



MEMBERS NEWSLETTER

Autumn/Winter 2022

Welcome to the Autumn/Winter 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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NATIONAL PLOUGHING CHAMPIONSHIPS

VISIT THE CERTIFIED IRISH ANGUS STAND
AT THE NPC IN RATHENISKA CO. LAOIS
FROM SEPTEMBER 20TH-22ND 2022
AT BLOCK 4 ROW 9 STAND 157

RAISED WITH PRIDE **SINCE 1995**



Tim Dunne, Michael & Susan Kirtley, Agtours US

TIM DUNNE, RIP

This year's Ploughing Championships will be tinged with sadness as we recall with great fondness our Chairman, Tim Dunne, who passed recently.

Tim loved the Ploughing. He loved the theatre of meeting and chatting with members, many of whom were his friends. He loved offering everyone a cup of tea and a chance to sit, relax and chat about all things Angus.

Our exhibition stand will be less this year due to his absence but the tradition of the cup of tea, chat and relax will still be on offer to all our members as Tim would have wanted.

OFF SEASON BONUS 2023

We are in the position to offer members an Off-Season bonus for Spring 2023 well in advance this year.

The high cost of feed and general inputs will add to finishing cost this Winter, resulting in a necessity to incentivise Winter finishing.

Strategic planning is vital for Winter finishing. Careful consideration should be given to:

- **Feeding**
- **Animal type**
- **Target market**

Feeding

The first step should be the silage quality.

All silage should be tested prior to consideration in Winter finishing. If silage is of a lesser quality, finishing of animals may not be an option.

Animal type

Know the weight and age of the Angus cattle you intend to finish. Angus steers and heifers between 17 - 20 months weighing 480-520 kg live weight will give the greatest response to indoor finishing over a 70-100-day period.

Target market

- Producing animals that meet the correct carcass specification can add significant value. Angus steers and heifers should be finished at a carcass weight of between 260 kg and 380kg with a conformation score ranging from R+ to O= and a fat score of 2+ to 4=
- Quality assurance under the Bord Bia SBLAS scheme is fundamental.

- Animals produced to these standards will return the biggest margin.
- For the upcoming Off-Season, we will require members to complete data release forms from ICBF and Bord Bia to assess the farm's genetic and carbon footprint metrics.
- Our Off-Season bonus in the future will also incorporate sustainability measures such as age of slaughter, biodiversity, and genetic improvements.
- Finally, supplying Angus steers and heifers between April and May 2023 will guarantee members a premium of 30c per kg.
- We strongly recommend all members finishing Angus cattle to avail of the certainty of this bonus

Application forms available upon request

MEMBER PORTAL



To access the portal, visit our website: www.certifiedirishangus.com and click on the farmer portal.



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 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



Supporting Irish Farmers for 25 Years

TESCO
finest★

Tesco 25-year Partnership

It is a matter of immense pride for Certified Irish Angus to be celebrated as a supplier to Tesco Ireland for 25 years.

As an organisation we are hugely proud of our Tesco Partnership and of the steadfast support we have received over 25 years.



BIODIVERSITY PHOTO COMPETITION

We are delighted to announce the winners of 4 sets of family tickets to the upcoming National Ploughing Championships from our recent Biodiversity photo competition.

Well done to.....

1. Sinéad Bracken, Kilbeggan Co Westmeath
 2. Shirley Hall Bailieborough Co Cavan
 3. Chloe McDermott Tullamore Co Offaly
 4. Marie Phelan Clonmel Co Tipperary
- and many thanks to all who participated.

RYAN'S GROCERY SINGAPORE



We are delighted with the opportunity to have Certified Irish Angus beef available in Ryan's Grocery Singapore.

Ryan's was established by a couple, Sebastian and Wendy Chan they set about sourcing the best food from around the world.

Certified Irish Angus beef was a perfect fit for their beef offering due to its superior quality, consistency, provenance, and sustainability.

www.ryansgrocery.com

 **BUTCHERS
PRIME**
IRISH ANGUS BEEF

Sourced from local Irish family farms, it's hand selected, hip hung and matured for 21 days. Certified by the Irish Angus Producer Group, with Bord Bia approved quality and Origin Green sustainability credentials - arguably some of the best beef in the world.



Musgraves Marketplace

We are delighted to work with Musgraves Marketplace on their Angus Chef Club.



ELITE BREED IMPROVEMENT PROGRAMME

We are delighted to launch our new breed improvement program which has been a year in development.

In December 2021, we purchased Drumcrow Tribesman (AA8172) at the Irish Angus Elite Sale in partnership with Dovea Genetics. The program aims to improve the overall performance of Angus X cattle for the benefit of our members and will incorporate every stage of the production process, the pedigree breeder, the calf producer, the beef finisher, our partner processors, retailers and finally consumers. The Certified Irish Angus Breed Improvement programme aims to help farmers meet the challenges of climate change by increasing the sustainability of Angus

cattle production through the use of superior genetics. Members of Certified Irish Angus will benefit from continuous genetic improvement that delivers environmental and financial sustainability throughout the supply chain.

What makes Tribesman special

- Tribesman holds a beef cow calving figure of 2.1%
- Tribesman's offspring will deliver a value of €70 more than the average based on DBI evaluation
- Tribesman has a terminal index value of €76
- Tribesman's replacement index value is €155.

Pedigree breeders, who's application to the program are accepted, will benefit from subsidised male-sexed semen to the value of €80 per Tribesman sired calf born and genotyped. These bulls will then be eligible for a €200 refund claim by the purchaser on completion of the Certified Irish Angus reclaim form. Subsequent calves will be available for sale via the Certified Irish Angus farmer portal. This will provide access to exclusive marketing of Tribesman offspring along with online auctions which is promoted to 10,000 members of Certified Irish Angus. This will provide purchasers with access to calves with recorded breeding data and genetic evaluations.



Relaunch of Certified Irish Angus School Competition

Now in its ninth year the Certified Irish Angus School competition is now seeking applications for its 2023 programme.

Each year, five school groups from around the country are chosen to take part in this prestigious competition and receive five Irish Angus cross calves which they rear to slaughter as part of their Leaving Certificate agricultural science project.

The competition encourages second-level students to gain an understanding about the care and attention that is required to produce and market the highest-quality sustainable beef for consumers. The students also receive unique opportunities like media training, an international study trip and opportunities to present to Agricultural industry experts.

The five groups that will receive their calves at the National Ploughing Championships are:

- Dunshaughlin Community College, Co. Meath.
- Manor House School, Raheny, Dublin.

- St. Colman's College, Fermoy, Co. Cork.
- Ursuline Secondary School, Thurles, Co. Tipperary.
- Mercy Secondary School, Kilbeggan, Co. Westmeath

Application Process

The application process encourages transition year students to show off their creativity and passion and to record an application video on a project theme of their choice like: improving animal genetics, sustainable agriculture, farm health and safety, increasing consumer awareness of the quality of Irish food and Irish Beef.

Videos should be submitted along with the online application form before the closing date of 18th November 2022.

Following an extensive interview process, 30 lucky schools will be shortlisted to present their project ideas to industry at an event in Croke Park in March 2023.

For further information please visit our website.