Press Release

*For immediate use*

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**Chewing the cud about cows and carbon**

Cairnborrow Farm near Huntly in Aberdeenshire is to play host to a technical beef day, bringing together farmers from across Scotland at a pivotal time of change for the Scottish beef industry.

The SAC Consulting event is due to take place on Thursday 9 June, by kind permission of the Wordie family and will run between 10.15am and 3.30pm.

‘Chewing the cud about cows and carbon’ sets the tone for the day, with discussions to follow on how to build a more sustainable future for the beef industry - one which strikes a balance between tackling emissions and bolstering productivity.

Attendees have the opportunity to participate in four interactive stations, all hosted by experts from the SAC Consulting team, covering all things beef, from maximising the use of grass in a pasture-based system and dynamic health planning, to discussing methane inhibitors for beef cattle and putting virtual fencing in to practice.

SAC Consulting specialists will be on hand to answer questions throughout the day and there will even be a nutrition update from David McClelland from Norvite, discussing how the war in Ukraine could impact winter feeding.

After lunch, which includes ample time for networking, there will be a panel session hosted by head of SAC Consulting, Andrew Lacey, posing the question ‘How does the Scottish beef industry prepare for the future’? A prestigious panel will explore the question with representation from Orkney and Shetland, in the form of Colin Davidson of Skail Farm and Kirsty Budge of Bigton Farm. Head of Agriculture for Virgin Money, Brian Richardson will also take part in the session, alongside SRUC’s Senior Agricultural Economist and Policy Advisor, Steven Thomson.

SAC Consulting’s Kirsten Williams will be chairing the day’s activities and is delighted to be playing host to such an important event, at a crucial juncture in Scotland’s future agricultural policy journey.

“The day has been designed to give producers practical messages driven by science to improve livestock and suckler cow efficiency, allowing knowledge to transfer between researchers, vets, specialists and food producers,” said Kirsten. “We are facing huge environmental and policy challenges to the beef sector and the event aims to offer a platform to discuss these and investigate the opportunities this brings to the sector.”

George, Margo and Nicola Wordie are looking forward to welcoming the technical beef event to Cairnborrow after being hosts to the RNAS beef event in 1990.

“We are delighted to be hosting the ‘Chewing the cud’ event this summer. Cows and carbon are very much the hot topic and to give us all the opportunity to ‘chew’ over matters in person will be a breath of fresh air. We look forward to welcoming you all to Cairnborrow in June.”

Andrew Lacey encouraged interested participants to embrace opportunities like this, to meet with fellow farmers and industry experts to discuss ways in which to build a stronger and more sustainable future for the sector.

“The beef sector faces an array of challenges across productivity, consumer expectations around emissions and global market forces,” he said. “Our beef industry in Scotland has the chance to showcase a great response; being a sustainable, nutritious and climate friendly product – that will take effort from us all and it is important we talk about these issues and the opportunities they can present. We are really pleased to be able to put this event together and look forward to discussing these issues with the sector.”

The event is funded by the University Innovation Fund from the Scottish Funding Council and is free to attend. Interested participants are urged to register for catering purposes by phoning SAC Consulting’s Elgin office on 01343 548787 or email Elgin@sac.co.uk.

**ENDS**

For more information, contact claire@janecraigie.com.

**Notes to Editors:**



Scotland’s Rural College (SRUC) was established in 2012 through the merger of the Scottish Agricultural College (SAC) with Barony, Elmwood and Oatridge Colleges. Through these institutions, we can trace our lineage back over 100 years.

Today, SRUC is on a journey to become Scotland’s enterprise university at the heart of our sustainable natural economy.

Our mission is to create and mobilise knowledge and talent – partnering locally and globally to benefit Scotland’s natural economy.

To achieve this, we draw upon SRUC’s longstanding strengths in world-class and sector-leading research, learning and teaching, skills and training and consultancy (through SAC Consulting).

A natural economy is fuelled by responsible use of our natural resources: people, land, energy, water, animals and plants. It is an n interlinked, shared, living system that creates opportunities and prosperity. It is multi-scale, dynamic and resilient through creative management and mindful custodianship.

By focussing on the sustainable natural economy, SRUC will strive to lead the way in delivering economic, social and environmental benefits for all, in Scotland, and beyond.