



CERTIFIED IRISH ANGUS

ELEVATE BONUS



RAISING THE BAR
ON SUSTAINABLE
AGRICULTURE



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The Certified Irish Angus Producer Group was established in 1995 with the aim of safeguarding the excellence and sustainability of Irish Angus beef. The success of the Certified Irish Angus brand has relied on the commitment and passion 10,000 farmer members and the expertise of our processing partners, ABP and Kepak. Benefitting our family farm members economically has always been an essential part of our role in the supply chain. We believe by taking action and making sustainable choices now, will future proof our farms and our brand. This will allow us to continue to operate successfully, whilst also giving future generations the ability to carry on building on past success.

By selecting for cattle that convert grass efficiently into beef, the Certified Irish Angus bonus supports a system where productivity and sustainability go hand in hand. This ensures that environmental responsibility is achieved alongside economic viability, rather than at its expense.

The Certified Irish Angus bonus programme incentivises systems that prioritise breeding and purchasing cattle with the best genetics, reinforcing both environmental and economic resilience at farm level. By rewarding farmers that adopt best farming practises it ensures Certified Irish Angus beef is produced in the most sustainable way.

1. Safeguard and Enhance the Angus Breed Bonus Programme

Continue the success of our existing Angus bonus programme, providing a rigid and consistent bonus for Certified Irish Angus producer group farmer members.

2. Promote High Genetic Merit Cattle

Based on research and trial work we know that higher genetic merit cattle deliver greater profitability for farmers and help meet sustainability targets through increased carcass weight and reduced age at finish.

3. Promote sustainability

Through the AgNav sustainability tool, encourage farmers to use the decision-support tool to highlight the effect of alternative management practices on farm emissions.



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Bonus Structure

In addition to the QPS base price agreed with the Certified Irish Angus Producer Group farmer member, the following bonus payments will be made:

- **0.10c/kg** Standard bonus for Angus animals that have passed Certified Irish Angus inspection
- **0.05c/kg** for Angus animals that have been supplied by a Certified Irish Angus member who has also signed up to the AgNav programme and has undertaken a minimum of 3 actions.
 - From 2029 onwards to receive this payment, these suppliers will be expected to demonstrate that 3 of the actions selected have been completed.
- **0.05c/kg** for Angus animals that have a **sire recorded** or **genotyped**
 - From 2028 all Angus cattle must have a CBV value of above €50, at some point between birth and the day of slaughter
 - From 2029 onwards this will rise to a CBV value of €60, verified by genotyping only.

** Genetic merit minimum standard will be reviewed annually and may change in line with national genetics evaluation

Carcass Specification

1. **Qualifying animals will be:**
 - A minimum carcass weight of 240kg and a maximum of 380kg
 - Will have a carcass conformation range of 0= to U+
 - Fat score of 2+ to 4+
2. **Animals must have a maximum of four farm residencies at the time of slaughter.**
3. **Animals must have been resident on a quality assured farm(s) for a minimum of 70 days in total, with the final 60 days on the farm presenting them for slaughter.**

	U+	U=	U-	R+	R=	R-	O+	O=
2+								
3								
4-								
4=								
4+								



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What is AgNav

AgNav is a farmer-centric sustainability platform created for Irish farmers by Bord Bia, Teagasc, and the Irish Cattle Breeding Federation (ICBF) with support from the Irish Department of Agriculture, Food and the Marine. AgNav utilises the three agencies' collective knowledge, data, support tools, and other resources to help the Irish agri-sector deliver Climate Action Plan targets. AgNav provides reliable, science-based insights to support farmers' environmental and economic goals.

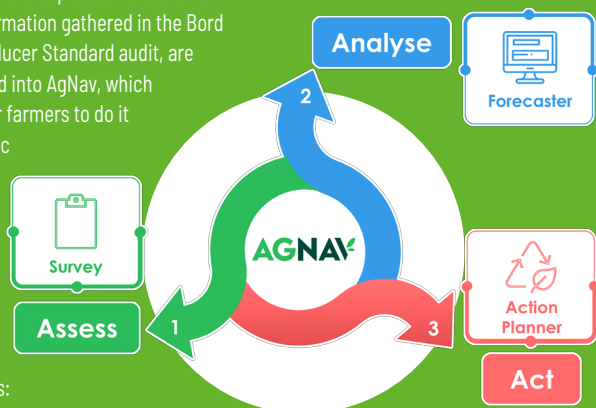
Using AgNav, farmers can create customised farm sustainability action plans to help them reduce their emissions and improve water quality. AgNav is free and voluntary, and is currently available for beef, dairy, and tillage farms.

