



PRISM²⁰³⁰

PROGRAMME FOR IMPROVING
THE SUSTAINABILITY OF RED MEAT

Taking leadership in sustainability
SBRT 16th November 2024

What I am going to cover

- Customer / retailer
- PRISM 2030
- Integrated supply - Gamechanger



What do customer want

- Government targets must be met by all
- Inflation has slowed
- Loyalty schemes high on shopper's agenda and retailer strategies



Total market trends

How are consumers behaving post-covid and as cost-of-living eases?



Supermarkets gaining back footfall



Trading up

Consumer confidence is **on the rise** causing consumers to start trading back **up into premium & brands** with product mix now being the biggest contributor to spend

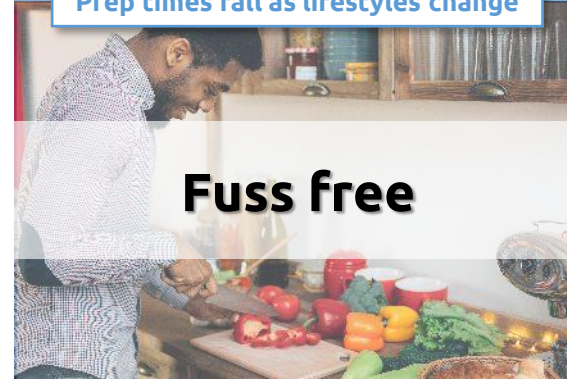
OOH occasions up vs last year



Treating ourselves

'Fakeaways' and global cuisine trends are becoming increasingly popular with consumers at home. **Pan-Asian & Chicken Fakeaways** are the winners, through assisted cooking solutions!

Prep times fall as lifestyles change



Fuss free

Scratch cooking is at a **5 year low** as consumers are using convenient cooking solutions to help, with **pre-families** driving this trend

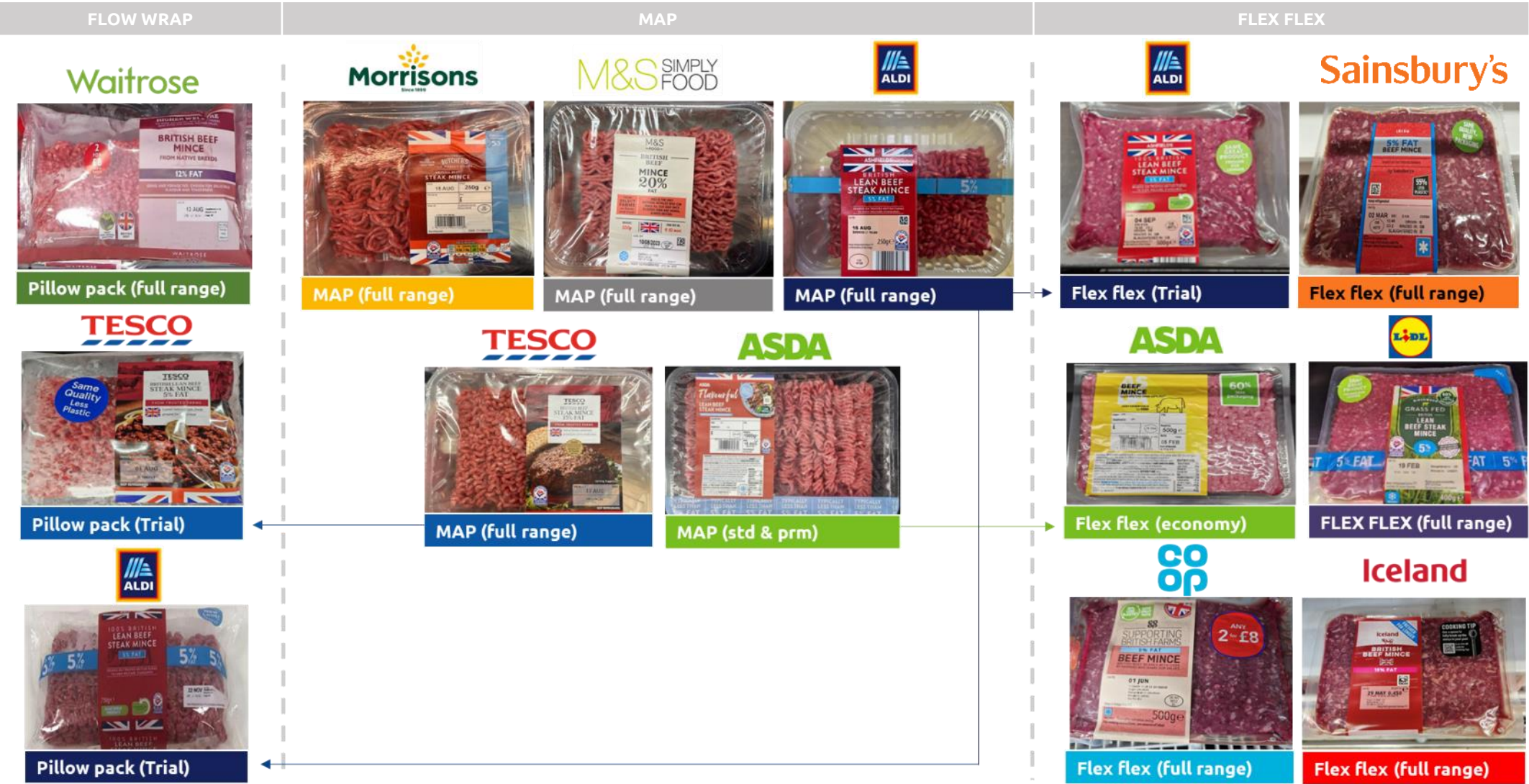
UPFs are a key concern



'Better' choices

1/3 of GB shoppers would now consider themselves '**Eco Actives**', and **food waste** is amongst the fastest growing areas of concern

Mince Packaging



Steaks Premiumisation



Premium								
"Premium Plus"								

