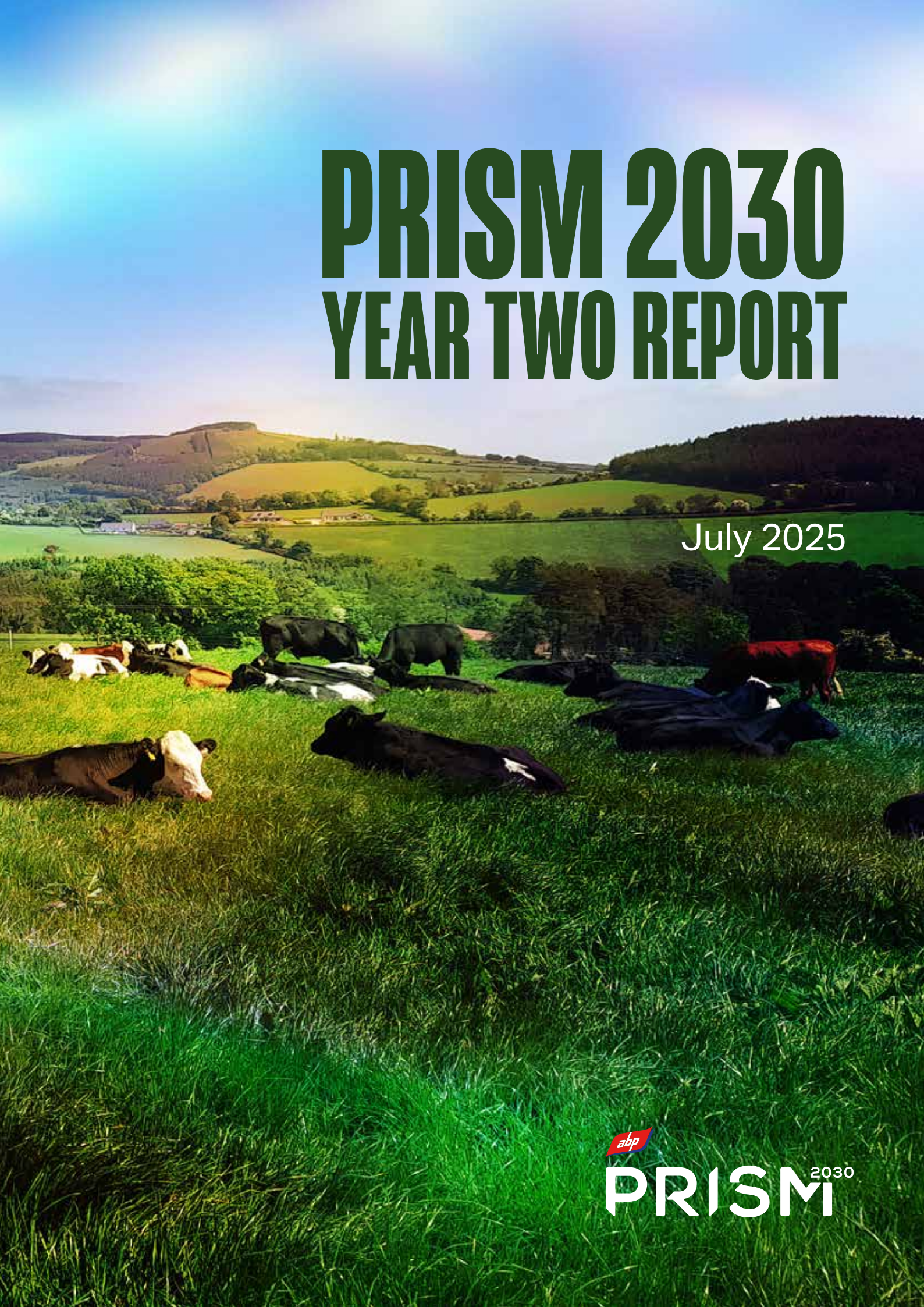
PRISM 2030
YEAR TWO REPORT

July 2025



THE FOOD PRODUCTION CHAIN - SUSTAINABILITY IS A SHARED ENDEAVOUR

BACKGROUND

Since the ABP PRISM 2030 launch in November 2022, more than 350 UK farms - incorporating 518 beef or sheep enterprises - have been working with ABP to monitor how changes in farm practice impact their greenhouse gas emissions (GHG).

The aim of the programme is to explore what is practical and replicable across different farm systems to make the red meat supply chain more sustainable overall. Complementing the goal for lower emissions, is the correlating aim of reducing farm waste and improving resource use while leading to improved margins. At an industry level, PRISM 2030 is about building a strong farm and science-led narrative for UK beef and lamb production.

For the last two years, our researcher partners at Harper Adams University have been analysing the extensive dataset from the participating farms to assess the impact of management changes in GHG emissions. This second-year report provides an update on the programme's latest findings, shares learnings to date and maintains the momentum of working together for this important shared goal.

Through PRISM 2030, we aim to arm our farmer suppliers with information to support their journey to reduce beef and lamb GHG emissions including the practical insights from the farmers involved. Changes to farming practices and subsequent impacts do not happen immediately, and emission reduction trends are not linear, so there will be fluctuations as farm businesses progress towards meeting targets.

With this programme, our goal is to accelerate this ambition, exploring the benefits of regular carbon assessments and resulting changes in farm practices, with the added gain of improving farm resilience.

ABP has committed to reducing its scope 1 & 2 emissions by 42%, against the base year of 2021, and reducing our scope 3 (FLAG) emissions by 22% by 2030. Our achievements on reducing emissions in our processing plants so far are highlighted below.

We believe that working with our farmer suppliers to explore all avenues to mitigate or reduce greenhouse gas emissions, while learning and sharing best practices through PRISM 2030, will continue to support our sector and build our position as a world leader in sustainable beef and lamb production.

