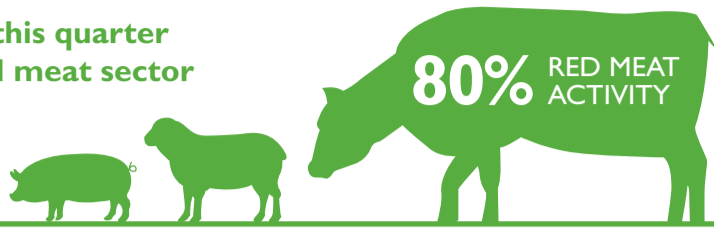


# RED MEAT DASHBOARD

## October – December 2018

% of all activity in this quarter relevant to the red meat sector



### Demonstration Network

#### Focus on Ewe Nutrition

During 2018, Aled Haynes, who farms at Trefnant Isaf focus site near Welshpool, has been addressing the nutrition of his 750 Mule ewe flock to improve productivity and performance.

The main outcomes of the project were:

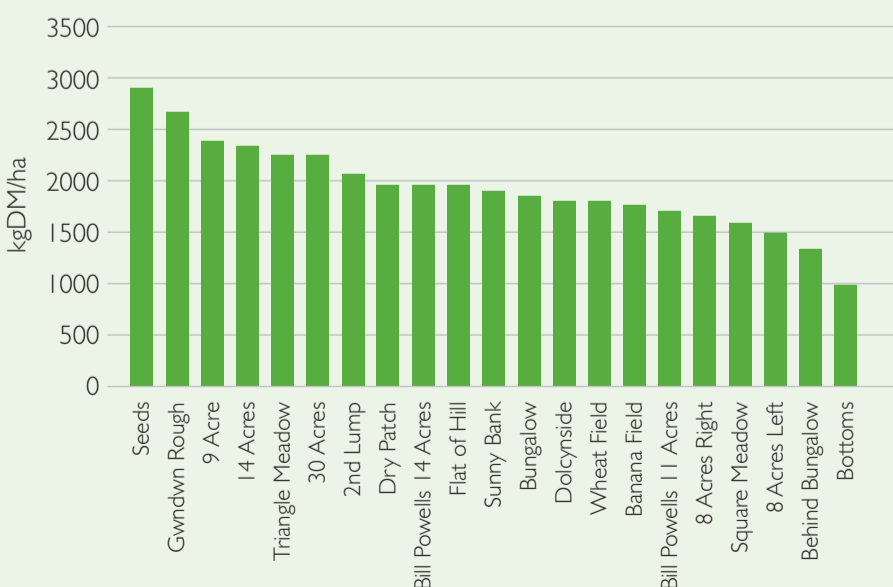
- TMR diet introduced to ewes pre-lambing include soya and ground maize improved intakes
- Ewes had plenty of milk and the number of lambs achieving the 20kg target weight at 8 weeks of age increased from 111 in 2017 to 153 in 2018
- Crossbred lambs grew well to weaning at 12 weeks, achieving 350g and 300g per day for singles and twins respectively, meaning they surpassed the 30kg target weight at weaning



#### Focus on Rotational Grazing

During September 2018 a rotational grazing system was established at Dolygarn focus site with the help of expert James Daniel, Precision Grazing. The goal was to develop an all grass wintering system and, as a result of updating maps and field measurement, an accurate autumn and winter grazing plan was established.

#### Farm Cover



The pasture measurements showed that there are 80 grazing days available for in-lamb ewes and additional silage will be required from mid January.

#### Focus on Flock Health

Blood and faecal samples were collected from 14 cull ewes at College Farm in order to determine the overall flock health status. Results were as follows:

- Mob worm egg count – zero
- Fluke – zero
- John's – negative
- Caseous lymphadenitis (CLA) – negative
- Maedi visna – one positive

A post mortem on a 4 year old ewe that died suddenly revealed Ovine Pulmonary Adenocarcinoma (OPA) and further investigations commenced to see if it was more widespread in the flock. Ultrasound scanning of the ewe's lungs is the best way to detect OPA and of the 14 cull ewes, 2 of them showed tumours on their lungs.



The above image shows the ultrasound scan and the lighter areas are where the tumours are.

#### Focus on Calving Index

A project at Cae Haidd demonstration site has now come to fruition now that the calving index has reduced from 420 days to 370 days over the three years since they've been involved with the Farming Connect project.

Using a remote heat detection system that involves putting collars on all the cows monitors activity, feeding and rumination time with recognisable changes in behaviour becoming apparent as the cow comes on heat.

The use of these collars has helped improve heat detection, reduce the calving interval and tighten the calving period. All of these improvements have lead to easier management and greater productivity.