Assess:

AgNav shows an assessment of current farm performance using data from Bord Bia, ICBF, Teagasc, and farmer-completed surveys. For beef and dairy farms, animal and production data from ICBF, along with information gathered in the Bord Bia Origin Green Producer Standard audit, are automatically entered into AgNav, which removes the need for farmers to do it themselves. Scientific models developed by Teagasc then use this data to calculate the individual farm's performance under key sustainability metrics:

- Greenhouse gas (GHG) emissions
- Ammonia emissions
- Production
- Nutrient balance
- Soil carbon

Analyse: The AgNav Forecaster is a core feature of the AgNav platform. Farmers, or their advisors, can use the forecaster to analyse how changes in farming practices and management can impact each sustainability metric.



Act: Based on the forecaster analysis, farmers can identify which actions are most appropriate for their farm allowing them to create a personalised farm sustainability action plan. Farmers can choose from a wide variety of actions, such as reducing fertiliser use, enhancing soil fertility, and improving water quality.



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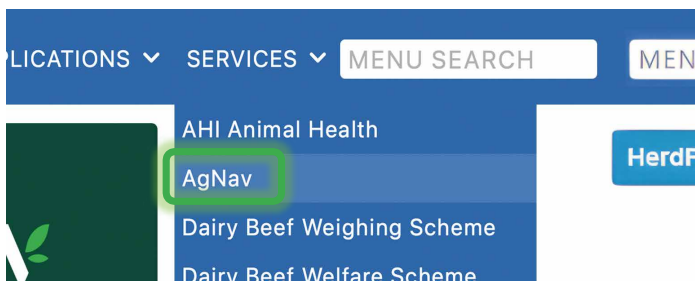
Ag Nav Online Application Process

Step 1:

Visit icbf.ie and go to the login page. The login will be your herd number e.g. D1234567 and password. If password is unknown text the word **PASS** to **089 4577663** to receive a one-time password. This will allow you to reset your password and access the ICBF Database. The phone number must be the one that is linked to your herd number. You can also call ICBF for support on 023 8820452 during office hours (9am – 5.30pm)

Step 2:

When you are logged into ICBF, under the 'Services' menu, you can select 'AgNav'.



Step 3:

This will bring you through to the screen shown below. To access AgNav, click on the green button in the centre of the screen. This will bring you to AgNav's farmer home page.

AgNav is a sustainability toolkit being jointly developed by Teagasc, ICBF and Bord Bia – with the support of the Department of Agriculture – that provides farmers with accurate and verifiable data to support decision making on farm to help meet agriculture's Climate Action targets.

All farmers who have access to ICBF will have access to AgNav also. To get started, click the button below to open AgNav in a new window.





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Step 4:

When you first log into AgNav, you will be directed to your homepage. This page provides more information on what AgNav does and links you to the 3 main areas of AgNav: the Survey, the Forecaster, and the Action Planner.

Select 'My Data' button which will take you to the page detailing who has access to your data, such as AgNav partners (Bord Bia, Teagasc, and ICBF) and any processors you are participating with.



Step 5:

Choose your selected processor ABP or Kepak and click the Next button.

Step 6:

Click the Join Programme button in the bottom right corner when you are happy with the how your data will be stored and handled and you have selected the correct processor.

Step 7:

Repeat Step 5 and 6 for the Certified Irish Angus Sustainability Programme. This information will only be used to verify your eligibility for the CIA Producer Group Bonus.