REDUCTIONS AND ENVIRONMENTAL GAINS MADE IN ABP'S PROCESSING PLANTS

ZERO waste to landfill

60% reduction in single use plastics

47% reduction in water usage

SWITCH to renewable electricity

40% reduction in greenhouse gas emissions from ABP's energy use

FOREWORD BOB CARNELL

Chief Executive Officer of ABP UK.

One of Europe's leading food processors.

There are a number of pressures throughout the supply chain at present, from rising input costs to the ever-growing push for more sustainable livestock production. We should all have confidence in the fact that our product delivers one of the most nutrient-dense, natural sources of protein, vitamins and minerals available - and that British consumers recognise this and continue to choose it.

Farming is ideally placed to deliver climate change solutions, but the red meat sector needs research, knowledge, and development to make informed and sound decisions – and that's where PRISM comes in. The programme supports the industry with robust research that demonstrates sustainability improvements, while farmers continue to produce quality food for a growing population and safeguard the biodiversity of our countryside.

We know farmers can produce high-quality, nutritious food while delivering for the environment. But real progress depends on long-term business planning, and industry collaboration. Change won't happen overnight, but having a clear plan and knowing which key data to track will help us all move forward with confidence and achieve our goals.

The supply chain recognises the importance of supporting farmers to succeed, and PRISM is helping drive positive change on farm while strengthening our industry's reputation.

PRISM 2030 IN NUMBERS

ABP FOOD GROUP SUSTAINABILITY PROGRAMME FOR ITS BEEF AND SHEEP FARMERS IN THE UK.

950 days since PRISM launch

350 farms

518 enterprises

43% of PRISM farmers interacted with knowledge exchange

1.4 MILLION data points

97,852 number of hectares represented

279 average farm size in hectares

19,298 views of YouTube clips

THANKS FOR WATCHING

80 YouTube clips

23 PRISM newsletters

3,500 average number of PRISM 2030 newsletter readers

80,500 reads of newsletter

64 farmer meetings

33 average meeting attendance

£1.5M investment

PRISM 2030

Your business, your choice.

Improving business performance goes hand in hand with reducing emissions.

A SUSTAINABLE FUTURE

Sustainability depends on people. At ABP, we take seriously our responsibility to protect and enhance the natural environment. Our commitments are grounded in science, and we are proud to stand alongside others in the Science Based Targets Initiative - an ambitious global effort to reduce emissions and build a more resilient future.

In a world of increasing complexity and uncertainty, clarity and direction are essential. Our investment in PRISM aims to support change at scale by deepening our understanding and building the evidence base of the important role livestock producers play within the carbon cycle.

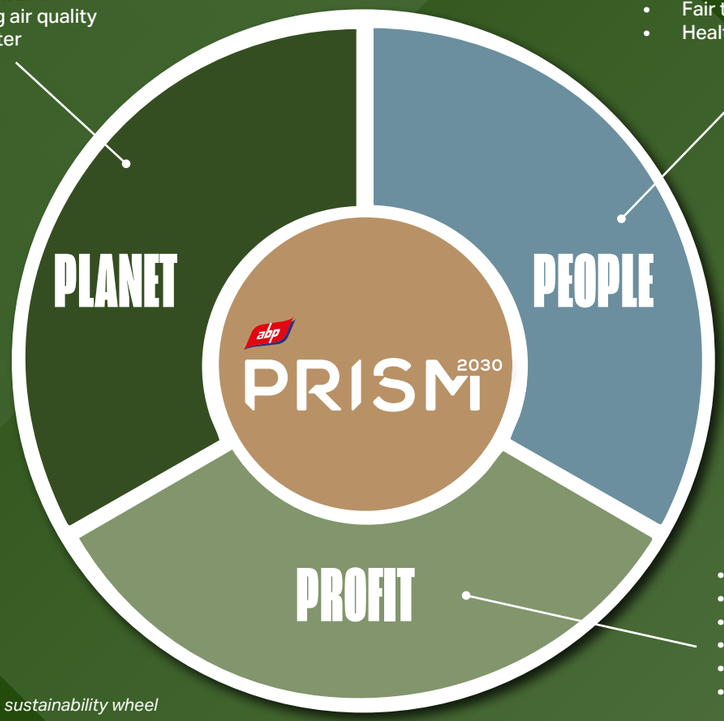
Across the UK, our producers already have a strong story to tell - and we are committed to help build on these foundations.

The term "sustainability" is more prominent than ever, and for good reason. It reflects a balance – between people, the planet, and the practical realities of running a successful farm, as illustrated in Figure 1. Every farm must consider its impact on the environment, society, and animal and human health, while also ensuring it remains resilient and forward-looking.

Enhancing productivity – through improved daily live weight gains (DLWGs), reduced slaughter age, or increased calving rates - can contribute to a lower carbon footprint while supporting the long-term viability of farming operations. A holistic approach is essential: one that integrates a profitable, thriving business, hand in hand with environmental stewardship and a continued ability to adapt, innovate, and ultimately thrive for the future.

- Reduce carbon footprint
- Protect natural habitats
- Switch to renewable resources
- Minimise waste
- Improving air quality
- Clean water

- Improve equal opportunities
- Provide education
- Promote sustainable communities
- Fair trade
- Healthy people, animals and soils



- Implement cost saving ideas
- Use innovative technologies
- Maintain supply and demand
- Profitable businesses
- R&D and growth
- Rules and regulation

Figure 1 - ABP's sustainability wheel

PRISM ROUND ONE RESULTS

When comparing farm emissions, unfortunately there is no one-size-fits-all management practice or system that can be applied.

An extensive beef or sheep enterprise can have the same carbon footprint as an intensive enterprise, what really matters is the management of each.

The important thing is to assess what you have, decide what works well, collect and monitor essential data, then make changes to move the business forward step-by-step.