#### KE Hub

Technical articles produced:

- USE OF MEMBRANE FILTRATION TECHNOLOGY TO REDUCE AGRICULTURAL POLLUTION
- IMPROVING SLURRY MANAGEMENT USING SEPARATION TECHNOLOGY
- BIODEGRADABLE PLASTICS FOR AGRICULTURE

Factsheets produced:

- EWE NUTRITION DURING PREGNANCY
- DOCK CONTROL
- BRACKEN CONTROL

#### Discussion Groups



**97**

held with



**692**  
ATTENDEES

RED MEAT DISCUSSION GROUP MEETINGS

**Number of Red Meat Discussion Groups: 58**



### Case Study

Jonathan Birnie from Birnie Consulting in Ireland visited a number of red meat discussion groups in Mid Wales to give them an view of the following:

- Future consumer demand for red meat
- Increasing resilience
- Increased productivity
- Understanding different demands
- How to create a sustainable community

Jonathan discussed of topics including what consumers will look like in 2030, how technology could play its part in changing behaviour and what will be the future demands on farmers.

The key take home messages were:

- Consumers will demand quality and flavour but also integrity and ethical outcomes from the industry
- Animal welfare and bio-security will become more important
- Technology will play a massive part within farming business in both the day to day running but also through the way the consumer has access to food
- Significant change will occur during the next 10 years and businesses that are ready to adopt the change will be in the best position.

### Strategic Awareness Events

**36 Events Held with 1073 attendees**

Key topics included:

<b>ERADICATING JOHNE'S FROM YOUR HERD</b> 	<b>FAECAL EGG COUNTING WORKSHOP WITH MOREDUN</b> 
<b>HCC GENETIC ROADSHOW</b> 	<b>ADDRESSING CATTLE LAMENESS</b> 
<b>UNDERSTANDING MOVEMENT LICENCES, EID EQUIPMENT AND SOFTWARE</b> 	<b>TB, KEEP IT OUT</b> 

\*Strategic Awareness Event themes are often cross-sectoral that tend to attract farmers from all sectors, including the Red Meat sector:

### Surgeries

**39 Surgeries Held**

<b>10</b> DIGITAL BUSINESS REVIEWS SURGERIES	<b>4</b> MARKETING AND DIVERSIFICATION SURGERIES
<b>2</b> IT SURGERIES	<b>4</b> SOCIAL MEDIA SURGERIES
<b>7</b> SUCCESSION SURGERIES	<b>3</b> DIGITAL SUCCESSION SURGERIES
<b>6</b> PLANNING SURGERIES	<b>1</b> DIGITAL PLANNING SURGERY
<b>2</b> DIGITAL MARKETING AND DIVERSIFICATION SURGERIES	

### Mentoring Programme

**39** NEW RED MEAT FARMERS ACCESSING THE MENTORING PROGRAMME

**201** RED MEAT FARMERS CURRENTLY BEING MENTORED

**83%** OF ALL MENTEES ARE RED MEAT FARMERS

**5** OF THE ABOVE ARE PIG FARMERS

### New mentees sought advice on various topics including:

- Setting up a new pig enterprise
- Converting to a bull beef system
- Animal husbandry
- Rearing pedigree Limousin cattle
- Managing flock targets
- Succession

### Venture

**NEW RED MEAT PROVIDERS** **6** NEW RED MEAT SEEKERS

**12 RED MEAT MATCHES** currently being supported via the Advisory Service  
12 new Joint Ventures established via Venture

Current opportunities available:

Location	Size of Holding (hectares)	Sector	Venture Reference Number
Aberystwyth/Machynlleth	267	Sheep	105
Llandysul	92	Beef & Sheep (no cattle currently)	126
Hay on Wye	60	Beef & Sheep	169
Abergele	100	Beef & Sheep	189
Gower	80	Beef & Sheep	242
Carmarthen	36	Beef & Sheep	244
Carmarthen	33	Beef & Sheep	407
Swansea	18	Beef & Sheep	412
Carmarthen	161	Sheep	419

### Management Exchange

**5** Management Exchange candidates who were successful in Stage 1 of the 2019 application process are hoping to investigate red meat related topics:

- Dairy beef performance and profitability
- New ways of finishing beef cattle, ideally from home grown crops and grass
- The importance of genetics in the sheep industry
- Gastrointestinal nematodes
- Calf rearing systems



### Training

During this period, 88 instances of face to face training were delivered to individuals within the Red Meat sector:

<b>BUSINESS IMPROVEMENT</b> <b>29</b> INDIVIDUALS TRAINED	<b>TECHNICAL TRAINING</b> <b>27</b> INDIVIDUALS TRAINED	<b>MACHINERY &amp; EQUIPMENT USE</b> <b>32</b> INDIVIDUALS TRAINED
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### E-learning

Some of the e-learning courses completed within this period:

- Lambing – The Basics
  - Business Planning
  - Sheep Lameness
  - Farm Finance
- Click [here](#) to visit the full list of e-learning modules available.

### Some key highlights on our Website and Social Media platforms recently...

Technical article:

**USE OF MEMBRANE FILTRATION TECHNOLOGY TO REDUCE AGRICULTURAL POLLUTION**



Facebook 20/12/2018

Despite worries about a 'no deal or bad deal' Brexit for both householders and businesses alike, homes throughout Cardiff have been gearing up to celebrate Christmas and the New Year with top quality Welsh produce from farms situated in the pasture-rich foothills of the Cambrian Mountains. It's good news for many Welsh livestock farmers concerned about the long-term sustainability of their businesses.

Click [here](#) to read more.

**People Reached: 5,660 Engagements: 325 Likes, comments & shares: 55**

