

AHDB Beef & Lamb Strategic Farm Programme

The AHDB Beef & Lamb strategic farm programme aims to demonstrate the benefits of implementing best practice on farm. The programme targets four key areas which influence business performance, including breeding, health, grassland management and cost of production. Levy payers will be able to track the improvements of the strategic farms through farm events, press articles and social media thereby harnessing the proven benefits of 'farmer to farmer' learning. Strategic farms sign up for an initial two year period which can be extended to four years.

We are currently looking for new farms to join the programme.

Why become a strategic farm

Joining the strategic farm programme will provide you with:

- A whole farm business assessment to understand the strengths and weaknesses of your enterprise
- Access to consultancy advice including both financial and technical expertise
- Access to new technologies including weighing equipment
- Ability to be part of AHDB funded research studies
- Awareness of the press and social media; helping to boost your profile within the industry.

What we would need from you

Becoming a strategic farm is a big investment on your part. To enable us to effectively track the performance of your business you must provide us with animal performance data including weights, calving and lambing information, mortality, health and slaughter records. Therefore it is important you have good record keeping.

Another requirement of strategic farms is that you input information into the AHDB tool 'Farmbench' on an annual basis. This will allow us to better understand the financial performance of the business, including your cost of production.

We will also hold two events on your farm each year, so that our levy payers can effectively track the changes you are making on farm. We may also write case studies about your farms development, which will be included in both the AHDB and national press. It is therefore very important that you are very open to talk to people about your successes and failures and how your business is performing.

Applying

If you feel strategic farms is for you, please complete the application form on the website and send it to Angie.Miley@ahdb.org.uk before the 13th May 2019.

If you require further information, please contact Joseph Keating on 07972 622613 or Joseph.Keating@ahdb.org.uk