



MEMBERS NEWSLETTER

Spring 2021

Welcome to the Spring 2021 issue of the Certified Irish Angus newsletter. We are delighted to keep you updated on the work that we have been doing to support and develop new and existing markets for Certified Irish Angus Beef.

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SPRING HAS SPRUNG

RAISED WITH PRIDE **SINCE 1995**



We are continuing to develop the services we have to offer to you, our members and have been working on making our online platform through our website and member portal as easy to use as possible while still maintaining high standards. The membership portal has been developed to allow you to forward plan and book cattle for slaughter and acts as a platform for you to review details on any animals that have been sent for slaughter.

MEMBER PORTAL

Our Member Portal facility allows our members to book their Angus cattle for slaughter online with our processor partners, ABP, Kepak and Slaney Foods.

The benefits of the member portal facility for farmers is:

- i) It allows you to plan the numbers of cattle and dates you wish to supply them with any of our processing partners. It also allows you to view details such as carcass weights, ages and grades of animals previously supplied to Certified Irish Angus.
- ii) Through the development of a unique API (application programming interface) in conjunction with ICBF, members who have given ICBF data release can also have access to a full listing of animals within their herd. Members who have ICBF Herd Plus will also be provided with terminal index of each animal. It is our intention to use this system in the future to deliver additional value to members and to develop a more environmentally sustainable model of production.

If you have not yet completed an ICBF data release form and wish to do so, please download from our website certifiedirishangus.ie in the drop down menu 'about us' where all forms can be downloaded.



We have developed an online tutorial to assist you in using the Member Portal.
Watch it here: <https://vimeo.com/521845818>

HOW TO ACCESS THE PORTAL

The portal allows you to view details of

- Past supply and
- Rejected animals

It allows you to make booking for future supply.

See below step by step instructions to help you register and book cattle. For further assistance please contact our helpdesk on 046-9286927 / 9242820 / 9242541. You may also view our online tutorial here: <https://vimeo.com/521845818>

Step 1: Go to www.certifiedirishangus.ie
Click on Farmer Portal.

Step 2: Register details

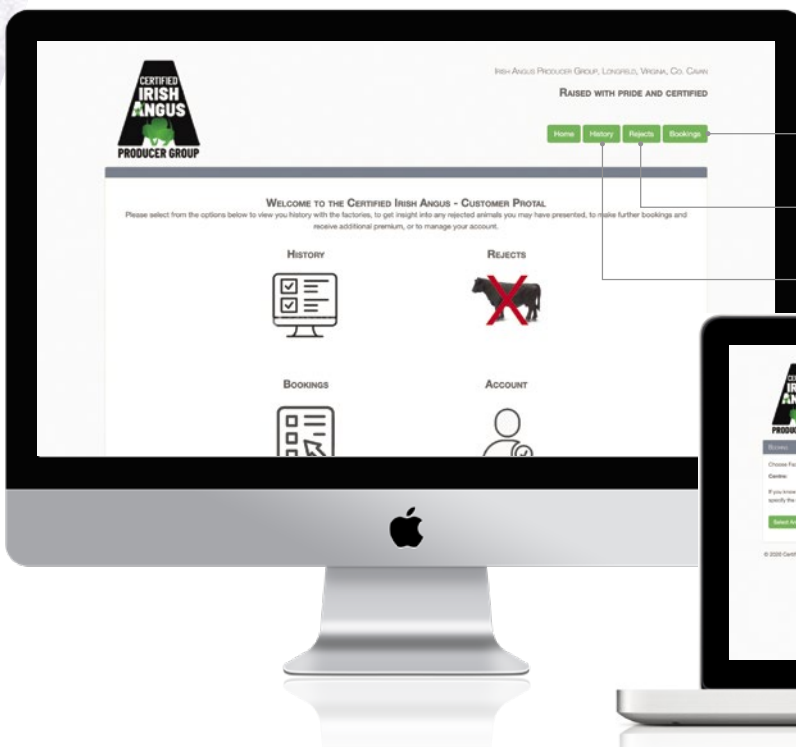
Click the 'Click here' to register button and follow the instructions. Activate your account by going to your email and clicking on the link in the activation email.

