



**PRISM 2030 FARMER:**

# ADAM QUINNEY

[Watch Adam's case study](#)

**Adam runs a 60-cow Saler and Saler x Angus suckler beef herd in Warwickshire. Most of his grazing is rented on short-term tenancies.**

Adam's PRISM 2030 recommendations included improving grazing efficiency by planting multi-species swards, regular measurement of grass growth and using rotational grazing.

Cattle now move to fresh paddocks every three to four days, increasing grass availability and quality.

Adam says: "I don't use fertilisers, so it's great to see how these simple changes are already increasing the amount of grass produced on this farm, meaning I should be able to extend the grazing season and improve summer growth of prime cattle from 9-18 months of age when they are really growing."

Cattle are housed during autumn and fed a forage-based diet until Christmas, when an energy inclusion is increased in the ration. This inclusion uses brewers' grains, a by-product of the farm's local beer industry.

Adam says: "Brewers' grains contain a good source of digestible fibre, valuable nutrients and offer an excellent feed for ruminants as well as being effective at reducing the farm's carbon footprint."

"The aim is to achieve weight gains of around 1.6-1.8kg/day, and regular weighing ensures these targets are met, finishing cattle at 22-23 months of age and around 330-350kg/dw."

Winter rations are supplemented with home-grown lucerne, a good source of dietary protein and digestible fibre and, as a crop, for nitrogen fixing in the soil.

Adam has found that even clay soils are no barrier to establishing this crop, although it does require careful management.

Adam's PRISM 2030 results identified another key area for change: "We've recently been more closely monitoring our fuel use, predominantly for tractors used for livestock feeding, bedding and muck spreading tasks through winter. We recorded fuel use between 1 October and 1 April 2022/3, which was 15L/head/winter, setting a benchmark to improve on."

"We have a two-minute rule, if it's not being used, turn it off, which is a useful guideline for our staff, explaining to them that it also equates to £X of depreciation per day, which isn't benefitting anybody. We spend 20 minutes each fortnight sharpening the mixer wagon blades, which saves 10 minutes mixing time per day and further reduces fuel use. It's a conscious effort each day and is creating savings for us."





Adam has found that being involved with PRISM 2030 is providing invaluable opportunities to meet likeminded farmers and widen his knowledge base.

He says: "I've really enjoyed it so far and I find it fascinating, I've made good friends and enjoy the interaction and new ideas that come from those I meet, which makes me look at my business differently and see how I can keep progressing.

"It's also promising to see the wider supply chain supporting progress with on-farm improvements."



**PRISM**<sup>2030</sup>