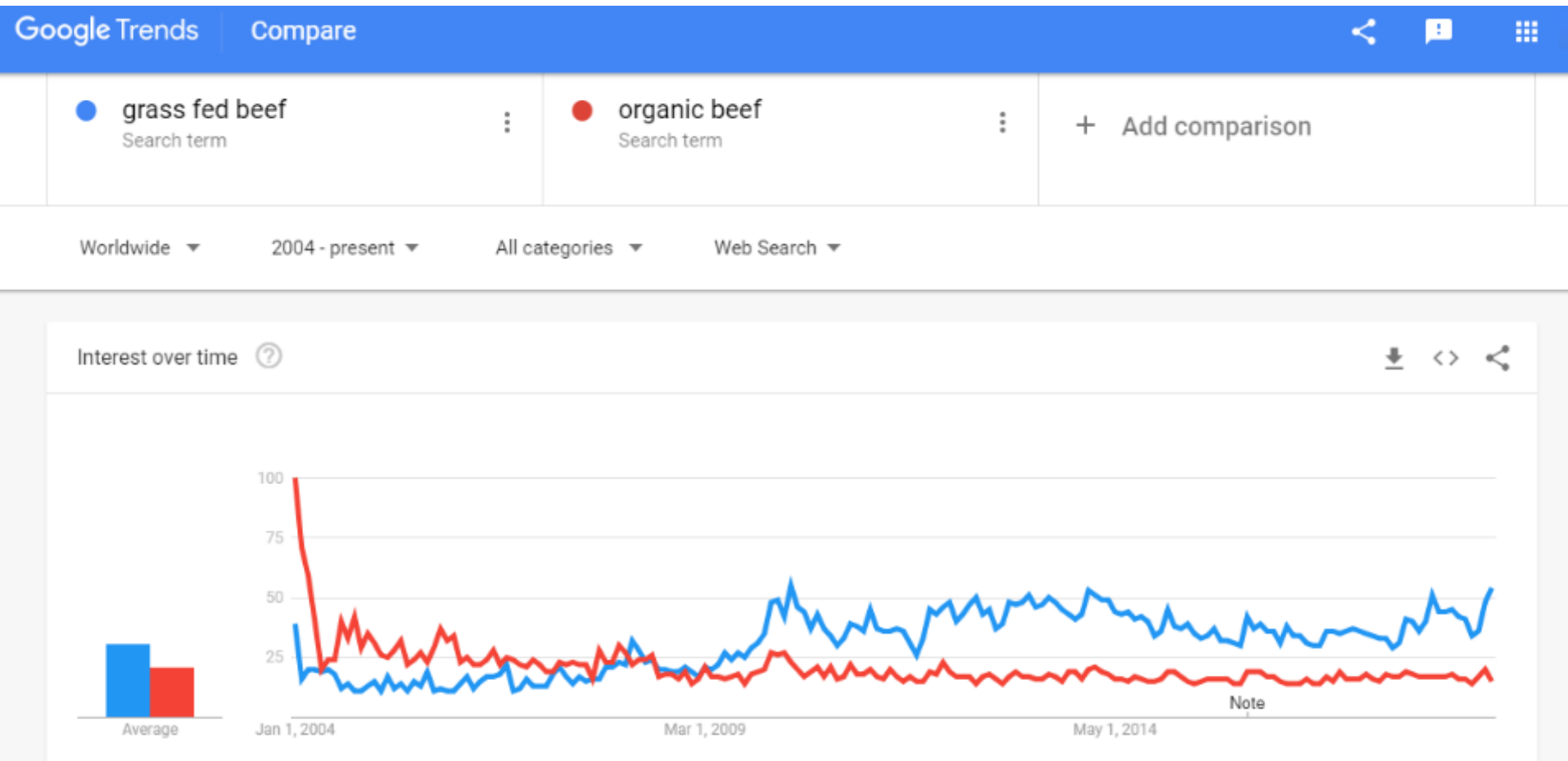
UK Searches for 'grass-fed'



UK Searches for 'grass-fed beef' and 'organic beef'



Worldwide Searches for 'grass-fed beef' and 'organic beef'



