PRISM 2030 FARMER:

SAM CHESNEY

Watch Sam's case study

Beef and sheep farmer Sam Chesney runs 120 suckler cattle on a calf to beef system, near Kircubbin, Northern Ireland.

Over the past three years, Sam has changed his grassland ration to incorporate herbal leys and red clover, which has proved a 'game changer' in terms of reducing bought-in protein. He also changed his breed of cattle from Limousins to Stabilisers and Herefords, to reduce concentrate feeds.

Sam is a multi-award-winning farmer, most recently named Grassland Farm Manager of the year in 2020 and is a huge advocate of farming smarter, in tandem with the environment, be that utilising excellent genetics or growing mixed grassland species.

Commenting on his involvement with PRISM 2030, he said: "We have a duty as farmers to help dispel some of the myths about how beef is produced here in the UK. Farmers are a major part of the solution, as potential carbon mitigators, and the PRISM 2030 process will enable us to demonstrate and measure that potential.

"The green lands of the UK are second to none when it comes to supporting high animal welfare, boosting biodiversity and producing low carbon beef, but British beef and lamb is too often broad brushed with the rest of the world.

"Here at Cool Brae Farm, we are already engaging in carbon audits and although the results are very good, they don't currently take in to account our grasslands or hedges. We hope through this process we can demonstrate that with all measurements considered we are well on our way to being a net zero operation."

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