**PRISM 2030 case studies**

**Mike Powley**

Mike Powley runs a mixed beef and arable farm based between York and Harrogate, with the arable side supplying barley and spring beans for the beef enterprise, which consists of 100 suckler cattle.

He has made the move away from Norwegian Red’s to Angus dams and choosing Charolais progeny over Blues, which he says are easier to flesh and can be slaughtered earlier at 13 months, weighing in at 400kg.

Cattle are grazed outdoors all summer in a rotational grazing system, weaned in the autumn and housed over winter. All feed is grown inhouse, bar molasses, and red clover is sown into the arable rotation to produce high protein forage and to remove the need for bought-in fertiliser.

Commenting on his involvement with the new PRISM project he said: “We hope to get a snapshot of how we are performing from a carbon point of view, as well as gain access to world-renowned specialists such as Jude Capper. We have already been exploring regenerative techniques such as no-till on the arable side of things, but if we can find new ways to push the business forward on a carbon basis, we know this will also drive efficiency across the board.

“This will be a useful exercise to benchmark ourselves against other UK farmers but also farmers globally, which couldn’t be more timely, with the carbon debate happening at COP27 – we are ahead of the curve and can prove what can be done.

“PRISM will demonstrate how beef farming can work in tandem with the environment, especially in the face of a lot of negative press, and will provide a benchmark for how British beef and lamb compares to the rest of the world, sending a strong message for ABP to take forward in future.”

**Sam Chesney**

Beef and sheep farmer Sam Chesney runs 120 suckler cattle on a calf to beef system, near Kircubbin, Northern Ireland.

Over the past three years, Sam has changed his grassland ration to incorporate herbal leys and red clover, which has proved a ‘game changer’ In terms of reducing bought in protein. He also changed his breed of cattle from Limousin’s to Stabilisers and Herefords, to reduce concentrate feeds.

Sam is a multi-award-winning farmer, most recently named Grassland Farm Manager of the year in 2020 and is a huge advocate of farming smarter, in tandem with the environment, be that utilising excellent genetics or growing mixed grassland species.

Commenting on his involvement with PRISM, he said: “We have a duty as farmers to help dispel some of the myths about how beef is produced here in the UK. Farmers are a major part of the solution, as potential carbon mitigators, and the PRISM process will enable us to demonstrate and measure that potential.

“The green lands of the UK are second to none when it comes to supporting high animal welfare, boosting biodiversity and producing low carbon beef, but British beef and lamb is too often broad brushed with the rest of the world.

“Here at Cool Brae Farm, we are already engaging in carbon audits and although the results are very good, they don’t currently take in to account our grasslands or hedges. We hope through this process we can demonstrate that with all measurements considered we are well on our way to being a net zero operation.”

**Supporters of PRISM 2030**

**NatWest** is committed to supporting and helping the sector become sustainable & resilient. We see ABP’s Prism 2030 programme contributing to this goal. It will help reduce greenhouse gas emissions and help improve the wider sustainability of the businesses producing beef & lamb. It is pleasing to see that the programme is engaging stakeholders from across the breadth of the red meat supply chain, delivering a whole system solution.'

***Chris Brown, Senior Director Sustainable Supply Chains, ASDA***

ASDA endorse the PRISM 2030 programme launched by ABP, aimed at making meaningful reductions in greenhouse gas emissions from beef and lamb production as well as improvements across a number of other areas of sustainability. In particular, we support the open, collaborative approach ABP has adopted, which means the learnings from this programme will help the whole UK beef and lamb industry further improve its environmental credentials, competitiveness and social responsibility.

**Chair of Ruminant Health & Welfare\* and former president of NFUS, Nigel Miller**

“Having a net zero goal means we must all contribute carbon savings and be prepared to change, and this ABP initiative, working with farming partners, has the potential to identify the value of effective health management and be a signpost for the whole industry.

“Management of livestock health is a key component of all viable low carbon production systems. Focusing herd or flock health programmes on diseases that impact growth rates and/or food conversion efficiency can directly reduce methane emissions; countering conditions that cause involuntary culling, including reproductive failure and lameness, can eliminate a significant carbon cost from breeding systems.”

\**The* Acting on Methane *report from Ruminant Health & Welfare suggests that as much as a 10% reduction in carbon emissions from livestock is feasible through improved health status alone.*

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