ASDA

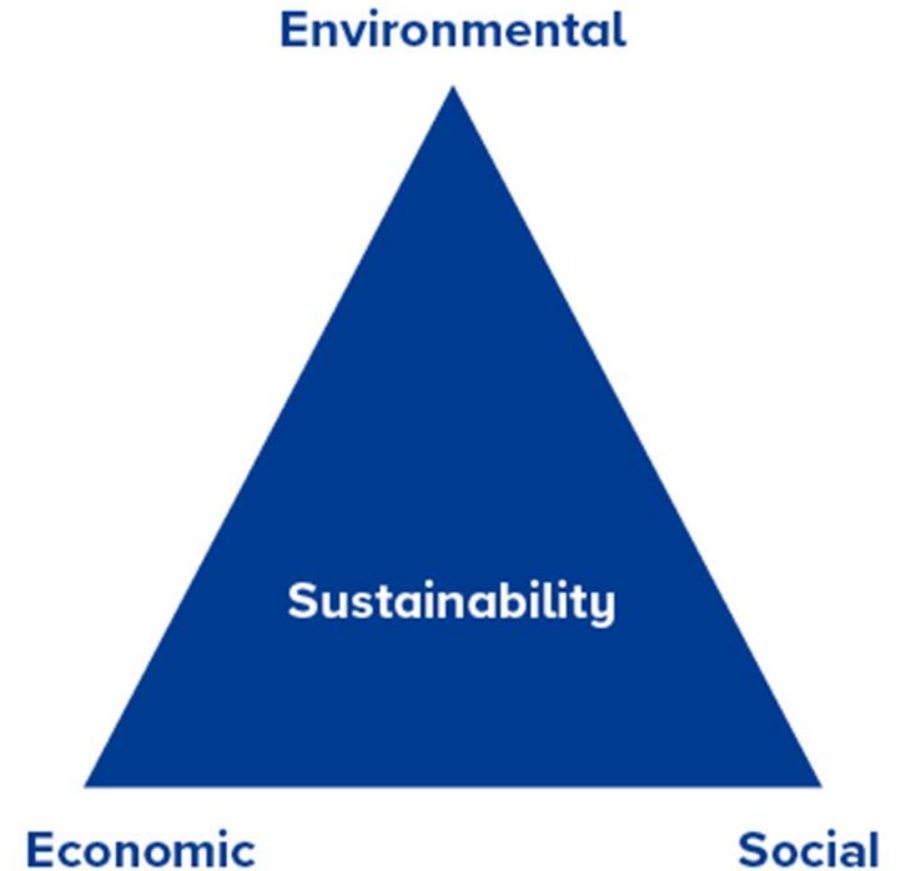


TESCO



Firstly, what does sustainability really mean?

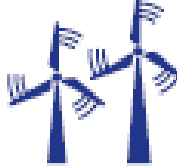
Food production repeatable achievable future viability
condition environment sustainable future proofing
life balance Farming future farming Beef production
People profit Profitable environmental damage
Greener farming
Safeguarding future
profitability





