

NEWS RELEASE

Genus Breeding



Joined Up Approach to Supply Chain Improves Prospects for Beef

A major new initiative between Genus ABS and Blade Farming provides the UK's first fully integrated supply chain designed to maximise farmers returns by improving the supply of quality calves directly to retailers.

"The Beef Calf Partnership is designed to bridge the gap between farmer and retailer to develop a win:win arrangement through the supply of 'pasture to plate' genetics," explains Genus ABS Beef Director Neil Wharton. "The dairy farmer wants easy calving sires producing a good quality calf while the retailer wants a guaranteed supply of a high quality product. This initiative ensures both parties get what they need and everyone can benefit.

Farmers committing to the Beef Calf Partnership will receive an incentive to use semen from easy calving sires from the Genus ABS proven beef stud with outstanding calf quality and conformation. Sires will be from a range of breeds including Aberdeen Angus which is especially sought after by retailers.

Blade Farming, the UK's largest rearer and finisher of calves will have first option to purchase Genus ABS bred beef calves. "This arrangement gives farmers a guaranteed outlet and premium prices for their calves while at the same time ensuring hassle free collection of the calves. Blade Farming for their part can secure a consistent supply of healthy calves with good conformation and growth potential."

The calves will be reared on specialised finishing units operated to exemplary welfare standards. Once finished the animals will be processed by Southern Counties Fresh Foods and supplied to retailers such as Tesco and McDonalds.

According to Mr Wharton, the Beef Calf Partnership represents a huge step forward in developing an integrated supply chain. "In the past farmers have invested in good genetics to produce a quality animal, but in most cases all this benefit was lost to the industry as that potential was not identified through the various stages in the supply of quality beef to the consumer.

“Now farmers will be able to use the very best, reliable genetics produced from our extensive breeding programmes and the potential will be realised as those calves will be specifically reared and marketed leading to high quality, tender, flavoursome British beef on the supermarket shelf.”

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