Step 3: Log In

Using your newly created username and password.

Step 4: Book Cattle

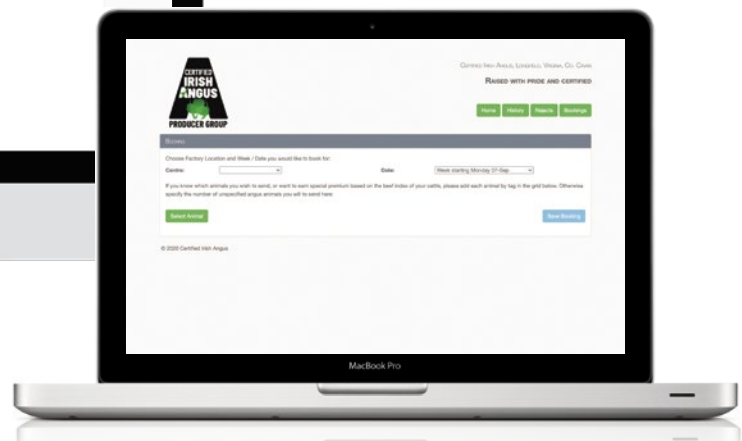
Choose factory, date and select animals you wish to book and save booking.



TO CREATE A BOOKING

TO VIEW REJECTS

TO VIEW HISTORY



TESCO CAMPAIGN

Tesco Ireland has been the major retail partner of Certified Irish Angus for the past 24 years. All Tesco Finest* beef is Certified Irish Angus beef. We are thrilled that as part of Tesco's Food Love Stories campaign, they have chosen the Clancy family from Clonakilty, Co. Cork to star in their new TV advert.

John Clancy is a 3rd generation dairy and beef farmer and alongside his wife Ann, daughter Laura and sons Darragh and Shane shows that producing quality Angus beef is a family affair.

Laura is the eldest of the three and her love for farming led her to enter the first year of the Certified Irish Angus Schools Competition and she was part of the winning Sacred Heart Secondary School Clonakilty team in 2016.



Tesco television advert

The skills she learned from her involvement in the schools competition and from farming at home drew her attention to the business side of farming and the opportunities a degree in business could bring. Laura has gone on to study and complete a degree in Business Management in CIT and is now working at home on the farm applying the skills she has learned to the farm business.



CERTIFIED IRISH ANGUS BEEF LAUNCHES IN 400 INTERMARCHÉ STORES

Across the Paris & Lyon regions of France

Following on from a visit by Intermarché buyers to Ireland in May 2019 we are delighted to announce that a premium range of 4 steak cuts, a striploin, boneless rib, bavette and spencer roll steak were launched in September 2020. As sales have performed well since the launch, it is hoped that this range can be expanded and rolled out to all Intermarché stores across France in 2021.

NEW MEMBERS OF STAFF

We recently welcomed two new members of staff to our team at Certified Irish Angus.



Catherine Smyth

Catherine is a final year Sustainable Agriculture student at Dundalk Institute of Technology and will be working with us on a part time basis until she completes her undergraduate studies later in

the year. Catherine and her father Phil run the Ardmulchan Hereford herd, which is based outside Navan in County Meath, along with a suckler and beef enterprise. She has a keen interest in the Angus breed having competed in Angus youth development programmes for nearly a decade now. Catherine intends to stay working with us after her graduation to gain experience in the industry and assist in promoting the Angus breed and Certified Irish Angus.



William Delaney

William has taken up the role of Schools Competition Coordinator. William completed his Agricultural Science degree in Waterford IT and went on to work as a sales and operations

graduate in the meat industry. Before joining Certified Irish Angus he completed a masters in Agricultural Innovation and Extension in UCD. William runs a tillage and sheep farm near Castletown, County Laois under a shared farming agreement. He has a keen interest in debating and public speaking. The skills he has obtained from his studies and work experience will be of substantial benefit to the Certified Irish Angus School Competition.



SETTING THE SCENE

BENEFITS OF EARLY TURNOUT FOR ANGUS STEERS

Anthony Mulligan & Donall Fahy
Teagasc Grange



The Teagasc Grange dairy calf to beef trial was established in spring 2018 with 120 calves being purchased annually and produced as under 24 month steers, from a predominantly grass based diet.