When comparing the PRISM 2030 data (brown bars) with the Agrecalc averages for similar enterprises (red dots) it illustrates the PRISM cohort's excellent performance. However, there is always room for improvement. The higher GHGe intensities from suckler-finisher enterprises compared to beef- or dairy-bred finishers; and for store lamb enterprises compared to most types of ewe flock were not unexpected. This is because both suckler-finishers and ewe flocks maintain a breeding population in addition to finishing cattle – it does not mean that operations with breeding livestock are "bad" or inefficient.

RECAP - PRISM ROUND 1 RESULTS

Within PRISM 2030 round one we had **518 datasets**; the average carbon footprint of farms in PRISM supplied to ABP was :

PRISM BEEF FARMS
26.7 kg CO_2e per kg dwt

PRISM LAMB FARMS
23.47 kg CO_2e per kg dwt

There is a significant variation demonstrated in figures 2 and 3.

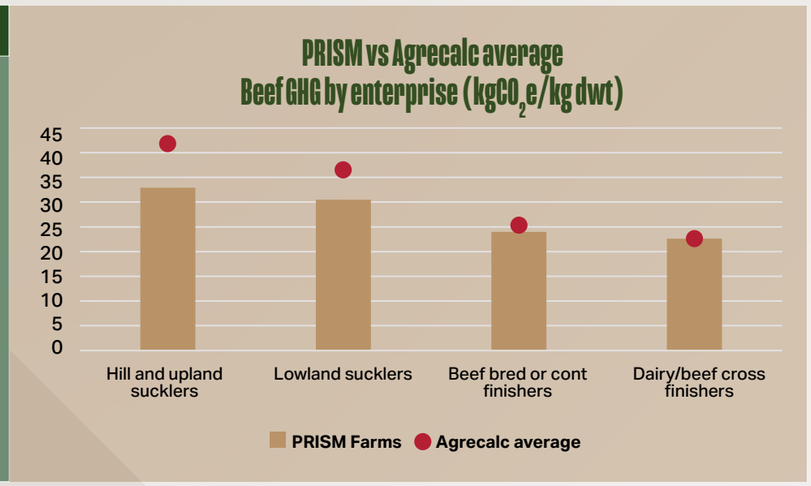


Figure 2 - Beef PRISM farms by enterprise versus Agrecalc averages

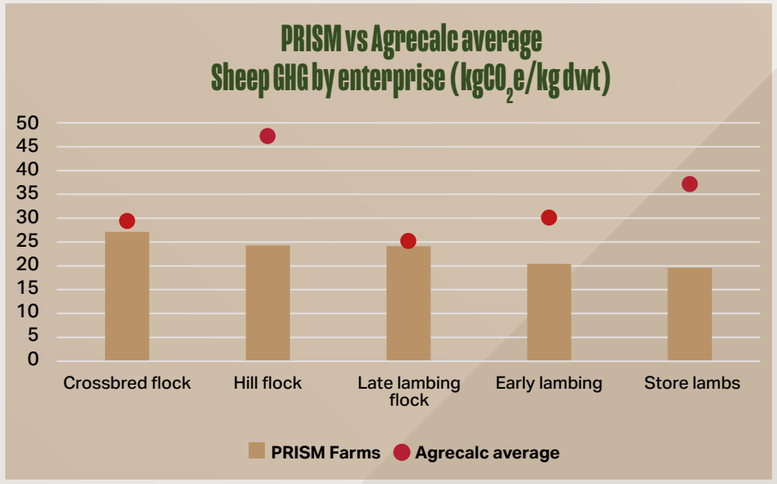


Figure 3 - Sheep PRISM farms by enterprise versus Agrecalc averages

	Yes	No	TOTAL	% Yes
Rotational Grazing?	187	120	**307**	60.9
Plate meter?	46	269	**315**	14.6
Cattle EBVs?	123	161	**284**	43.3
Sheep EBVs?	72	98	**170**	42.4

Table 1 - Shows the variation in the different practises
Note: The data was from 330 farms and that not every farm answered every question.

KEY PERFORMANCE DATA RESULTS

From the key performance indicator (KPI) data we can see large variation across the farms. We know that every farm is different in terms of location, enterprises, size, soil types and therefore the challenges for the farm. Yet common principles and practices can be utilised, including farmers making best use of their data to plot their best route forward.

Table 1 shows key performance data from PRISM Round 1, concerning the use of rotational grazing, the use of plate meters, and whether EBVs were used for either their cattle or sheep enterprises. The reason we asked these questions was to see if there are regional differences, a change over the assessment periods and to see if using these practices have any effect on the carbon footprint.

"We're pleased to see the PRISM 2030 carbon results are coming in below the Agrecalc average, but we know that the best value will come from businesses comparing their own or similar systems' data over multiple years. One of our ambitions for PRISM is to try and make data work harder for farmers".