Sustainability – our achievements


- Key priority
- Innovative ways

◆ **ZERO** 
waste to landfill

◆ **SWITCH** 
to renewable
electricity

◆ **47%** 
reduction in
water usage

◆ **40%** 
reduction in
greenhouse gas
emissions from ABP's
energy use

◆ **60%** 
reduction in single
use plastics

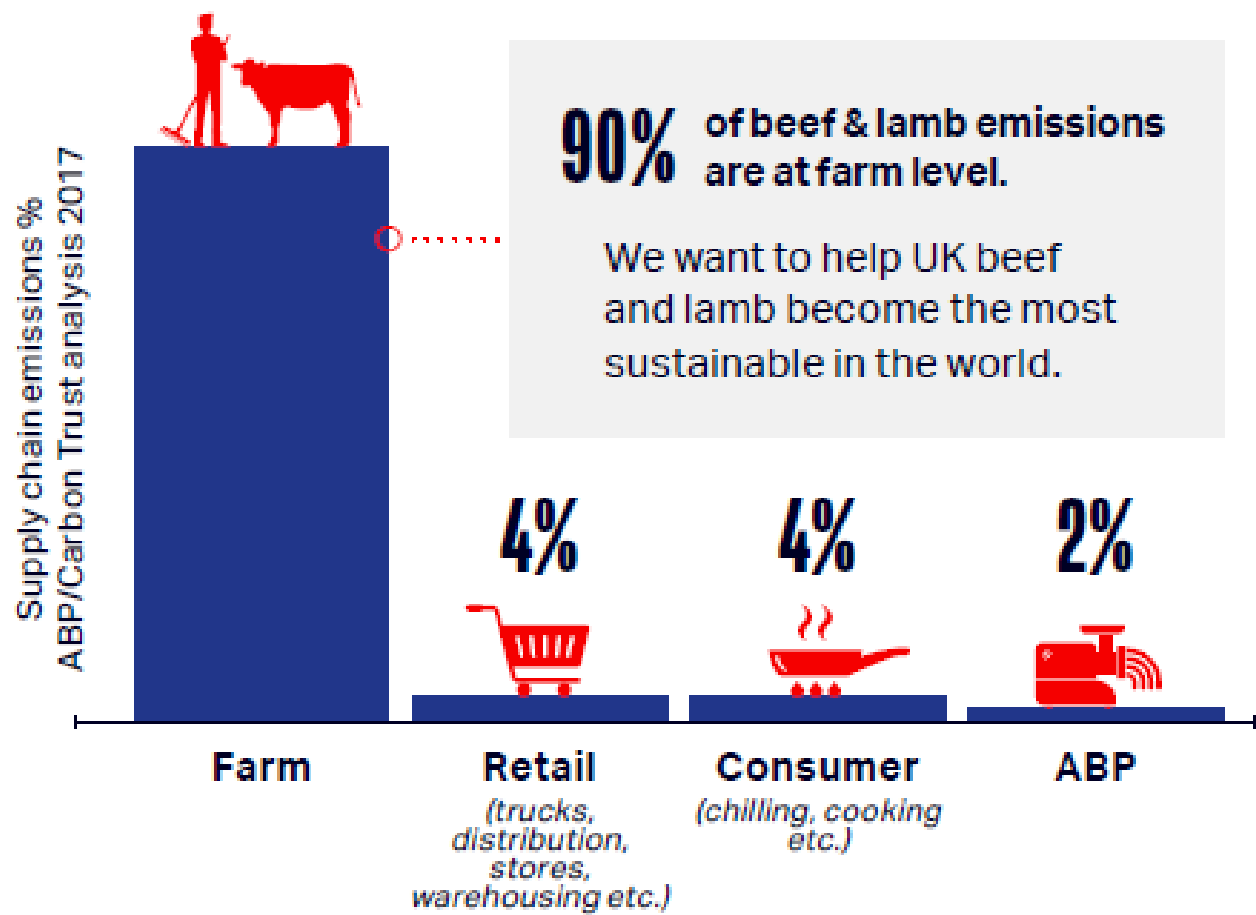
Sustainability



Farm emissions

So, we created PRISM 2030

More sustainable, greener businesses





PRISM²⁰³⁰

Prism2030.co.uk

PRISM is our PRogramme for Improving the Sustainability of red Meat



Disseminating information
throughout the 7,000
Farmers and beyond

Repeat assessment

Knowledge Transfer

Harper Adams
University

Further elements

Data analytics

Sustainability Grant

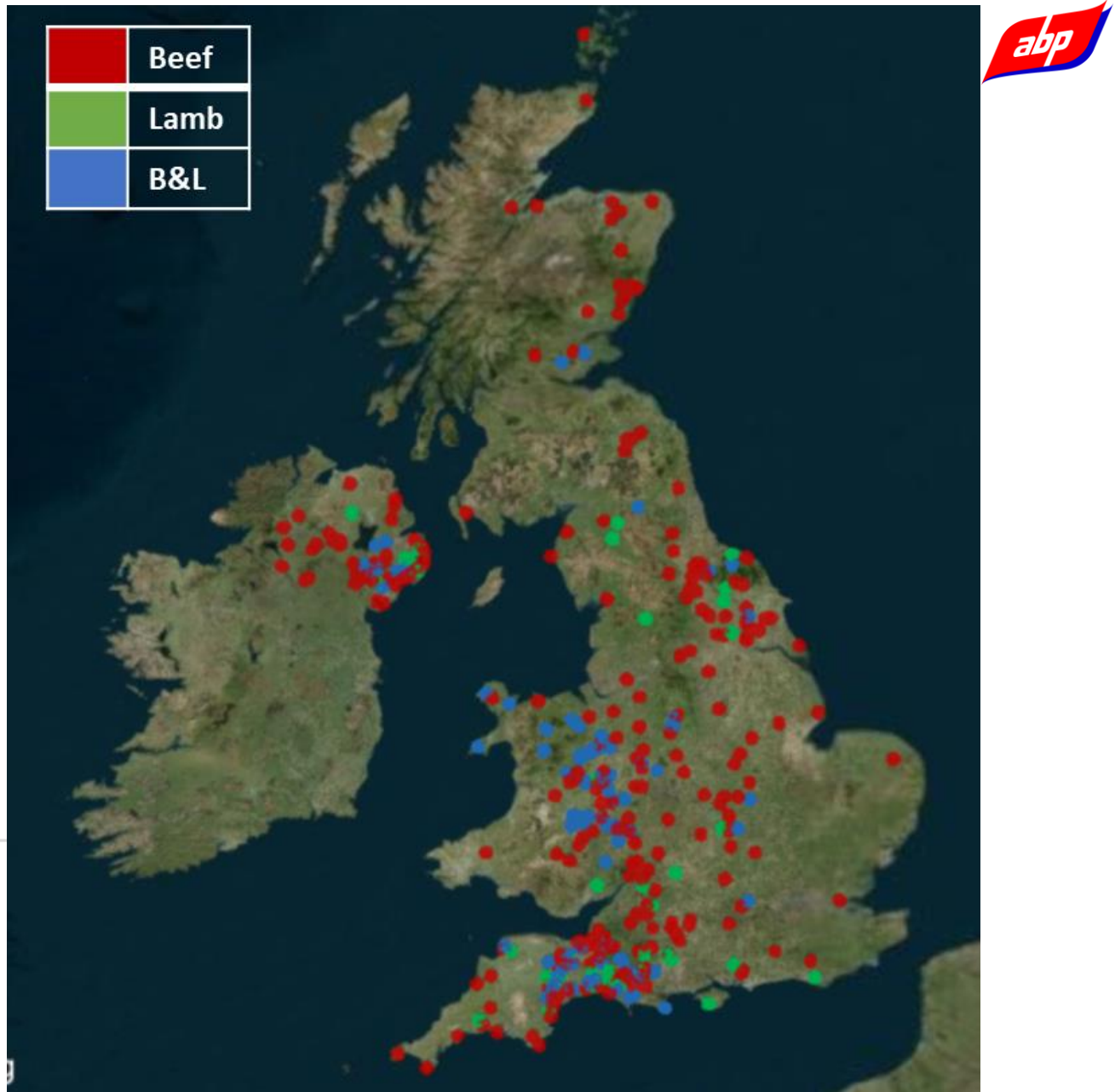
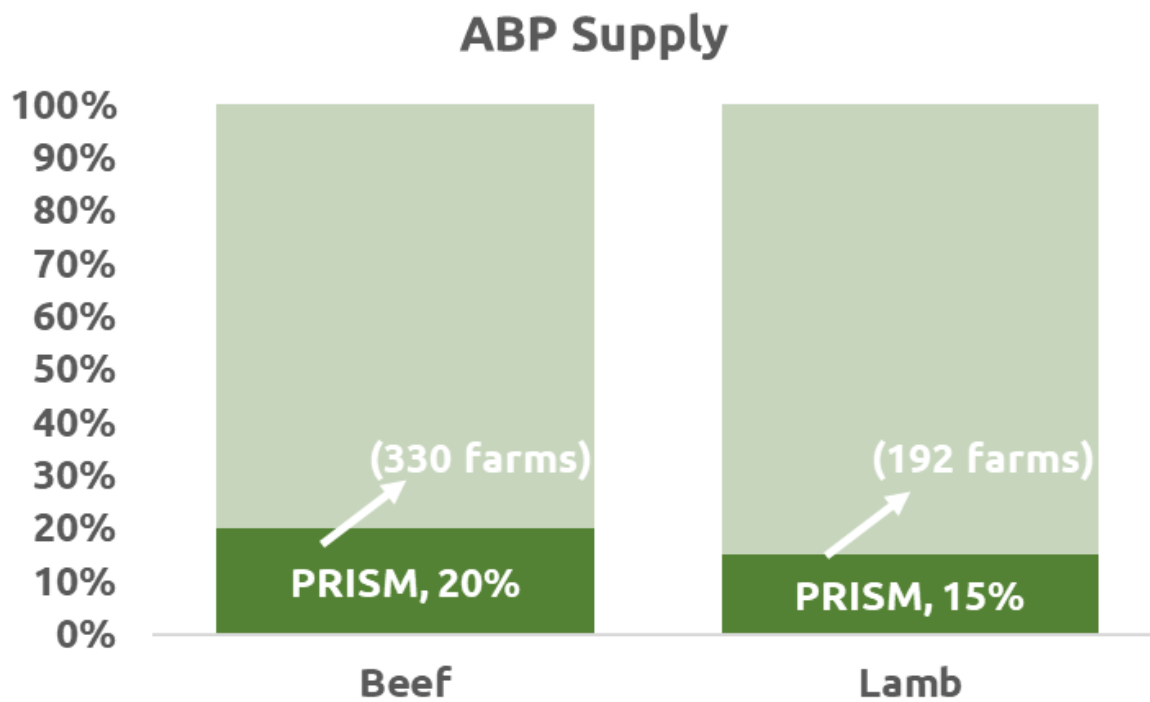
350 farmers carbon
footprinted

