# PRISM 2030 FARMER:

# IAN NORBURY

Watch Ian's case study

**Suckler beef farmer Ian Norbury breeds Pedigree Angus, producing breeding bulls, and beef from heifers and steers. Ian recognised the synergy between business profitability and carbon emission reduction when he used Agrecalc to measure carbon emissions in 2020. He joined PRISM 2030 last year to continue monitoring with Agrecalc.**

In spring, 120 high health cows calve indoors, observation is achieved via CCTV fitted to the sheds. Cows and calves are turned out onto a rotational grazing system, rotated every three to four days. Steers are moved daily on a GS4 mix of legumes, clover and herbal leys, gaining weights of up to 1kg per day on average.

If stock get behind with the grazing the low input ley is closed to stock for five weeks and tight baled without plastic, using a belt baler. This method saves £6 per bale, before factoring in additional wrap disposal costs, this helps meet two of the three Harper Adams' recommendations, improving pasture and grazing performance, and improving daily liveweight gain.

Cattle are regularly weighed in the squeeze crush, and heifers over a bulling weight of 390-410kg are finished.

Retaining efficient females of around 650kg mature weight, breeds genetics for a sizeable carcase, while reducing impact on pasture. Cattle are finished by 22 months at R3+ and 300kg/DW, from grass and forage alone.

Inputs are low; outwintering cattle means nutrients are directly applied to the ground, little straw is required and cattle keep growing.

Ian believes the public want carbon conscious, grass fed beef, he says: "We are producing beef as efficiently as we can whilst maintaining the highest standards and adding value by supplying the public with data about our carbon emissions and how we minimise them.

Over ten years Ian has built a strong relationship with ABP, "When dropping cattle off at the abattoir, I learn about what the consumer and ABP want; therefore what I need to supply. I encourage farmers to watch cattle being graded, it's time well spent and gives me insight on how the cattle look on the hook, guiding my decisions when selecting the next prime cattle."

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