Phil Hambling
ABP's Director of Agriculture and Sustainable Sourcing

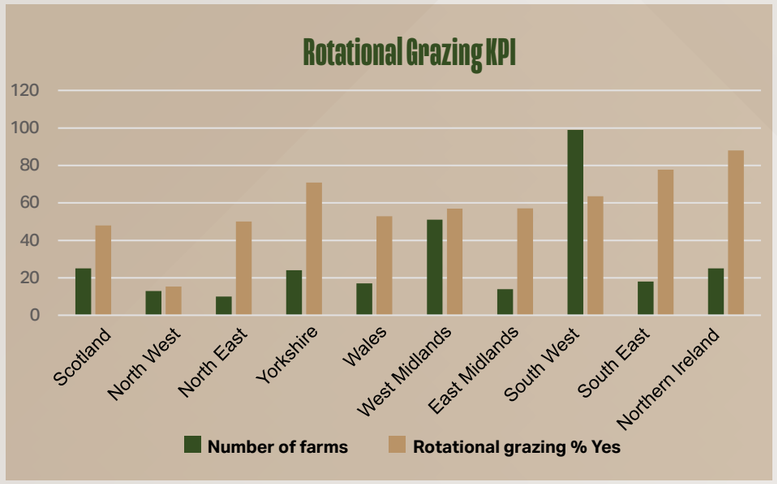
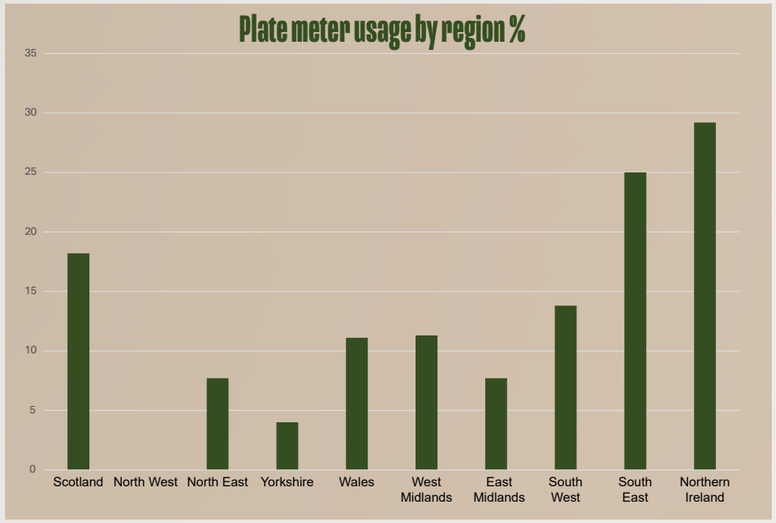


Figure 4 - Rotational grazing uptake by region (%)

The variation of rotational grazing uptake from 15-88% highlights the wide variety of systems across the UK regions with farmers picking the practices that they think will work on their farm. Rotational grazing can improve the overall productivity of the grazing platform, with regular movements enhancing soil health through manure distribution; and allowing better grass production through rest periods; and reducing wastage. It has been shown to enhance animal performance and provides environmental benefits such as a reduced reliance on artificial fertilisers and improved soil health. Nevertheless, it is not suitable for every farm or system, and it's important to identify and use the practices that work well on a specific farm.

Grassland management can be further optimised by utilising technology, e.g. plate meters, that improve forage utilisation and allow farmers to manage the grazing rotation using the resulting data collected. We know that many farmers would use a sward stick or welly boot as their measurement rather than a plate meter, but the results shown in Figure 5 show the variation of plate meter uptake across the country – from 0-29%. Farmers in Northern Ireland and the South East are most likely to be using this technology to enhance their grassland management decisions.

Figure 5 - Plate meter uptake by region (%)



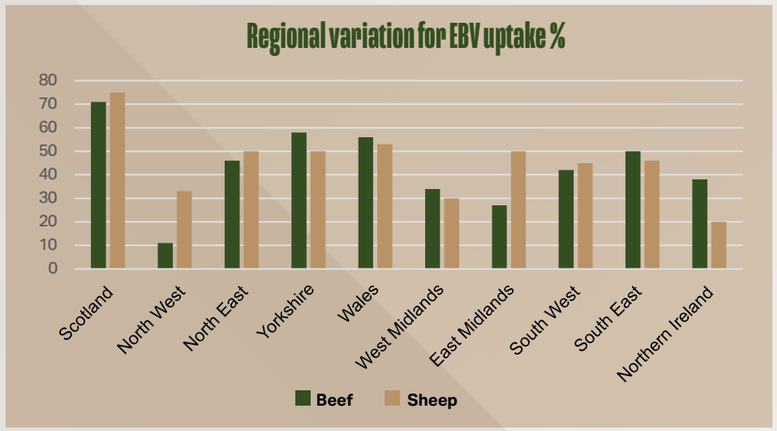


Figure 6 - EBV uptake by region (%)

Estimated breeding values (EBVs) have been promoted to both pedigree and commercial farmers for many years as a mechanism for making informed breeding decisions, using accurate and reliable data. Using EBVs to select for specific traits can speed up genetic gain and increase profitability for the farm through improving these three broad traits, growth, fertility/calving and carcase quality. As with the rotational grazing and plate meters, considerable variation was shown across the UK, with EBV uptake ranging from 11-71% for beef and 20-75% for sheep.

FUTURE PROOFING YOUR BUSINESS

CHANGE IS INEVITABLE, GROWTH IS OPTIONAL

Our online webinars with Heather Wildman and Nikki Yoxall had some thought-provoking messages. Often farmers say farming is a lifestyle, but the majority of farms have a relatively large turnover and need to ensure they have a vision, to be fit for the future and to run a profitable business. In one of our webinars the speaker discussed what you want your "Wednesdays" to look like? Thinking about this can help you focus on what you want to achieve. It starts with 'the purpose and the why', then what you need to achieve these and what is enough to make it work. This will vary for different people and businesses - we all need to plan and drive what we want to achieve.

One key bit of advice from Heather Wildman was when deciding on the jobs for the week or day, plan 80% of your time so it gives you space to do the other elements which crop up during the working day. If we plan 100% of the day with work, we are setting ourselves up to fail - we aren't superhuman.

During Heather Wildman's session - "Taking control of your life, your destiny, is it possible to have it all" - Heather discussed the challenges we all face, which are listed below:

- Confidence – to develop and build a vision for your business.
- Reputation – reduce the stress and build the status of farmers. Working smarter not harder. Ask yourself "Why?" five times.
- Viability – performance, profitability, technical efficiency.
- Sustainable – plan how to adapt and change your business to be resilient.
- People – health and safety needs to be top of our agenda.

How much time do you take away from the farm? This could be to attend a show or to go away on holiday. It is important for everyone to have time away, catch up with friends or family and to allow you time to relax and de-stress without the day-to-day tasks.

DANNY MILLER

"With PRISM 2030 in mind, open ears and an open mind are more important than an open wallet."

CROSBY CLELAND

"PRISM 2030 meetings have been interesting and informative. Always something new to learn and implement on my farm."

