



MEMBERS NEWSLETTER

Spring 2022

Welcome to the Spring 2022 issue of the Certified Irish Angus Producers Group newsletter. We are delighted to keep you updated on the work that we have been doing to support our members and develop the Certified Irish Angus Beef Brand.

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**MEMBERS TO
BENEFIT
FROM ELITE IRISH
ANGUS BULL**

RAISED WITH PRIDE **SINCE 1995**



DRUMCROW TRIBESMAN

Certified Irish Angus has embarked on a breed improvement program which aims to improving the environmental and economic sustainability of our 10,000 active farmer members through better Angus genetics. To this end Certified Irish Angus has purchased a super young bull (Drumcrow Tribesman), in association with Dovea Genetics.

This bull was chosen after rigorous expert physical assessment, coupled with genomic evaluations. Tribesman's sire hails from the Fordel herd in Glenfarg, Scotland where a major emphasis is placed on producing stock for an easy care system on this hill farm.

Tribesman's Superiority

- **He holds a beef cow calving figure of 2.2**
 - Using easy calving sires can increase efficiency at calving
- **Based on his DBI (Dairy Beef Index) his offspring will deliver a value of €58 more than the average Angus value.** This is achieved through a reduction in calving difficulties and in gestation length.
- **He holds a terminal index of €70.** Meaning his offspring's improved carcass weight and carcass conformation will add additional €70 to their value at slaughter.
- **His progeny will also have the ability to be super suckler replacement stock.**
 - Female offspring will have increased calving ability, milk production, fertility and beef traits to value of €148 per animal.

In summary this bull offers opportunities to add additional value at every stage of production process for members of Certified Irish Angus.

Environmental benefits of using Tribesman genetics

His sons and daughters will reach finishing weights at a younger age reducing greenhouse gas emissions. Teagasc research has shown that a 500kg beef animal produces 230g of methane per day. Therefore, the less days it takes for an animal to reach its optimal final weight the less methane it will produce.

Tribesman's genetics will result in his sons and daughters reaching their desired finished weight at 24 months or less, compared to other breeds who reach finishing at 27 months old.

The introduction of these elite genetics increases the ability of Angus cross cattle to produce low emission beef entirely from grass.

Drumcrow Tribesman (AI code AA8172) straws will be available to purchase through Dovea AI from May 2022. Members wishing to available of these straws can do so by contacting **Dovea AI** at **0504-21755** or emailing info@doveagenetics.ie. Or by emailing **Catherine** on: catherine@certifiedirishangus.ie



2022 CERTIFIED IRISH ANGUS SCHOOL COMPETITION WINNERS ANNOUNCED

Eoin Kelly, Caoimhe Crean, Caoimhe Horan and Pádraig Kinsella from Gorey Community School in Co. Wexford studied the theme of “The Environmental, Economic and Ethical Benefits of Producing Certified Irish Angus Beef”.

As part of their project the group conducted a survey with dairy farmers which showed promising results for the consideration of using the Certified Irish Angus breed in dairy farming. They took on the challenge of educating farmers about how they could increase the economic value of a dairy-bred calf by using an Irish Angus sire and organised a number of events aimed at farmers to spread the message. This interesting message was spread among the Gorey community by creating a Certified Irish Angus recipe booklet which was distributed in the local Tesco store.

The runners up in the 2022 schools competition were Grace McKeon and Jane Carty from Carrick-On-Shannon Community School Co. Leitrim. The students explored the theme of ‘Health and Safety on Beef Farms’ which helped the students to better understand the impacts farming can have mentally and physically. As a result, the team created an emergency details sheet for farmers and a traffic light system to engage with children and notify farm visitors of the dangers in areas of the farm.



MEMBER PORTAL

HOW TO ACCESS THE PORTAL

The portal allows you to view details of

- Past supply and
- Rejected animals

It allows you to make bookings for future supply.

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.

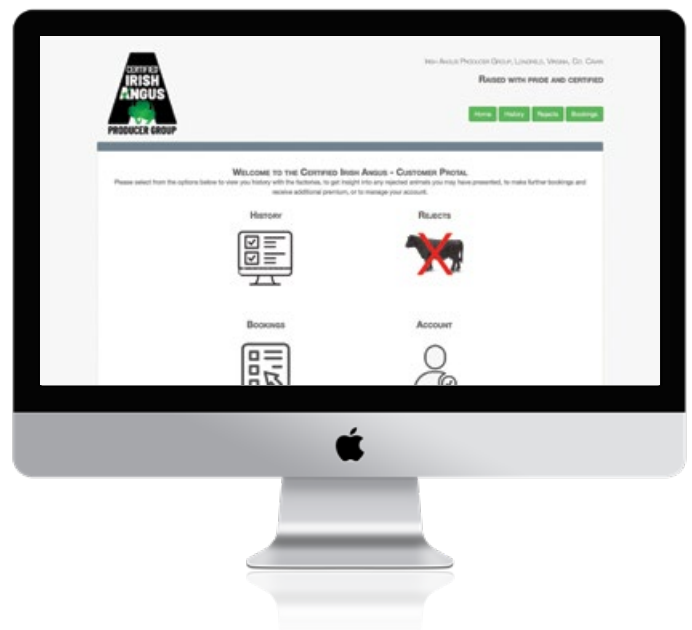
Step 4: Book Cattle

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

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

Contact our helpdesk on:

046-9286927 / 9242820 / 9242541



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ICBF DATA RELEASE

We would like to thank our members who have already completed the ICBF data release forms. Hard copy forms are available on request, or herd owners may authorise their accounts on ICBF HerdPlus by following the instructions below:

Step 1:

Go to www.icbf.com Click on 'log in'.

Step 2:

Log into ICBF using your **username** and **password**.

Step 3:

Click on **admin**. In the drop down menu, select '**change data permissions**'.

Step 4:

Select '**food consultants**' from the menu. Click on '**Certified Irish Angus Producers**' from the drop down menu.

Step 5:

Check the **terms and conditions box** and click '**grant access**'.

BIODIVERSITY PHOTO COMPETITION



Biodiversity has always been hugely important to the farmer members of Certified Irish Angus producer group. We understand the care farmers dedicate to developing habitats on their farms. Creating new habitats that nourish biodiversity alongside retaining existing habitats is vitally important. For example, by simply reducing the frequency of hedgerow cutting allows hedgerows to grow and flourish in turn enhances biodiversity and the natural environment.

We want to showcase the knowledge and biodiversity practices of our members by including some of them in the next edition of our newsletter. **We would like to ask our farmer members to send us photos of biodiversity on their farms. Photos will be entered into a draw for 4 sets of family tickets to this years National Ploughing championships in September.**

Send photos to info@certifiedirishangus.ie.

NEW ACE STACKER PACK

Following the success of the ACE Burger Box in SuperValu and Centra stores nationwide, two further offerings of the much loved ACE Burger Box will be launched in Summer 2022. The ACE Stacker Pack contains everything required to build your own ACE double or triple succulent Certified Irish Angus Cheese Burgers Stacker. The ACE Twin Pack contains a bespoke ACE Burger Sauce and was created in response to consumers desire to cook their favourite restaurant dishes at home.

The ACE Burger Box has shown it is in a strong position to deliver for customers with the increasing popularity of gourmet burgers and convenience food. The two further ACE Burger Box ranges developed with Kepak in conjunction with Musgrave will hit the shelves in May this year answering consumers demands for high quality, Irish Angus beef burgers.