Global Grass-fed Alliance



RIIKLIKULT TUNNUSTATUD
ROHUMAAVEISE LIHA
STATE CERTIFIED
GRASS-FED BEEF

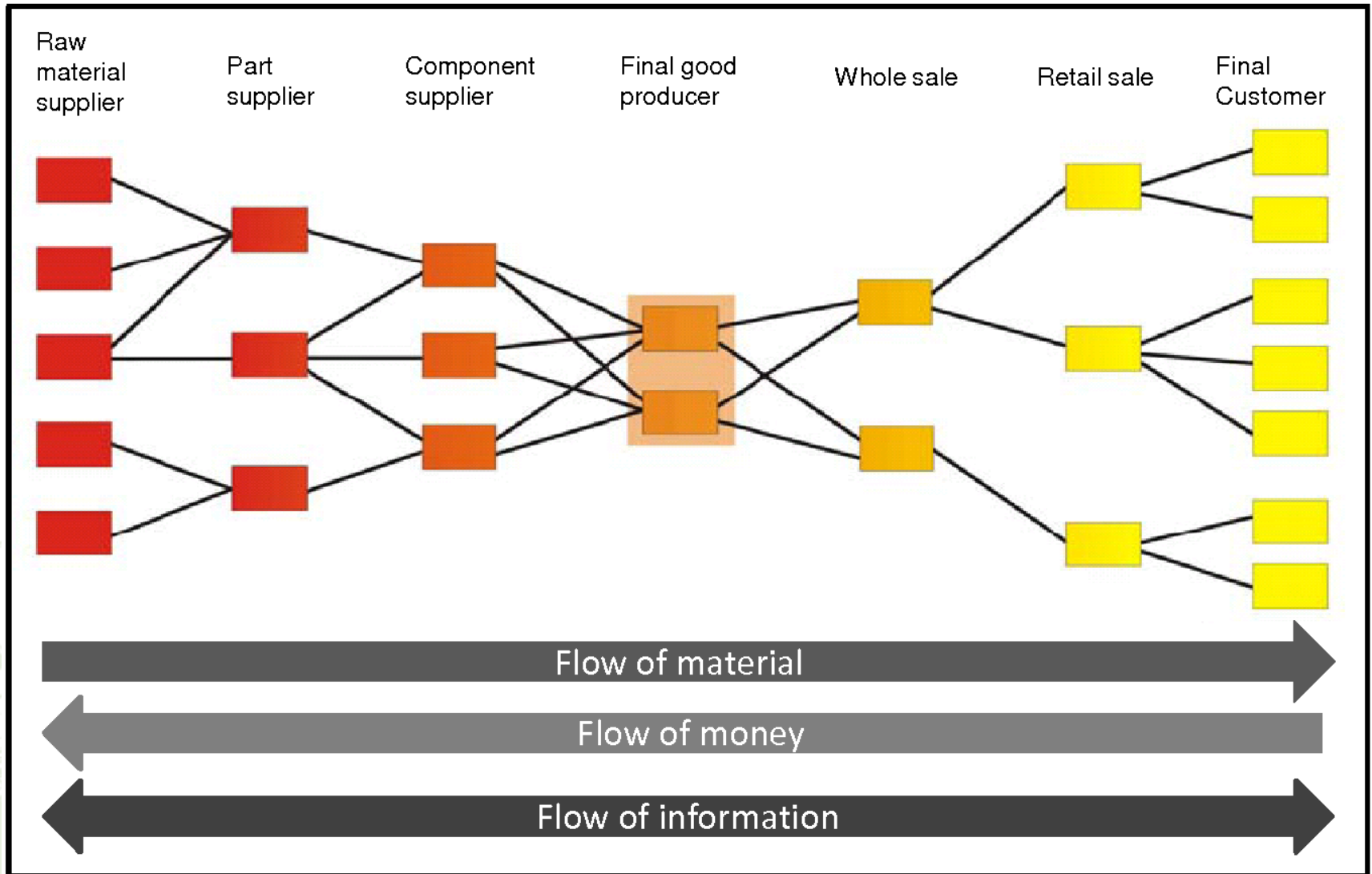


natur-
beteskött





Routes to Market