FARM EFFICIENCY IS KEY

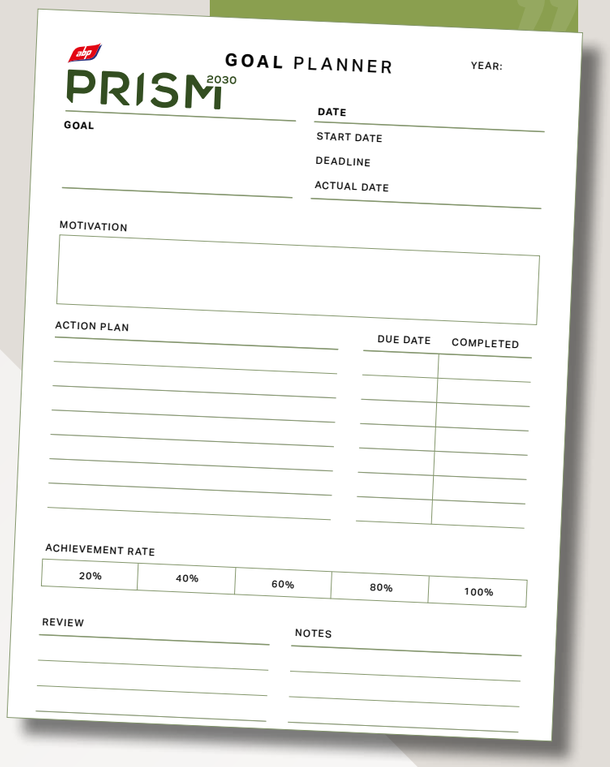
Do you know how efficient your farm is? Data isn't everyone's cup of tea, but it's essential to have a business plan and to have key figures to hand along with targets or actions to work towards.

Have you created an action/business plan? This might not seem fun or vital, but you need to know where the pinch points are and what can be done to improve your business.

To achieve something, you first need:

- A vision/dream
- Discuss it
- Communicate it with everyone involved
- Work in collaboration to achieve it

Action plan – an action written down is 80% more likely to be achieved.



Farm Efficiency is Key (continued)

Do you know your key figures and do you compare your farms against industry KPI averages? By doing this you can check how your system is performing and identify areas for improvement. We know every farm is different but it's essential to review your yearly performance against yourself and to have a benchmark.

AHDB provide industry averages for England – check how you compare to others.

Key performance indicators (KPIs) for BEEF sector | AHDB

Key performance indicators (KPIs) for LAMB sector | AHDB

Dr James McCaughern from Harper Adams has been looking at the Round 1 data to see what the theoretical lowest emissions are from indoor and outdoor beef systems.

As Figure 7 shows, a low carbon footprint can be seen in an indoor or an extensive beef system – it's not the system that defines it, but the way that the animals, land and farm are managed and the available resources used. In both systems DLWG has a significant effect on the footprint.

It's sometimes assumed that the only way to minimise GHG emissions is to have housed, intensive systems. However, this fails to consider the effect of beef system on GHG sources: housing animals generates the need to store manure and often increases purchased feeds. By contrast, if animals are kept outdoors there is no need to store manure and lower feed use. Consequently, lower growth rates of 0.8 to 1.1 kg/d produce comparable GHG emissions to an intensive system where cattle are growing at 1.3 kg/d (Figure 7). Improving DLWG within any system should lead to environmental gains (i.e. lower GHG emissions) providing the resources to support that increased growth rate are balanced by a lower age at slaughter and include an environmentally sound feed choices.

According to the data and knowledge gained from Round 1, Table 2 shows the key variables that influence the GHG emissions from beef, they aren't in any specific order of importance - as previously mentioned, different KPI's will have different effects, depending on the farm.

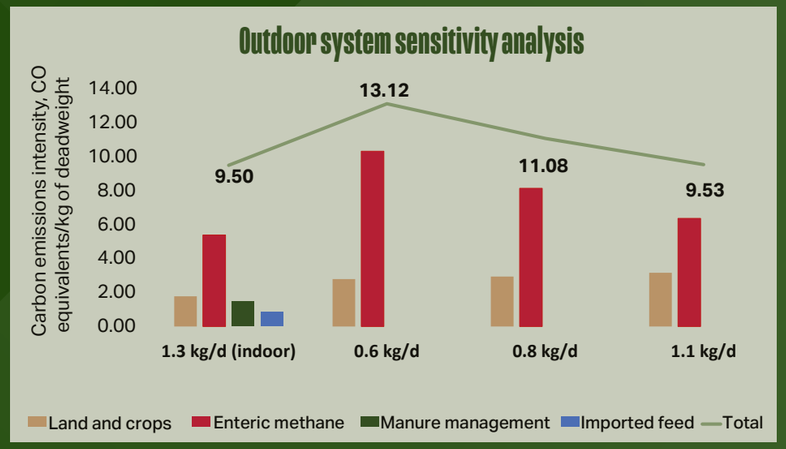


Figure 7 - A sensitivity analysis demonstrating the effect of daily liveweight gain on carbon footprints from an outdoor beef finishing enterprise, with an intensive indoor system as the comparative baseline.

Table 2 - Key variables that may explain emissions within beef- and dairy-bred growing and finishing systems.

ANIMAL		ENTERPRISE	
Average liveweight kg	Purchased feeds per animal sold kg/head	Total number of purchased animals	Average N application rate kg/ha
Beef average sale liveweight kg	Home-grown bedding per animal sold kg/head	Average number of animals	Average P application rate kg/ha
Beef average age at slaughter months	Purchased bedding per animal sold kg/head	Total animals sold	Average K application rate kg/ha
Beef average kill out %	Mortality %	Total beef sold kg or carcase	Stocking rates LU/ha
Beef carcase weight kg	Red diesel l/head	Beef sales net of purchases kg of carcase	Electricity use kWh
Beef average daily gain kg/d	Water use l/head	Farm and enterprise output kg of carcase	Renewable electricity generation
Home-grown fodder per animal sold kg/head		Total land ha	Other fuel, l, kWh or kg
		Forage area ha	Presence of a sheep enterprise on the farm
		Other crops ha	Exportation of manure

COMMON AREAS FOR IMPROVEMENT

Fuel and Fertiliser

Fuel and fertiliser can contribute a considerable quantity of GHG emissions in beef and sheep systems. It is key to prioritise these areas and set targets to reduce the quantity used where possible.