Webinars – Farm tours – Case studies

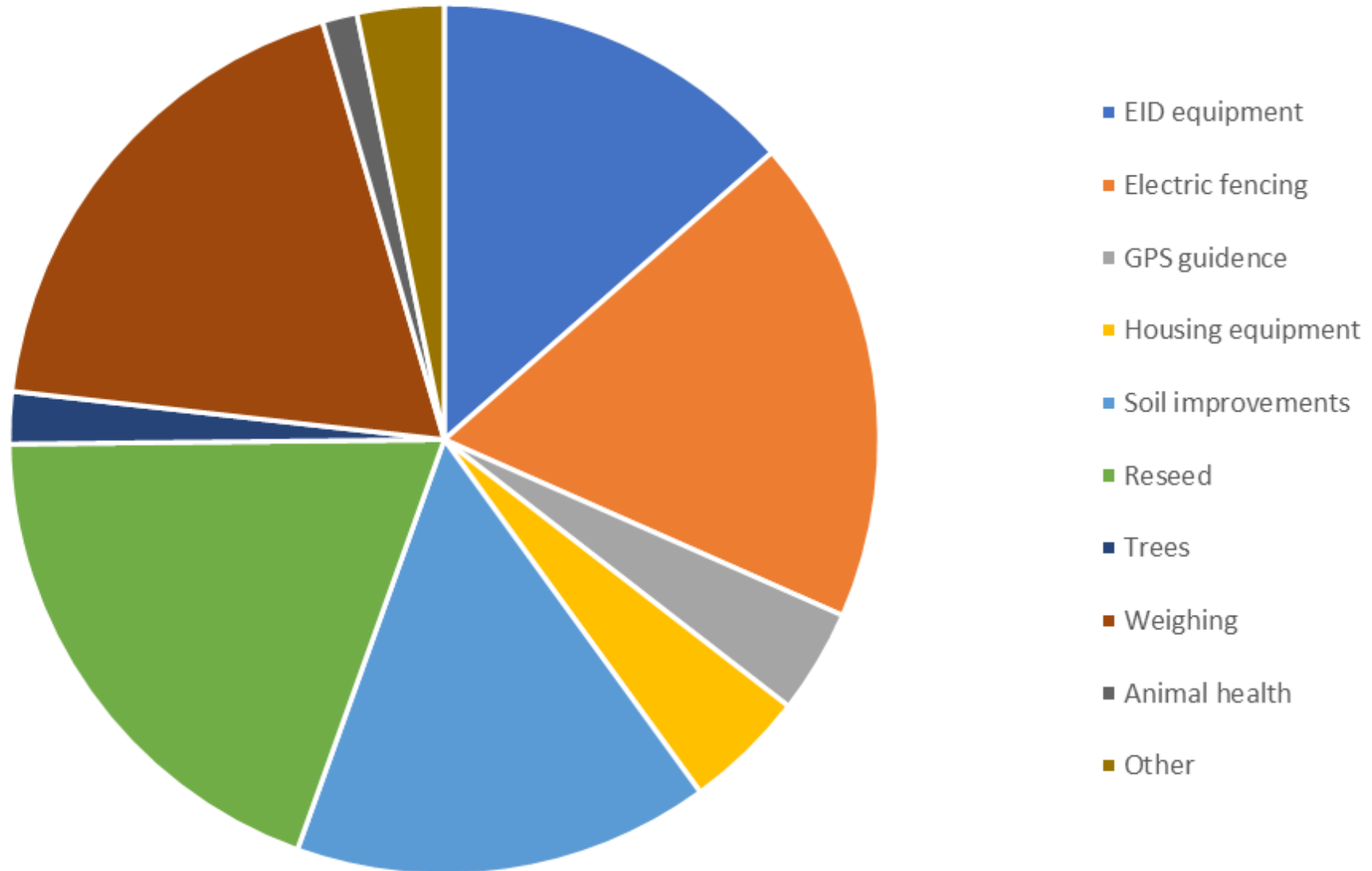
Our partners:



PRISM Farmers



Sustainability grant

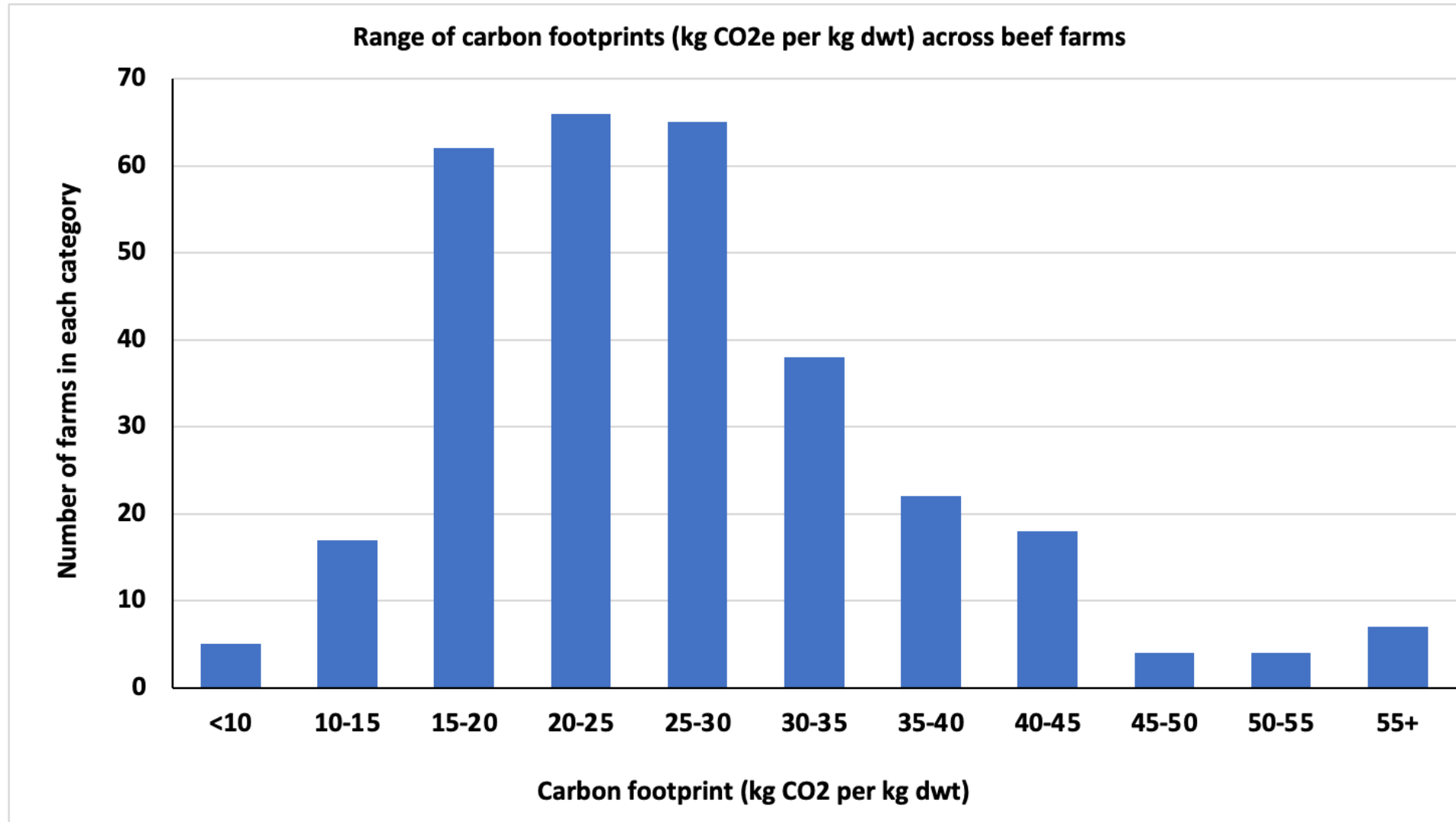


Results

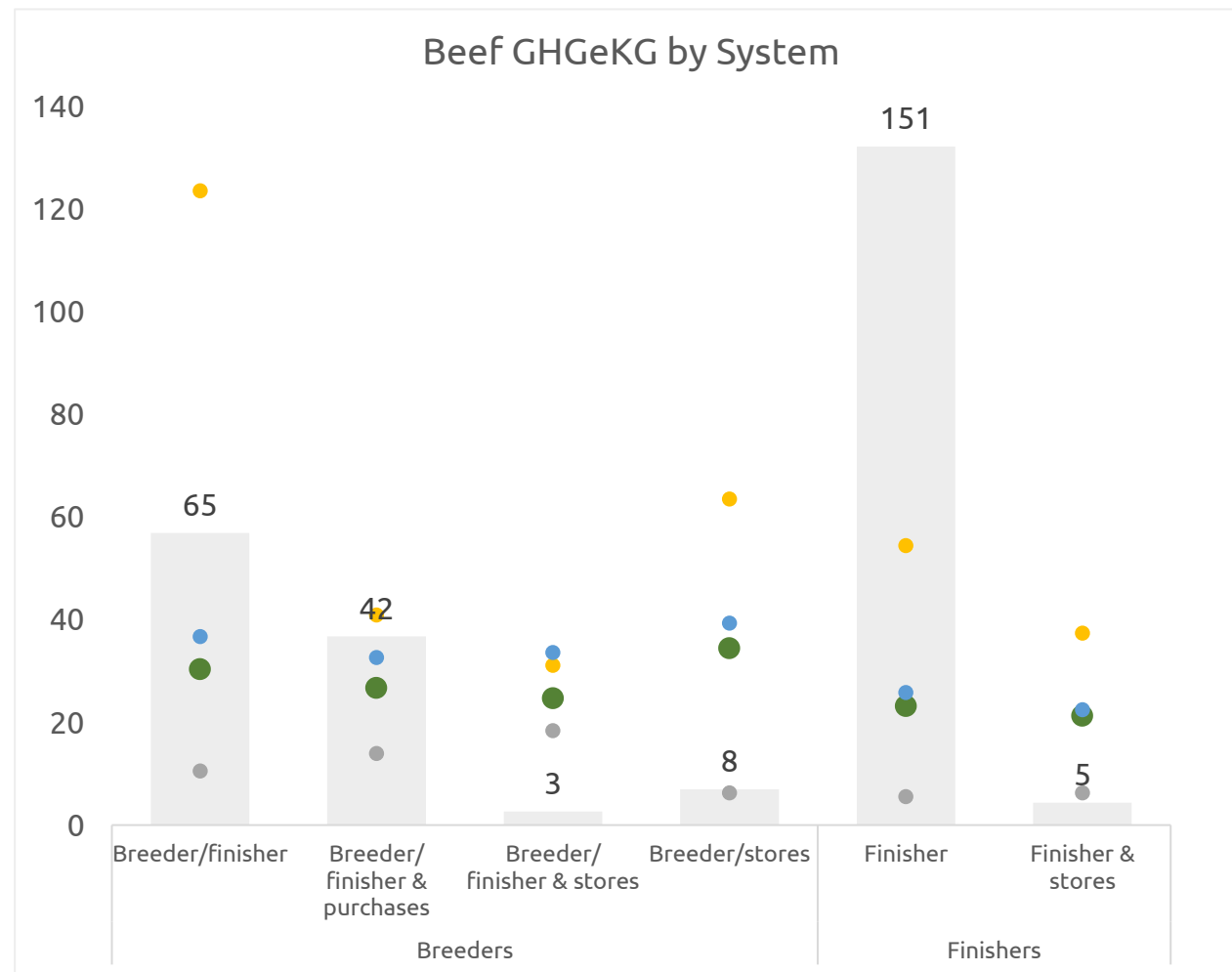
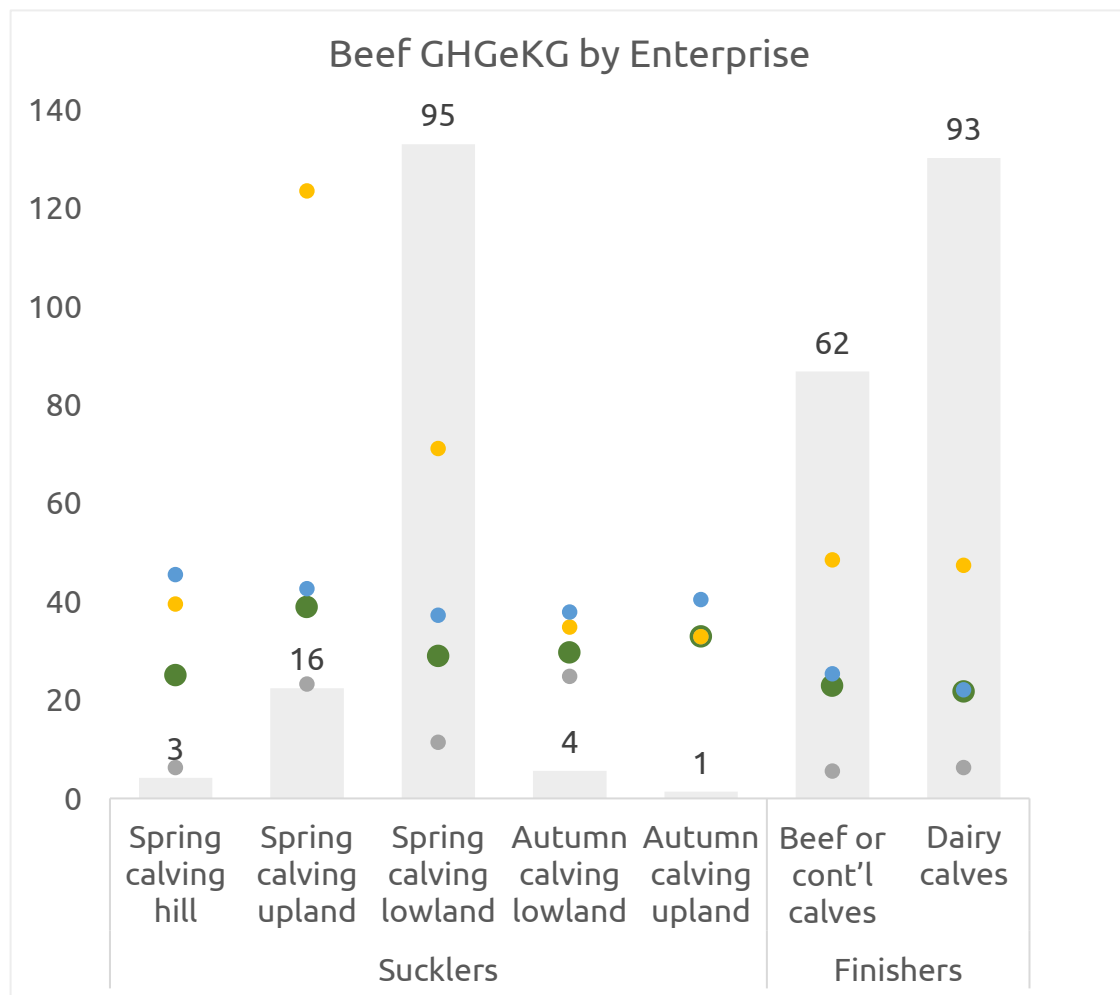
- A lot of data and interactions
- Wide spread of farms
- Variation in type and size
- Average PRISM beef - 26.2kg
- Average PRISM lamb - 22.3kg