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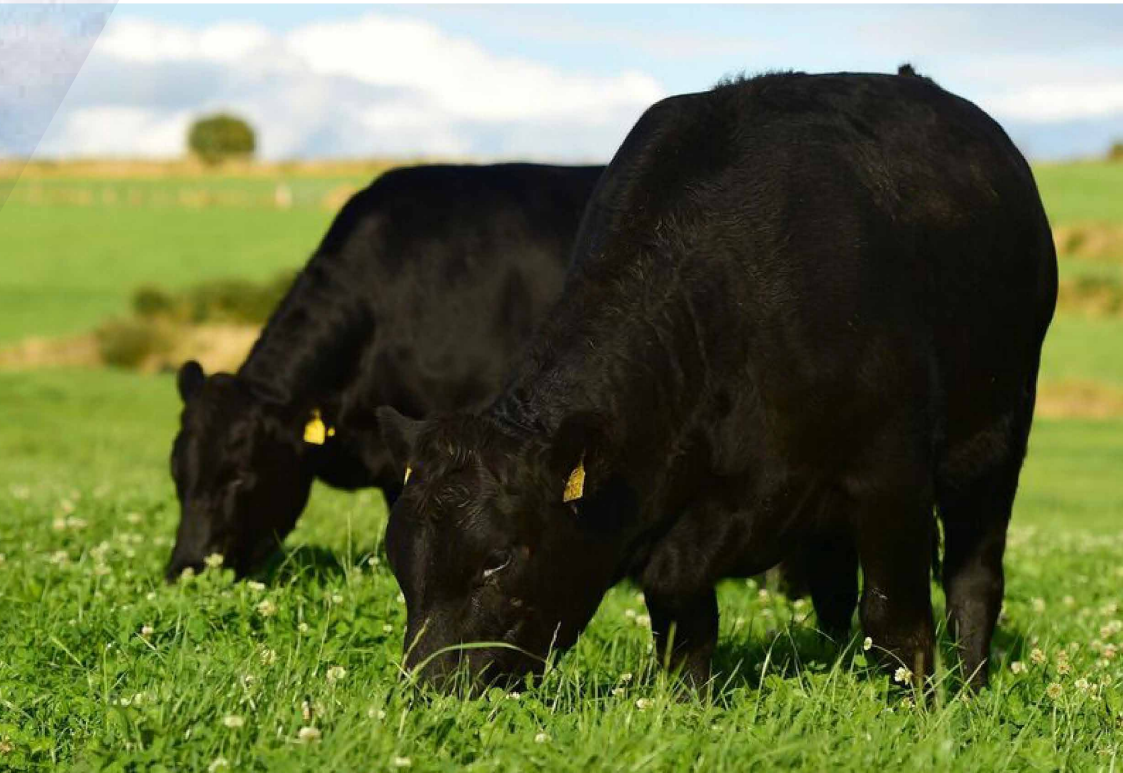
Step 8:

Access the Action Planner home screen for your farm.

Step 9:

Click the 'Add Action' button at the top of the page. You will be taken to a page where you can choose actions by selecting a theme and area from drop-down menus, or by scrolling through the list of actions.

You must select a minimum of 3 actions that you will implement within the next 12 months to help on farm efficiency and sustainability. These must be relevant to your system and be beneficial both economically and environmentally.



What is the Commercial Beef Value?

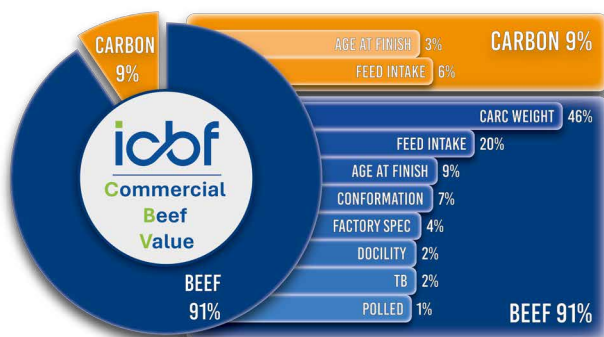
The Commercial Beef Value (CBV) is a genetic index provided by ICBF that shows how an animal is expected to perform for beef production over its lifetime.

It is shown as a euro value (€) – the higher the figure, the higher the animal's genetic merit for beef performance.

What does CBV measure?

CBV focuses on traits that directly affect profitability for beef farmers, including:

- Carcass weight
- Carcass conformation
- Age at finish
- Feed efficiency
- Ability to meet factory specifications



Why is CBV important?

Animals with higher CBV are more likely to finish earlier, use feed more efficiently and achieve better carcass results. This is particularly important when purchasing calves. Calves that look similar at a young age can perform very differently.



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Using CBV helps farmers:

- Identify animals with better beef potential
- Reduce risk when buying young calves
- Make more informed purchasing decisions
- Put a fairer value on calves

How is CBV shown?

- Displayed as a euro value (€)
- Also shown as a 1-5 star rating
- Star ratings are based on across breed comparisons, making animals easy to compare i.e. dairy x dairy, dairy x beef, beef x beef

Which animals have a CBV?

- CBV is available on animals likely to be finished for beef
- The sire must be recorded at registration
- Only genotyped animals will have a CBV shown on mart boards

Buying calves without a recorded sire means their CBV cannot be calculated.

Where can farmers find CBV?