Small incremental changes that reduce fuel and fertiliser usage include:

- Use smaller machines where possible
- Checking tyre pressures – will make the machines run more efficient and reduce soil damage
- Ensure machinery maintenance is up to date
- Reduced nitrogen usage
- Use precision agriculture technology
- Optimising fertiliser usage via nutrient management planning and using variable rate applications

GORDON TOMLEY

"It's about lots of different things, reducing fertiliser and fuel usage. We're using more white clover across the grazing platform and soil testing all the grassland fields and correcting any indices which were out. We introduced rotational grazing and now knowing the performance gains we wish we had done it years ago."

SAM CHESNEY

"Growing more multi species swards has reduced the demand for fertiliser on our farm's pastures."

MIKE POWLEY

"Red clover in the arable rotation is key to our cattle enterprise, this receives no fertiliser yet produces a rocket fuel feed for prime animal performance, lower concentrate usage without fertiliser. The red clover and rye mixture develops the soil structure to allow us to direct drill all future crops in the rotation – this massively reduces the fuel usage and tractor maintenance. I feel we are saving £70 an acre on the crop establishment costs"

Improving Pasture

Grass growth has significant variability, as illustrated by **Grass Check GB.** There are considerable gains to be made in this area through reducing wastage, improving utilisation and some of our farmers have found that herbal leys work well on their farms. The following management practices are worth considering to improve pasture:

- Using rotational grazing - maximising forage utilisation
- Multi-species swards – resilience in drought, greater diversity for biodiversity
- Plate meters/sward sticks – you can't manage what you don't measure
- Optimising fertiliser via nutrient management
- Liming and soil testing – increases activity of soil microbes, better availability of nutrients, improved plant growth, so better productivity and lower emissions

PAUL FEGAN

"I planted a lot of hedges to help divide up the fields to provide shelter on the farm and it also helps to have smaller fields to rotational graze."

IAN NORBURY

"My aim is to finish stock on grass and forage alone. I stopped using fertiliser and grow herbal leys with red clover. I also stopped wrapping bales and use haylage to support outwintered cattle. It is all about the little wins, but these add up over the cattle and year."

RICH THOMAS

"We are building soil health and getting the sward species right for our farm. The deeper-rooted species help us during the dry times. The rotational grazing system gives the pastures a break and benefits the livestock growth rates too."

Genetics

Improved breeding can create long-term gains that have a direct effect on methane emissions. Through selecting the right stock or traits to progress your herd or flock you can reduce the age at first calving, reduce age at slaughter, lower the dam size and improve calf/lamb survival.

ADAM QUINNEY

"Adapting the breeds of my suckler herd helped me to produce an animal that does well in this system, working out what suits your land, climate and management, can amount to huge time and cost savings."

KATIE TOMLEY

"We've used AI to bring new genetics into our suckler herd and cows have calved much easier this year."

Age of Slaughter

Age at slaughter varies considerably across the PRISM dataset for both beef and sheep, as it is affected by a variety of factors including breed, nutrition, management and production system.

This element combines a few of the key improvement areas as it involves getting the right animals, the right system and the right management for both profitability and efficiency. As with other KPIs, it's then important to set targets to aim and strive for. Age at slaughter can be improved by:

- Increasing growth rates
- Reducing diseases that impact performance
- Improved feed efficiency
- Targeted ration formulation
- Feed analysis

FRED MURPHY

"My aims have been to grow protein for feed on farm to lower the age at cattle slaughter and we've also grown red clover to add into the ration."

ANDREW ROBERTS

"Age at slaughter has reduced by feeding young stock in-field to get them off to a good start, with the aim produce them by 21 months of age. We try to make the best quality silage to optimise animal growth, with a bit of protein added to the ration."

Enterprise	DLWG (kg/d)	Age at slaughter (mo)	Slaughter weight (kg)
Lowland sucklers	1.10	20.1	621
Upland and hill sucklers	1.01	20.5	624
Beef-bred finishers	1.19	22.2	659
Dairy-bred finishers	1.05	22.2	608

Table 3 - Key Performance indicator results from the beef finishers

JAMIE PRICE

"We grow good quality grass here in Wales and I'm looking to reduce the age at slaughter, along with making efficiencies where I can, with my breeding sheep flock and finishing cattle."

Livestock Health

Healthy animals are more productive, should reach performance targets quicker and produce fewer GHG emissions throughout their lifetime. It's important to keep livestock as healthy as possible as this is a real sustainability "triple-win" - improving the economic viability, environmental responsibility and social acceptability of meat production. Improving animal health may be achieved through:

- Implementing and regularly reviewing a herd or flock health plan with your vet can enable you to identify and correct problems early
- Recording fertility and disease issues and acting quickly when disease is suspected
- Using vaccines when and where appropriate
- Examining the herd or flock replacement strategy
- Enhancing biosecurity – double-fencing should be considered to minimise nose-to-nose contact with neighbour's stock
- Making better use of bedding

STUART DAWES

"Flock health is important, so we run a closed flock. We only use anthelmintics when needed which is advised by monitoring lamb growth rates and faecal worm egg counts."

ANDREW ROBERTS

"We work with our vet to create a robust health plan, and all stock are fully vaccinated to prevent illnesses such as pneumonia which can really impact production and time on farm."

ADRIAN IVORY

"One of my main focusses has been looking to improve pregnancy rates of cows."

Using By-product Feeds

By-products tend to have a lower carbon footprint than other feeds, as the bulk of their GHG emissions are allocated to the main crop or product (e.g. brewers grains compared to beer, or straw compared to wheat), but their availability can be limited in some areas.