Data Analysis - Beef



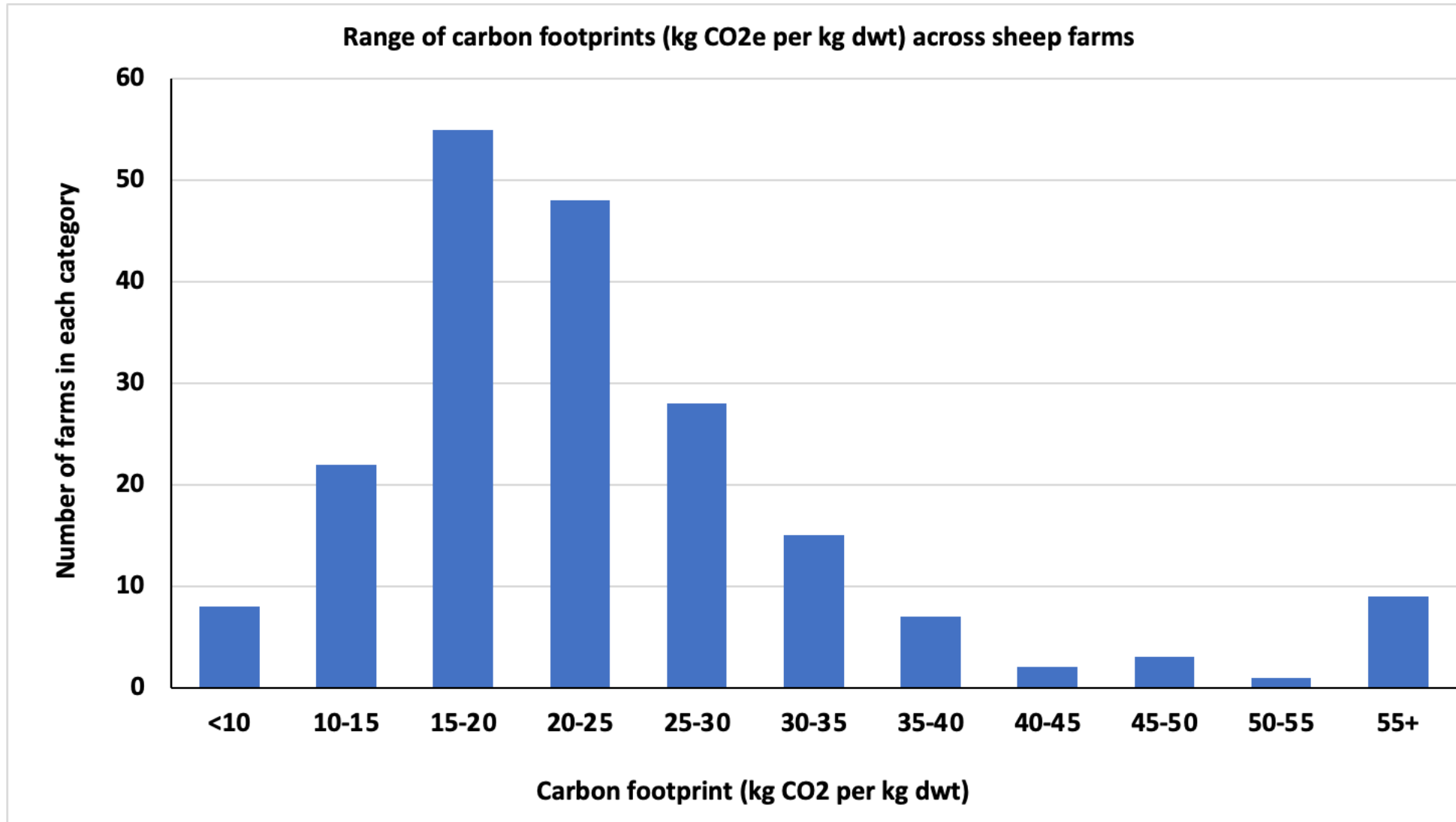
Beef emissions overview by enterprise & system



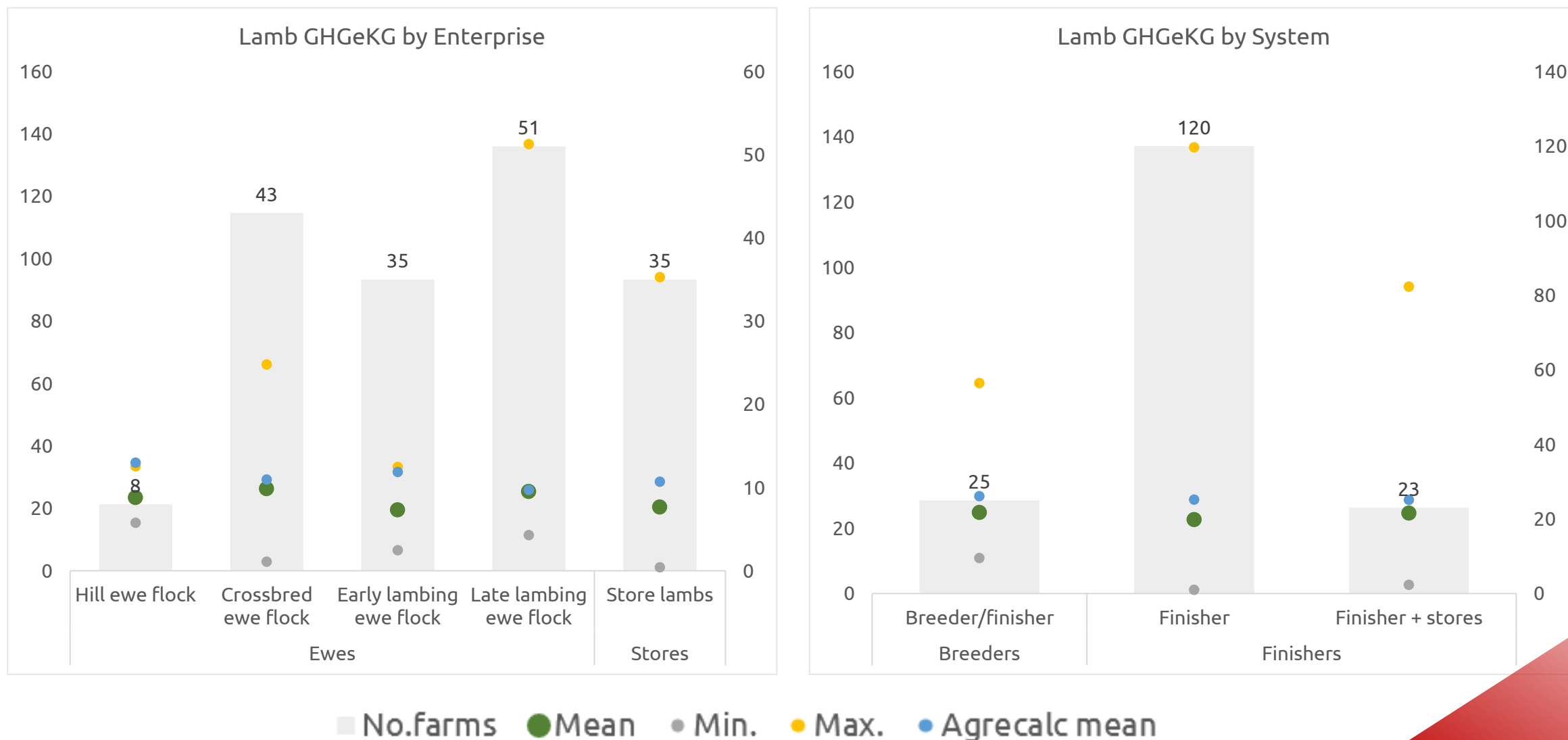
■ No.farms ● Mean ● Min. ● Max. ● Agrecalc mean

Over 9k farms in Agrecalc dataset and 20k reports

Data Analysis - Sheep



Sheep emissions overview by enterprise & system



Difference



	Beef KgCO ₂ e/kg dwt	Sheep KgCO ₂ e/kg dwt
Top 1/3	17.00	14.41
Middle 1/3	25.38	21.54
Bottom 1/3	39.63	38.86
Difference	22.63	24.45