About ▼

Selling

Rearing

Finishing ▼

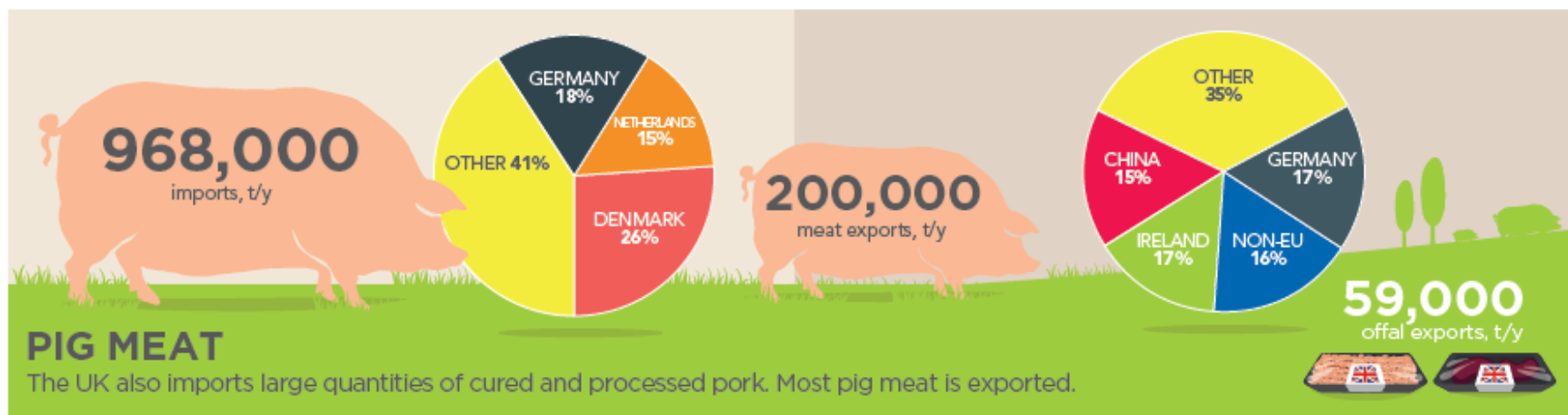
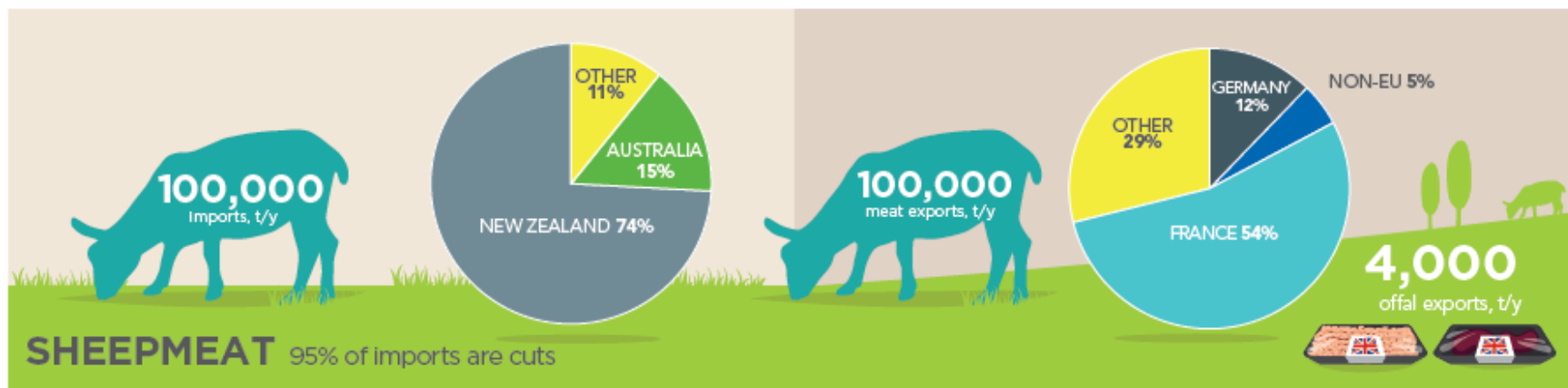
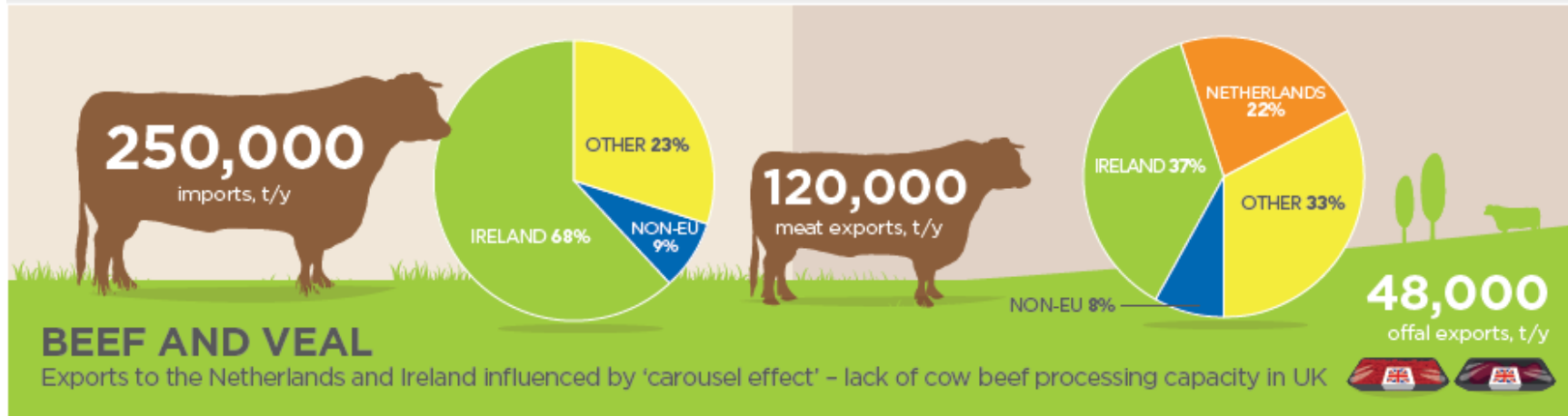
Sustainability ▼

