

News Release  
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*For immediate use*

New tool launched to help farmers manage their rotational grazing on the hoof

A free online tool to help farmers optimise their grazing, which will in turn improve their productivity and profitability, has been launched by Quality Meat Scotland (QMS). Whether rotationally grazing livestock for the first time or developing their system, farmers are encouraged to familiarise themselves QMS’ new Grazing Calculator.

The method of calculation has been developed in conjunction with grass specialists and the tool’s design means it’s quick, easy, and simple for anyone working on a farm - regardless of experience or knowledge - to use.

The calculator can be easily accessed from the office computer or smart phone whilst in the field and aims to develops the user’s understanding of the following principles: matching grass supply to livestock demands; measuring grass and using the data; getting a feel for what grass is available; and, what can be utilised by stock.

John Evans, Cattle and Sheep Specialist at QMS commented: “The online tool is primarily aimed at farmers starting out on the journey into managed grazing. However, the calculator will also be handy for the more experienced grazier looking to do some quick calculations ‘on the hoof’.

“I would encourage everyone to have a look at the calculator which will allow you to plan grazing rotations, time in paddocks and paddock sizes. You can also trial different scenarios with various livestock groups and save the results for future reference.”

Results are provided by entering stock type, average body weight, mob size, grass available and how often you are looking to shift your stock.

Commenting on the importance of grass utilisation, QMS Head of Industry Development, Bruce McConachie, said: “Well managed grassland can provide many benefits including increased yields and growth rates with reduced input costs. Rotational grazing is one of the easiest ways to see these benefits.

“Scotland’s climate is well suited to growing grass. However, it is not just about the quantity of grass we can grow here - quality is also fundamental to maximising its value for livestock. The new tool has been developed to encourage new grazers to give rotational grazing a try, whilst reminding established grazers of the core principles, actions, and targets to maximise both quality and quantity, and turn grass, our cheapest and best feed, into meat.”

Complimenting the Sward Stick, Cow and Ewe Timeline and the QMS Introducing a Rotational Grazing System guide, the new Grazing Calculator is available via the QMS website.

**ENDS**

**Notes to editors:**

This press release was issued by Jane Craigie Marketing on behalf of Quality Meat Scotland. For additional press information, please contact Alana on 07596 122184 or [alana@janecraigie.com](mailto:alana@janecraigie.com).

To download a word version of this press release, please click here.

QMS is the public body responsible for promoting the PGI labelled Scotch Beef and Scotch Lamb brands in the UK and abroad and also promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef PGI and Scotch Lamb PGI brands is correct and should not be substituted for an alternative such as Scots or Scottish. The history of the use of the word Scotch in this way, traces back to the 18th century.

QMS also helps the Scottish red meat sector improve its sustainability, efficiency and profitability and maximise its contribution to Scotland's economy.

The quality assurance schemes run by QMS cover more than 90% of livestock farmed for red meat in Scotland. They offer consumers in the UK and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to some of the world’s strictest welfare standards.

Scotland’s beef, lamb and pork producers make an important contribution to the country’s economic, social and environmental sustainability, contributing over £2 billion to the annual GDP of Scotland and supporting around 50,000 jobs (many in fragile rural areas) in the farming, agricultural supply and processing sectors.

For more information visit www.qmscotland.co.uk or follow QMS on Facebook or Twitter.