



**PRISM 2030 FARMER:**

# ADRIAN IVORY

[Watch Adrian's case study](#)

**Arable and beef farmer Adrian Ivory farms near Meigle in Perthshire. His herd comprises pedigree Simmental and Charolais, as well as a commercial Shorthorn cross Simmentals with some Herefords.**

Adrian favours his Simmental cross Shorthorn commercial cows, because of the easy fleshing of the native, combined with the fast-growing results from the continental sire, quiet temperament and milking ability.

The farm has been selling fatstock to ABP Perth for over 20 years. The open relationship he has with the Perth team and the retailers is valued by the Ivory family. "I'm producing what ABP is looking for, and if it's not exactly what the end customer wants, we adapt what we are doing."

Adrian recognises how important reducing his farm's carbon footprint is, but also that achieving net-zero will be a challenge for farms. Production efficiency is top of his agenda, including identifying and keeping the most production, and therefore carbon efficient animals, keeping the age of

slaughter as low as possible and culling, or selling, less efficient cows.

"I got involved with PRISM 2030 because of my relationship with ABP and I was interested in seeing my data and understanding what other improvements I can make; it is also really good to come together and learn from like minded farmers."

Adrian's carbon report from Agrecalc shows that his footprint is lower than average, however he wants to also focus on increasing the pregnancy diagnosis rate from 90% to 95%.

Additional Andersons' recommendations for quick wins to reduce greenhouse gas emissions are to maximise forage use by implementing rotational grazing to achieve an extra 1 tonne of dry matter/ha and reseeding with high protein, multi-species leys, as well as to consider moving to direct drilling or reduced tillage cultivations.