Integrated beef at its best

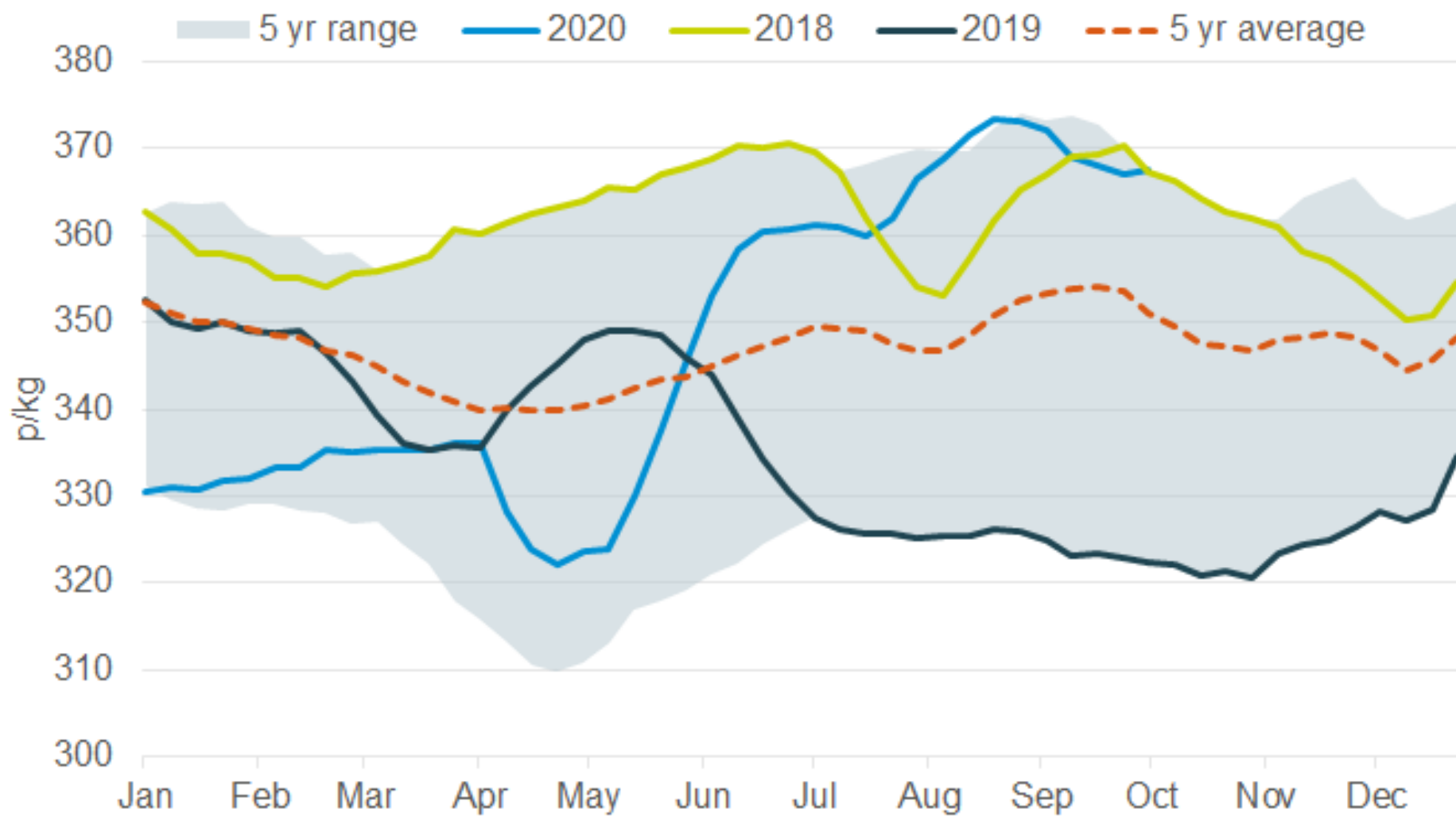
How can we help you?