The objective of the trial is to compare the physical performance of three divergent genetic groups in an intensive grass based system, enabling each genotype express their true genetic potential. Holstein Friesian (HF) and Angus (AAX) progeny are currently enrolled on the trail, as these represent the main calf breeds coming from the dairy herd.

Particular emphasis is placed on grassland management in order to achieve high levels of animal performance and output per hectare, which reduces the dependency on concentrate supplementation during the indoor finishing period.

Spring management practices

Spring grass is highly digestible, high in protein and DM content the key parameters to support higher animal performance, with each kg DM having 1.03 UFV. The objective of the Teagasc Grange dairy calf to beef to trail is to have an extended grazing season in the region of 250-300 days. Dairy calf to beef animals are suited for a long grazing season as they typically weigh 320-330kgs at turnout. Angus yearling steers were turned out to grass in mid-March of 2019 and 2020 and achieved 1.45kgs/head/day, until mid-July for both consecutive years.

To match grass growth with herd demand, the farm is walked weekly throughout the grazing season and twice weekly during the peak growing season in May and June. As dairy calf to beef systems have a low spring demand ~20kg DM/ha per day and in the event of a delayed turnout, paddocks earmarked for silage will be the last paddocks to be grazed the previous autumn prior to weanlings being housed. This management practice allows for greater flexibility and focuses on conditioning the sward of the main grazing platform.

The first grass walk for 2021 was completed on the 25 January and the farm grew 5kg DM/ha/ day since weanlings were housed on 17 November 2020. Therefore, in order to achieve a 40 day rotation length of turnout, a farm cover of 814kg DM/ha is required, which equates to sustaining a growth of 5kg/DM/ha prior to 1 March.

	25/01/2021	01/03/2021 (Projected turnout date)
Farm Cover	634kg DM/ha	814kg DM/ha
Growth	5kg DM/ha	5kg DM/ha
Demand	0kg DM/ha	20kg DM/ha
Days Ahead		41

Once weather and ground conditions permit, 2,500 gallons of slurry per acre will be applied to silage ground via trailing shoe. Protected urea will be applied at 23 units/acre to silage ground and grazing platform, with a further 69 units/acre of protected urea applied to silage ground before the end of March. Post turnout, covers of 800-900kg DM/ha are grazed first and to a residual height of 3.5 cm and by doing so, trains animals back into grazing and also conditions the sward for subsequent grazings. Covers of 1300-1600kg DM/ha are targeted throughout the entire grazing season, which facilitates ease of management in achieving a post grazing residual height of 4cm. Good grazing infrastructure plays a significant role in optimising total herbage mass grown and utilised which supports high animal live weight gain. The dairy calf to beef unit at Teagasc Grange, has a land area of 37.5 ha (93 acres) divided into 51 paddocks, which can be further divided using temporary reels. Cattle receive forty eight grass allocations, which offers greater flexibility as animals don't have to be moved on a daily basis and permit further dividing with temporary reels during periods of poor grazing conditions. Back fences are also erected using temporary reels to protect regrowths. To determine the area required for 40 steers weighing 430kgs, entering a cover of 1400kg DM/ha and receiving a 48 hour allocation, we use the following calculation:

$$430 * 0.02 = 8.6 \text{ kgDM/day} * 40 \text{ steers} = 344\text{kg DM daily demand,}$$

$$344\text{kg} / 1400 \text{ (cover)} = .25 \text{ ha needed daily}$$

$$48 \text{ hour allocation} = .50 \text{ ha required}$$

To achieve a 21 day grazing rotation length, 54% of the farm will be closed for 1st cut silage, with stocking rate increasing to 4.5 LU/ha. By mid-April, demand will have increased to 39kg DM/ha, therefore a farm cover of 819kg DM/ha is required to sustain a 21 day round.

Prior to turn out weanling will be reduced from 1.5kg concentrate per day to 1 kg for the purpose of easing the transition from housing to grass.

Lowering the overall carbon emissions produced from our production system is becoming the centrepiece of how we produce cattle in Ireland, with proper implementation of grass management on farms it is possible to achieve optimum performance with Angus cattle without heavily relying on imported feedstuff.