- The difference – vast
- Scope for change and reductions

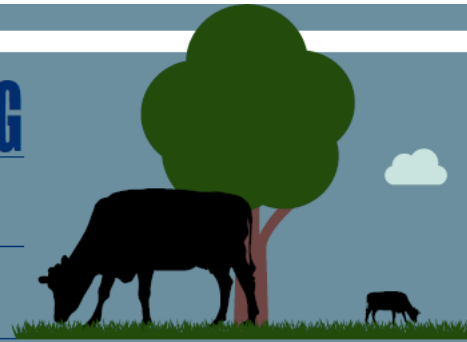


Top 5 recommendations

1 IMPROVE PASTURES

- Using rotational grazing
- Multi-species swards
- Plate meters
- Reduced nitrogen
- Soil testing
- Reduce wastage and improve overall utilisation
- Liming and soil testing – increases activity of soil microbes, better availability of nutrients, improved plant growth, so better productivity and lower emissions
- Optimising fertiliser use via nutrient management planning and using variable rate applications

3 IMPROVING LIVESTOCK HEALTH



- Implement a herd/flock health plan
- Record fertility and disease issues and take action
- Use vaccines where appropriate
- Examine replacements strategy – breed replacements that have the best calving intervals, calving histories, and weaning weights (breeding for reduced enteric fermentation will also be part of this)
- Biosecurity – double fencing should be considered - minimise nose to nose contact and contamination from wool on neighbouring fences where possible. This should reduce disease exposure and burden thus leading to better productive performance
- Better utilisation of bedding

5 USE BY-PRODUCT FEEDS

- These have a lower carbon footprint than main crops but there is limited availability in some areas
- Consider contracts with local vegetable, fruit or bakery companies or factories



4 REDUCING FUEL CONSUMPTION

- Instead of idling, turn off machines. This will save a lot of fuel over the year
- Use smaller machines
- Checking tyre pressures can save a lot of fuel over the year
- Ensure machinery maintenance is up to date



2 REDUCE AGE AT SLAUGHTER

- Increasing growth rates
- Genetic selection for improved growth
- Reducing diseases that impact performance
- Improved feed efficiency
- Targeted ration formulation
- Feed analysis

Further elements

Global Farm Metrics

ELMs40 trial

- 14 assessments done
- Feedback sessions completed

Farmeye

- 4 farms, 40 soil samples, 1503 ha habitats mapped
- Soil health and biodiversity
- Habitats averaged 16.6%



27.5%



Samples in Optimum Fertility

% of samples in Optimum fertility for P,K,Ph and mg
as per AHDB Guidance

Comms & Events

	Read rate	Click throughs
Industry average	23.3%	2.94%
PRISM average	49.1	2.1%

PRISM monthly newsletter

PRISM events

Engagement – the PRISM farmers

PRISM 2030 YouTube channel



Welcome

We are pleased to announce that PRISM’s first birthday is this month! The initial farmers involved with the programme started measuring their farm carbon emissions with Agrecalc last autumn, with changes to their systems now implemented the results are being noted. Thank you to all those involved with PRISM, we are looking forward to sharing the improvements in farm carbon efficiency and wider global farm metrics.

Cattle across the country are coming in for winter housing. However, there are cattle farmers who have the right conditions for mastering the art of outwintering. We are interested to hear from those successfully outwintering, to share ideas with other farmers. Please get in touch with our Agri Sustainability Manager [Katie Thorley](#) if you have wisdom to share.

Our online meetings are proving popular, coming up we have:

8th November 7pm: Precision grazing with **James Daniel**, (pictured, above) founder of the innovation in pasture-based production company, [Precision Grazing](#). Learn how to divide your fields simply and easily, creating

PRISM Next Steps

Deeper data dive
with Harper into
results round 1

2nd round
assessments
September 24

Autumn and
Winter webinars

GAMECHANGER

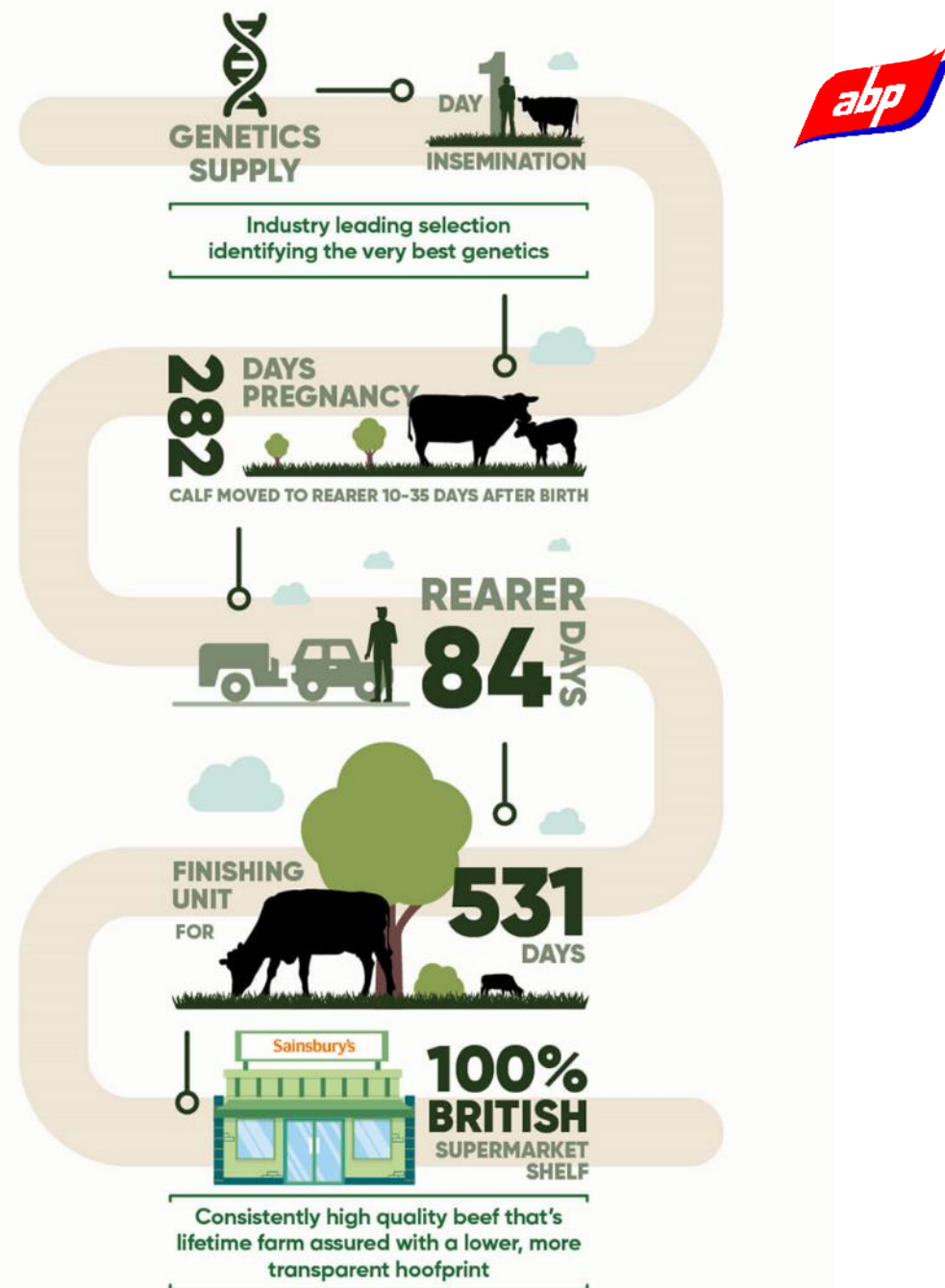


Introducing Gamechanger

Sainsbury's are changing the way they produce and buy **premium British beef**.

