



PRISM 2030 FARMER:

STEPHEN DOBLE

Beef and arable farmer Stephen Doble finishes 120 Angus cross cattle for ABP's Integrated Farming scheme in South Oxfordshire. All cattle are grazed on the floodplain and finished on cereals and silage, grown on the farm.

Over the past two years, Stephen has been focusing primarily on improving his grazing management and reducing his fertiliser use by introducing herbal leys, which has also reduced his reliance on wormers.

He explained why he was keen to get involved: "It is very easy for people outside the industry to criticise what farming is doing and there is an urgency to get our facts together and demonstrate what we are doing to reduce our carbon footprint. This can be hard to do as an individual farmer, but working alongside ABP, Andersons, Harper Adams and hundreds of other farmers, we can present the case as a team effort."

Stephen conducted a carbon footprint ahead of Christmas, as part of his initial journey with PRISM 2030 and has already started making some changes on farm following the results.

"We had some really helpful advice from Andersons which has given us a great starting point to know our strengths and weaknesses. It turned out we have been so focussed on minimising our fertiliser use that it was having an adverse impact on our grass quality and growth rates of our cattle, when ideally, we want to be growing our cattle quicker to reduce methane emissions on farm.

"Through working with PRISM 2030, we should be able to prove that our beef is the best on the shelf, whether that is eating quality or environmental impact and we need to bring consumers on side by providing them as much evidence as we can."