ADAM QUINNEY

"Using co-products and by-products helps me to keep the business's carbon footprint down, it's a great option for us and one that other farmers should explore where possible."

FRED MURPHY

"We grow potatoes and always have waste product, so we include this in the ration rather than let it go to waste."

LOOKING AT WIDER METRICS

Global Farm Network - Learning and Findings

We know that GHG emissions are just one component of sustainability; that one carbon assessment is just a snapshot in time; and that multiple factors can sway the footprint in one direction or another. This is why we have assessed each farm twice to understand the trends and data further.

As part of the Environment Land Management Scheme Test and Trial programme with DEFRA, we also trialled the Global Farm Metric (GFM) framework with 14 PRISM farms across England.

A total of 26 farms (14 PRISM 2030 farms) were involved in the DEFRA trial, they all worked through the GFM framework elements (Figure 8), which involved a series of questions and practical elements. It was interesting to note that the completion rate was 117% higher with an advisor's support; 92% of farmers thought sustainability was essential for a functioning farm; and 48% of farmers changed their view on their farm's sustainability post assessment.

The GFM farmers emphasised the need for a common framework to enable efficient and effective monitoring and communication to understand sustainability across the farms, as well as to be fairly rewarded for their efforts.

The trial concluded with four recommendations shown in Figure 9.

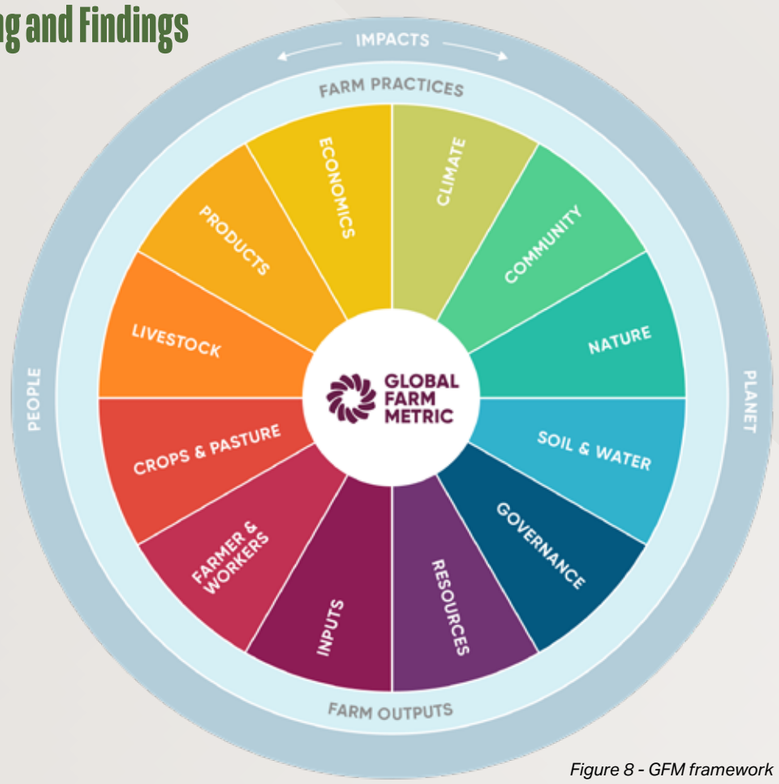


Figure 8 - GFM framework

Farm-level data is essential for empowering farmers to gain a holistic understanding of their farm's sustainability which will inform decision making and help monitor impacts. Governments needs to recognise the importance of this data and provide funding to help every farm establish an environmental, social and economic farm baseline. It's crucial to allocate resources and funding to develop and implement a common framework without advocating a one-size-fits-all approach.

Simplifying data collection is essential, as there's a clear need to minimise duplication and provide support.

As an output from the trial, it was suggested that DEFRA should invest in comprehensive training and support for farm advisors to maximise the value of sustainability assessments, ensuring this advice is accessible to farmers at no cost.

Farmers emphasised the need for a common framework to enable efficient and effective communication between different stakeholders to understand sustainability priorities and progress across farms. The major conclusion arising from the trial was that incentives would be required to get a wider adoption of the framework.

1	Leverage Farm Data	Recognise the Importance of Farm-Level Data
2	Facilitate Sector Wide Standardisation	Implement a Common Framework for Farm Sustainability
3	Address Power Imbalances	Recognise and mitigate data collection burden placed on farmers
4	Acknowledge Importance of Advice	Strengthen and Provide Advisory Support

Figure 9 - The key asks and recommendations from the GFM trial

SENUS

Through Farmeye (now called Senus) we also looked at some further metrics on four of the PRISM 2030 farms, which involved soil samples and habitat-mapping the farms.

Each farm received a report with their farm overview for the soil samples and habitats mapped. Detailed soil sample results for P, K, Mg, pH were colour coded on their farms map so they can easily see the differences across the farm. The habitats were mapped and split in terms of land use and key habitat areas.

In the soil health category, there were 27.5% of samples in optimum fertility for P, K, Mg and pH when compared with the AHDB guidance, so there is room for improvement in most of the fields in terms of soil health. This percentage may will not be a true representation of the farms' overall soil health however, as farmers specifically selected fields which were either due a soil test or thought to have issues.

In the habitat mapping there was 77.5% of farmed land with a split between grassland and cropland as seen in Figure 10. The total key habitat area was 16.6% which is excellent, but we know this is a small sample - it is expected that farms in the UK have ~10% of key habitat areas on average.

