



**PRISM 2030 FARMER:**

# FRED MURPHY

[Watch Fred's case study](#)

**Fred Murphy is a beef and arable farmer based in Hillsborough, County Down, managing a 200-acre farm, with 130 acres of this being grassland.**

Each year, he buys in 130 calves and finishes a similar number of cattle, which he has found is the maximum capacity for his land.

Fred operates a dairy calf-to-beef finishing system, primarily raising Aberdeen Angus and some Hereford calves purchased from other farms and markets.

Calves are fed with an automatic feeder and receive high-protein ad-lib meal, which is the only purchased feed on the farm.

Recently, Fred has joined ABP's integrated Wagyu scheme while continuing to rear dairy beef calves.

Fred also grows potatoes for the catering industry, which are processed on the farm, with potato waste fed to the cattle.

He also grows winter and spring barley and used the grain and straw for cattle feed, and some straw used for bedding.

Alongside barley, straw, and waste potatoes, Fred aims to produce high-quality silage for feeding.

Fred joined PRISM 2030 to find ways to tweak his business and improve it further, knowing that there are always changes that can be made.

Of course there are challenges such as reducing the finishing age of his cattle and mitigating the impacts of potato production on the farm's soils.

He therefore plans to incorporate red clover into his silage crop to boost protein intake for cattle and is installing solar panels on the farm to reduce non-renewable energy consumption.