A word about Brexit...





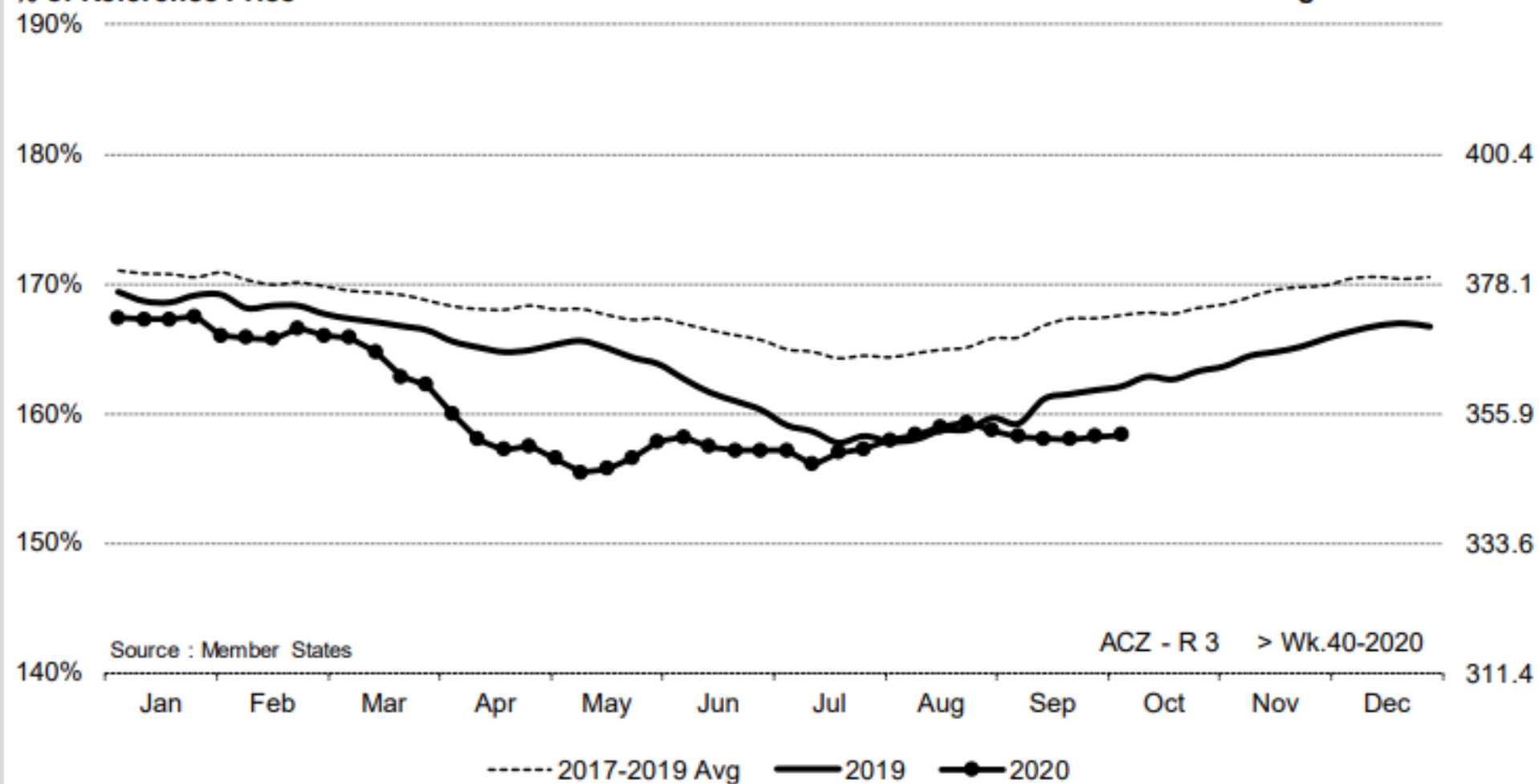
GB all prime average deadweight cattle price



ACZ - R 3 > Wk.40-2020

% of Reference Price

€/100 kg cwe





Summary

- Models for branding grass-fed beef are being proven around the world
- Models for farmers to work collaboratively to transition to more sustainable practice are being proven around the world
- Models for profitable grass-fed beef finishing at scale are being proven around the world
- Consumer interest is rising and markets are growing
- Brexit is complicated and uncertain, so we must focus on what we can control – costs of production!

Thank you



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