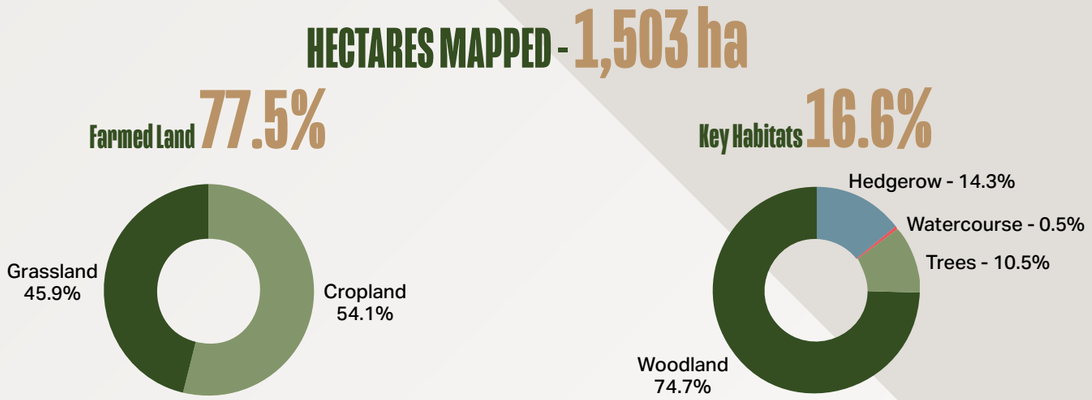


Figure 10 - Senus trial data

KNOWLEDGE TRANSFER AND DISSEMINATION

As part of the PRISM 2030 programme, we want to share the learnings with the participating farmers and other ABP suppliers to further build on our positive trajectory. Lots of the PRISM 2030 farmers are already doing great things on their enterprises to improve their biodiversity, soil health and water usage. Throughout the programme we have run a series of different knowledge transfer events and some discussion groups to widen the learnings and spread the messages further.

KATIE THORLEY

"It is about the little gains, small tweaks, which add up to be larger ones when multiplied by the stock numbers over the year."

Topics covered this year

- Changes and actions
- Using data – what to record and why
- Spotlight on retailers and consumers
- Taking control of your life
- For you, and your farm what is enough
- Multi-species swards
- Future proofing your flock
- Dylan's self-sufficient low carbon system
- Turing the tide on the anti-farming agenda
- Labour
- Weather patterns
- Grow more grass
- Making land work harder
- Mike - boosting herd performance from home-grown forage
- Leverage AI and sexed semen
- The Australian's approach
- Want easy gains, use genetics
- Benefits of trees and hedges
- Forage technologies and advances

PRISM 2030 held or presented at 64 occasions with over 2150 attendees over the past three years. We also have some on-farm meetings this autumn across the country.

Over the PRISM 2030 programme so far, we have produced 23 newsletters with approx. 80,500 readers. These go out to the wider ABP supply base each month via email with news updates, case studies with video and articles on key topics.

PHIL HAMBLING

"It's about offering tools and information to support confident, informed decisions that benefit producers and the environment, so that farmers can continue producing a fantastic product."

CONCLUSION

ABP has invested £1.5 million investment in the PRISM 2030 programme (PRogramme for the Improvement in Sustainability of red Meat), a farmer-led initiative aimed at helping beef and sheep producers reduce their environmental impact while supporting, evidencing and building the data the industry needs for the future. Now two years in, the initiative is starting to paint a clearer picture of what sustainable red meat production really looks like.

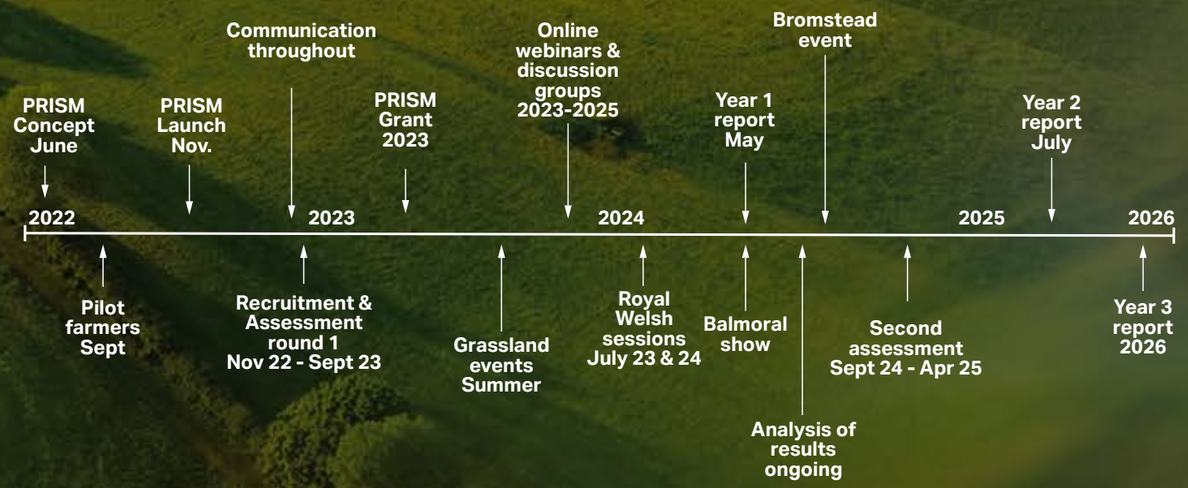
There's been a lot of attention on livestock emissions, but this often overlooks the nuances of British systems. Unlike many other sectors, agriculture doesn't operate in a neat production line, it's part of a complex natural cycle. British farms manage carbon, nutrients, biodiversity and animal welfare in an integrated way and have an incredibly strong sustainability story to tell, but that story has been undersold. With accurate data and academic insight, we can back up the continuous improvements being made and give consumers the confidence they need.

There's no silver bullet. Every farm is different, so it's about finding the small, practical improvements that make sense for your system - whether that's improving grazing, refining breeding or reducing waste. These changes might seem minor on their own, but when hundreds of farmers are making them, the cumulative impact is substantial.

Together, we're moving forward, committed to continuous improvement, shared learning, and a future where sustainability and success go hand in hand.

Thanks for joining us on this journey

PRISM TIMELINE




Celebrating milestones
and sharing progress
with our producers,
every step of the way.
abp
PRISM 2030