CBV is available:

- On mart boards (for genotyped animals)
- Through ICBF HerdPlus or the ICBF HerdPlus App

Key takeaway

ICBF slaughter data showed that Angus steers in the Top 20% for CBV had 21kgs greater carcass weight than the bottom 20%. This equated to €150 higher finish price at 27 days younger. Reducing slaughter age aids in lowering feed costs and increasing profit margin per day.





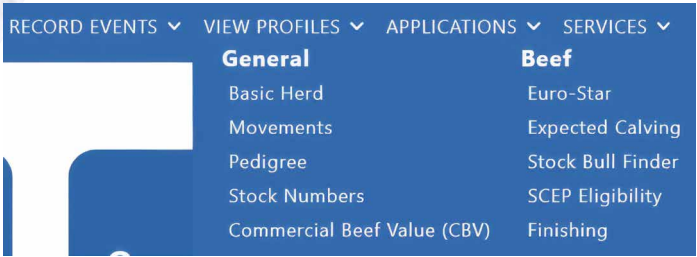
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ICBF CBV Profile

Using the ICBF Login, used previously, every farmer can access their CBV Profile to determine their cattle's eligibility for the Elevate Bonus.

Under the 'View Profiles' menu, you can select 'Commercial Beef Value (CBV)



This will display the genetic profile for each animal including Sire, Genotype Evaluation, CBV Value € and Star Ranking.

Below is an example of a Certified Irish Angus members profile:

Animal Details										Commercial Beef Value				
FB	Animal Number	Breed	Birth Date	Sex	Dam	Sire	Geno Eval	Breed Type	Value €	Star Ranking (Within Breed Type)	Star Ranking (Across Breed)	Carcass Weight (kg)	Carcass Cost (11.15 scale)	Age at Finish (days)
+	71723	372219072017123	HO (44%), AA (44%)	11-FEB-25	M	372213002142848	MISSING SIRE	N						
+	31726	372219072021735	HO (44%), AA (44%)	26-FEB-26	M	372213002112944	MISSING SIRE	N						
+	51804	372219072051804	HO (44%), AA (44%)	06-FEB-26	M	8221141342947	MISSING SIRE	N						
+	6903	372219738076903	FR (50%), AA (50%)	16-MAR-25	F	372219738050415	372223621670358	Y	78	★	★	-4.9	0.10	-7.33
+	6904	372219738086904	FR (50%), AA (50%)	17-MAR-25	F	372219738085296	372223621670358	Y	110	★★	★★	-2.1	0.13	-8.79
+	6908	372219738096908	FR (50%), AA (50%)	18-MAR-25	F	372219738054203	372223621620361	Y	149	★★★	★★★	2.4	0.34	-3.15
+	6929	372219738076929	FR (50%), AA (50%)	18-FEB-25	F	372219738074485	AA7803	Y	167	★★★★	★★★★	1.9	0.43	-12.04
+	6905	372219738096905	FR (50%), AA (50%)	17-MAR-25	F	372219738075838	372223621620361	Y	177	★★★★★	★★★★★	2.8	0.38	-5.73
+	6958	372219738096958	FR (50%), AA (50%)	01-MAR-25	F	372219738095395	AA4442	Y	197	★★★★★	★★★★★	1.9	0.67	-10.07



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Terms and conditions

- 1) All animals must be sired by a Purebred Angus bull
- 2) Identity cards must declare the breed of animal as Angus or Angus cross
- 3) All animals must be polled
- 4) All animals must be booked in for slaughter with Certified Irish Angus Producer Group or a Procurement Manager in a participating meat plant prior to slaughter.
- 5) The vendor's farm must be a member of the Bord Bia Sustainable Beef and Lamb Assurance Scheme prior to the slaughter of any animals.
- 6) In the case of livestock inspections within participating meat plants, the Certified Irish Angus inspector will be the final judge by visual inspection as to whether an animal is acceptable.
- 7) All Angus Bonus payments along with Farm Quality Assurance Bonus payments will be included in the final payment.
- 8) A deduction of €6 including vat, per animal Certified will be made by (ABP or KEPAK) in favour of Certified Irish Angus Producer Group.
- 9) PLEASE NOTE the supplier will need to log on to AgNav in order to consent to the data sharing for the purpose of verifying that the supplier has a plan on AgNav, which contains a minimum of three actions.
- 10) The supplier must be a fully paid member of Certified Irish Angus prior to avail of bonus payments following the slaughter of 5 or more qualifying animals.



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