



MEMBERS NEWSLETTER

Autumn/Winter 2023

Welcome to the Autumn/Winter 2023 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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Off season bonus

A photograph of an elderly man and woman standing in a grassy field with several black Angus cows. The man is wearing a blue sweater and khaki pants, and the woman is wearing a dark vest over a light blue shirt and jeans. They are both smiling at the camera.

NATIONAL PLOUGHING CHAMPIONSHIPS

SEPTEMBER 2023

COME VISIT US AT BLOCK 4 ROW 6 STAND 108

RAISED WITH PRIDE **SINCE 1995**



ANGUS TAKING ACTION SERIES

Head over to our social media channels @CertifiedIrishAngus to view our new Angus Taking Action series presented by Catherine Smyth.

Over the course of this series, we will provide members with tips to help them farm more sustainably and increase the productivity of their Angus farming systems. Some of the topics covered throughout the series include slurry sampling, grassland management and soil sampling.

Check out the Angus Taking Action series on YouTube:



SAM'S 'SAVIOUR' STEAK SALAD

OUR ^{TESCO}finest CERTIFIED IRISH ANGUS RIBEYE IS 32 DAY MATURED FOR EXTRA FLAVOUR.

Food Love Stories

TESCO Every little helps

Scan the QR code to download the recipe

AG NAV DELIVERING FOR ANGUS BEEF FARMERS

Strategic partnership with Ag Nav

Certified Irish Angus proudly acknowledges the unwavering commitment of its farmer members to the production of top-quality Angus beef, underpinned by a steadfast commitment to sustainability and animal welfare. In response to an ever-increasing customer interest in these issues, we are embarking on a journey to help deliver clear messaging on how the Farmer Members of Certified Irish Angus deliver on all aspects of sustainable and responsible livestock production.

Through a strategic partnership of technological integration with Ag Nav, Certified Irish Angus farmer members will be encouraged and supported by Bord Bia, Teagasc and ICBF to build on existing sustainability practices, while at the same time adopting new technologies, all of which will be aimed at adding value to the livestock produced on their farms.

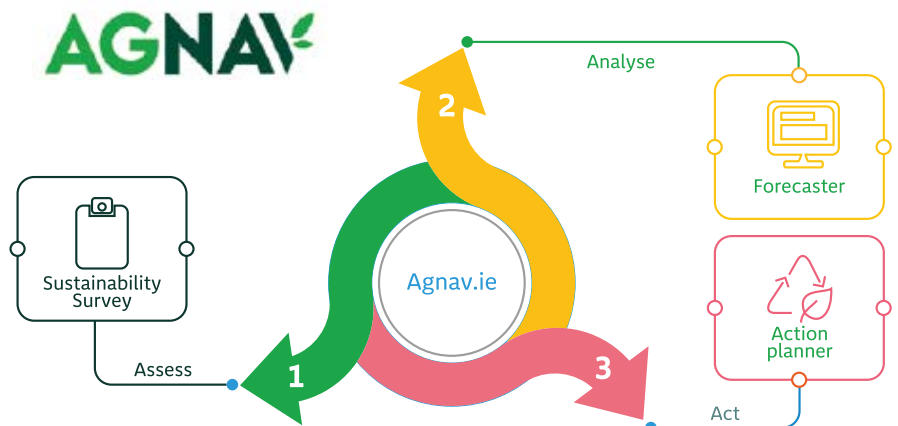
Certified Irish Angus encourages its farmer members to join and participate in the programme. Ag Nav will provide a range of advantages including improved herd management, increased efficiency

and productivity, cost savings, data-driven decision-making, and a competitive edge in the market.

What is Ag Nav

Ag Nav is a new agricultural online portal developed as a farmer-centric sustainability support system that makes use of the combined knowledge, information, resources, and tools of the three agencies, Teagasc, Bord Bia and ICBF. Ag Nav has been piloted on signpost demonstration farms. The aim of the

portal is to help farmers develop action plans for individual farmers to mitigate their Greenhouse gas emissions (GHG) and ammonia emissions. An evaluation of the farm's current performance in relation to Greenhouse Gas and ammonia emissions must be recorded. Ag Nav displays total farm emissions, emissions /Ha, and carbon footprint or emissions output /kg of LWG. The value Ag Nav will provide for beef farmers is the ability to accurately measure and verify their carbon footprint showing the reduction when implementing sustainable actions at the farm level.



