



**PRISM 2030 FARMER:**

# JAMIE PRICE

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**Jamie Price runs 100 suckler cows and 1,300 breeding ewes near Presteigne, Wales, supplying ABP with beef and lamb. As a young farmer, Jamie is finding ways to keep the business profitable, whilst improving environmental sustainability.**

Permanent pasture dominates the landscape, with 40 acres of homegrown cereals and 30 acres of fodder beet for overwintering cows. Spring calving to Angus and Saler bulls means that Jamie can finish cattle throughout the year, and calving is kept within a ten week period, with all cows productive and therefore carbon efficient.

He believes that consumers want great tasting beef at a reasonable price, which he achieves by finishing cattle between 14 and 23 months of age with a target weight of 630-650kg. Jamie is mindful that consumers are increasingly looking for lower greenhouse gas emissions from livestock production, and this is something he is already achieving according to his Agrecalc carbon report, which shows that his GHG emissions are low across the business and are set to continue to reduce with guidance through the PRISM 2030 programme.

500 housed ewes are lambed to a terminal sire in February, producing lamb for ABP. Prolificacy and thriving ability are important to business and carbon efficiency, with Texel tups used over composite breed ewes known for their mothering qualities, toughness and ability to finish on grass.

"We have played with New Zealand genetics such as TEFROM sires in our breeding flock, with a view to improving business efficiency and bringing down our carbon output per kilo of deadweight even further", says Jamie.

The Price's relationship with ABP is long-standing. "The abattoir isn't far from the farm, which gives us the flexibility to take in a large group of ten cattle, or a smaller batch with a week's notice. Carcass grading is consistent, and payment is prompt, helping our business run smoothly. I became involved with PRISM 2030 after rearing calves through Blade and becoming an ambassador. Seeing our farm's carbon statistics compared to the UK average has been interesting and encourages me to do more to reduce our emissions."