

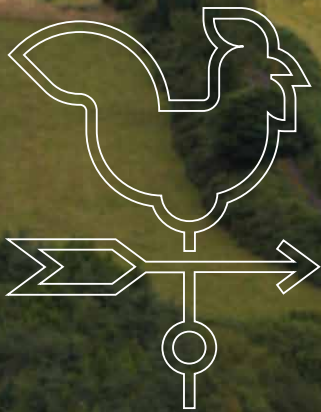
R&D Farm



60 years of innovation



A natural step on our innovation journey



We have consistently looked at improving how we do things on farm, in our factories and for our customers. All the while, we have been mindful of the environment and in ensuring that our innovative practices have also helped to minimise our environmental impact.

Our R&D Farm is a natural step on our innovation journey and its objective is to examine how improved efficiencies at farm level can lead to a more sustainable outcome for our farmer suppliers and for the wider environment.



Leading the way

At our 280 acre beef farm in Co. Carlow we want to highlight the importance of genetics and how it can have positive outcomes that benefit the entire supply chain from farm to fork. Our research also incorporates best practice grassland management and herd health.

The project also includes working with ICBF's Tully feed intake facility where we measure the feed intake of a selected number of animals with the aim of identifying those sires whose progeny feed and grow more efficiently, ultimately providing more sustainable beef.

We want to lead the way in assisting farmers to produce the most profitable progeny they can in a way that supports their responsibilities to the environment and our landscape and supports the farm family ethos practiced for generations.

Real data



To ensure that the results of our research will have benefit and relevance to the wider beef producing community we are supported in this project by Teagasc (Ireland's Agriculture & Food Authority) and the ICBF (Irish Cattle Breeders Federation).

This data is captured under the watchful eye of Stephen Connolly on a typical beef farm owned and run by an experienced beef farming family who live on the farm.

Research Manager

Stephen Connolly

Joined ABP on a company graduate scheme following graduation from UCD

PHD student through CIT and Teagasc

Raised on a dairy and beef farm in Co. Meath



Grassland Management Trial

This part of the trial is aimed at optimising grass growth and reducing the housing time for cattle. The trial includes the use of clover to promote grass growth and minimise fertiliser use as well as investigating the best suited grass varieties for on-farm conditions.



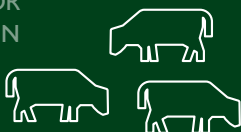
END OF MILK
QUOTAS

INCREASED MILK PRODUCTION



HUGE GROWTH
IN DAIRY HERD
NUMBERS

DRAMATIC RISE IN
THE NUMBER OF
CALVES WHICH ARE
NOT SUITABLE FOR
BEEF PRODUCTION



WE HAVE TAKEN THIS
CHALLENGE AND ARE
DEMONSTRATING HOW
PRODUCING PROGENY
WITH HIGHER GENETIC BEEF
MERIT CAN BE A WIN:WIN
FROM FARM TO FORK

IMPROVED OUTCOME
FOR FARMERS AND
CONSUMERS BY
PRODUCING A
QUALITY PRODUCT
FROM BEEF CALVES
OUT OF DAIRY HERDS



ABP Farm

Typical Irish farm run by an Irish farm family. Over a total of 280 acres which is split into 3 main blocks on 2 parcels of land.



Trial highlights

HIGHER
GENETIC
MERITS
=
MORE
SUSTAINABLE
OUTCOMES

Sires with higher genetic merit
delivered more profitable progeny.

This can lead to improved financial
returns for beef and dairy farmers and
can also reduce the environmental
footprint of beef production.