Relaunch of Certified Irish Angus School Competition

Now in its tenth year the Certified Irish Angus Schools competition is now seeking applications for its 2024 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 2023 are:

- St Clare's College, Ballyjamesduff, Co. Cavan
- Villiers School, Limerick
- Mercy Secondary School, Kilbeggan, Co. Westmeath
- Scoil Chriost Ri, Portlaoise, Co. Laois
- Loreto Secondary School, Clonmel, Co. Tipperary

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 October 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 2024.

For further information please visit our website.



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

 **BUTCHERS PRIME**
IRISH ANGUS BEEF

Sourced from local Irish family farms, hand selected, hip hung & fully matured. 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.



Drumcrow Tribesman show outstanding breed quality across commercial and pedigree cattle

Drumcrow Tribesman has continued to delivered huge success for Angus breeders, one of which is Fiona Troughton of the Tullybryan herd in Co. Tyrone. Her heifer calf won first prize at the Northern Ireland Aberdeen Angus National Show in Clogher Valley.

2023 saw the arrival of the first Drumcrow Tribesman offspring. The limited number of calves born to date are showing real promise across pedigree and commercial cattle. One producer reaping the rewards is Fiona Troughton of the Tullybryan Angus herd in Co. Tyrone. Fiona's young heifer Tullybryan Lady Jewel (pictured) sired by Elite Breed Improvement Programme

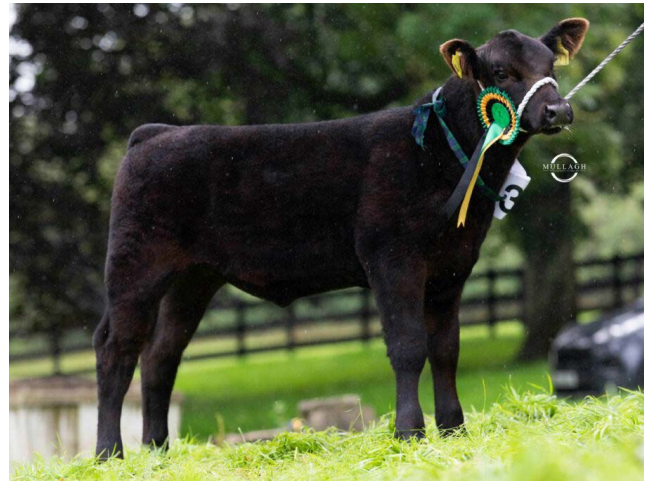


Judge Bernard Keirns

bull Drumcrow Tribesman, was a first prize winner at the Northern Ireland Aberdeen Angus National Show in Clogher Valley. Lady Jewel then followed on to impress Bernard Keirns, judge of the NI Aberdeen Angus club herds competition, winning 1st prize in the heifer calf section, an outstanding achievement



ELITE BREED IMPROVEMENT PROGRAMME



Drumcrow Tribesman daughter, Co. Tyrone

for such a young female. This award is Fiona's first ever prize in the competition.

Bernard noted that this female and her herd counterparts "oozed with excellence of breed character, length, and size for age. Having used Drumcrow Tribesman on all her breeding females this year, Drumcrow Tribesman has done a tremendous job on various cow types".

**25 CENT
BONUS
PER KG**

OFF SEASON BONUS FOR SPRING 2024

We are delighted to offer members an off-season bonus for Spring 2024. 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 350kg with a conformation score ranging from R+ to O= and a fat score of 2+ to 4=

Efficient, sustainable beef production in the future will be paramount. Our Off-Season bonus in the future will incorporate sustainable measures such as age of slaughter, biodiversity, and genetic improvements.

Finally, supplying Angus steers and heifers 1st April 2024- 7th June 2024 will guarantee members a premium of 25c per kg.

We strongly recommend all members finishing Angus cattle to avail of the certainty of this bonus

Application forms available upon request or to download from our website