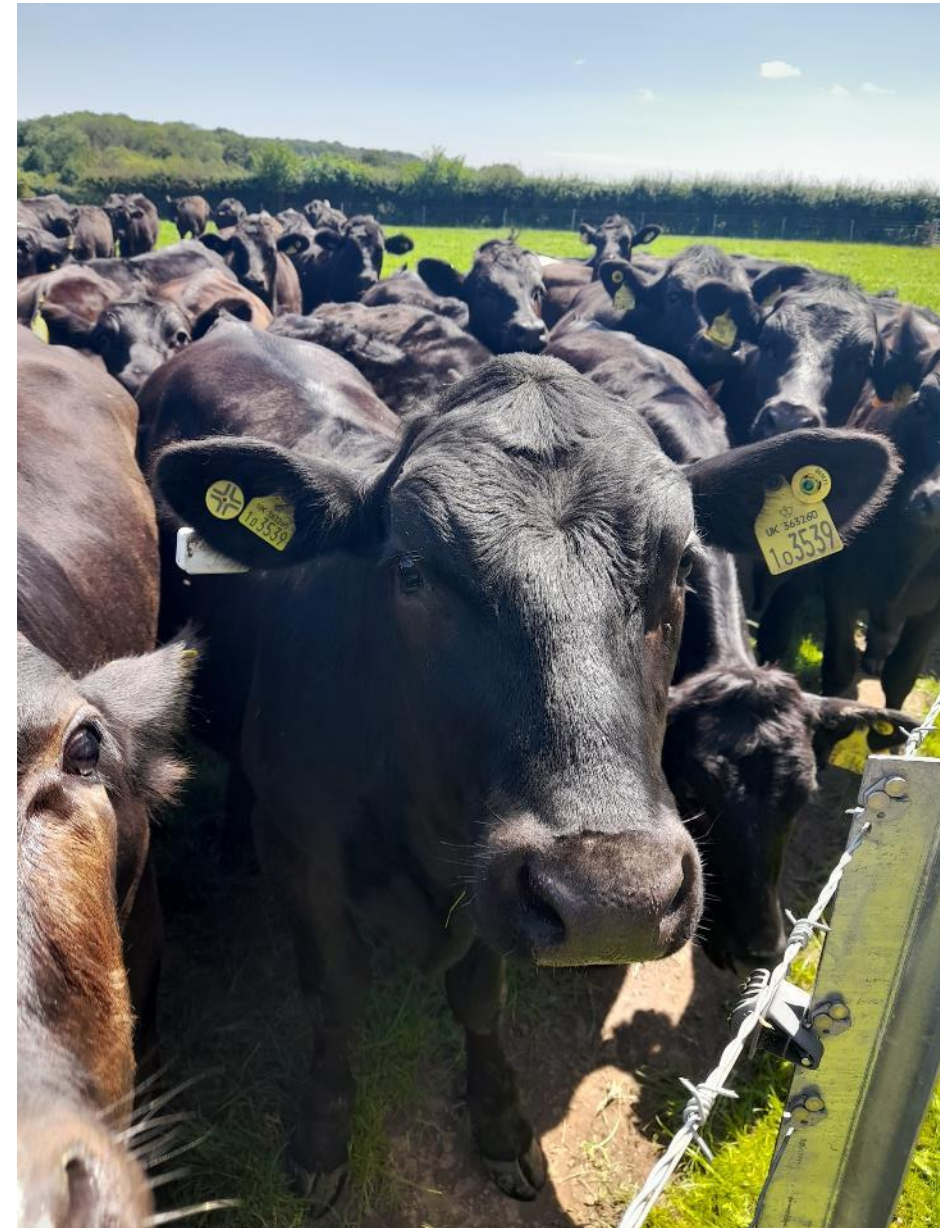
- Leading integrated beef supply chain
- Providing farmers - greater security and stability, embracing best Aberdeen Angus genetics, and delivering beef with a lower carbon footprint
- It's more than just an integrated beef supply chain. It's a Gamechanger for farmers and consumers.

GAMECHANGER

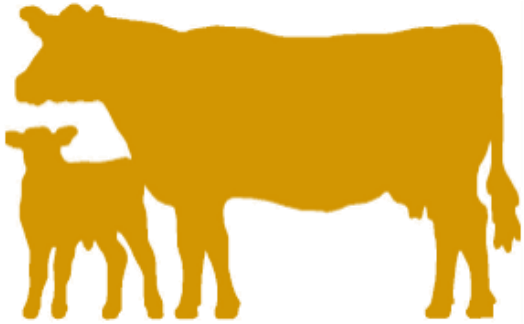


The background.

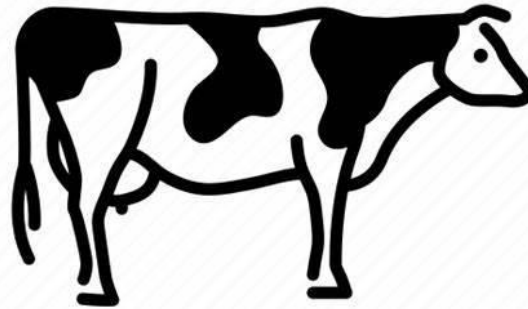
- 2012 – Sainsbury's - first integrated beef supply
- Learnings – insights - value
- **Sainsbury's mission - To deliver a consistent and fully traceable, high-quality product with opportunities to add value, for the Sainsbury's Taste the Difference range.**
- **Gamechanger integrated supply chain started in August 2019**, and is delivered in partnership with beef processor, and long-standing supplier of Sainsbury's, **ABP Food Group**.
 - *Other stakeholders include Genus ABS, Cogent, Muller, Oxbury Bank & AgriWebb*



Why do we need to produce beef through integrated systems?



The British suckler herd is in decline

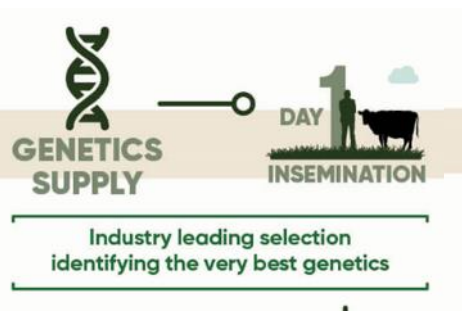


Beef produced from the dairy herd is increasing



Consumer demand is changing

Gamechanger. The integrated supply chain.



Gamechanger Benefits



Aberdeen Angus Beef



27% reduced CO2



Improved tenderness



Fully integrated, closed loop system



40% reduced enteric methane



Steak size consistency and preferred visual appearance



Guarantees forward availability of TtD



Reduced water and feed usage



Forward cost certainty / transparency



Fair return for the farmer



Life assurance – traceable back to inception



Grass and forage fed

GAMECHANGER

Gamechanger's End Product

Gamechanger delivers a premium Aberdeen Angus beef product for our Taste the Difference range.

Gamechanger Pack

30 days matured

From trusted British Farmers

Farmer responsibly for a reduced carbon footprint

Aberdeen Angus Beef

Reared on grass and forage diet

25% reduced carbon

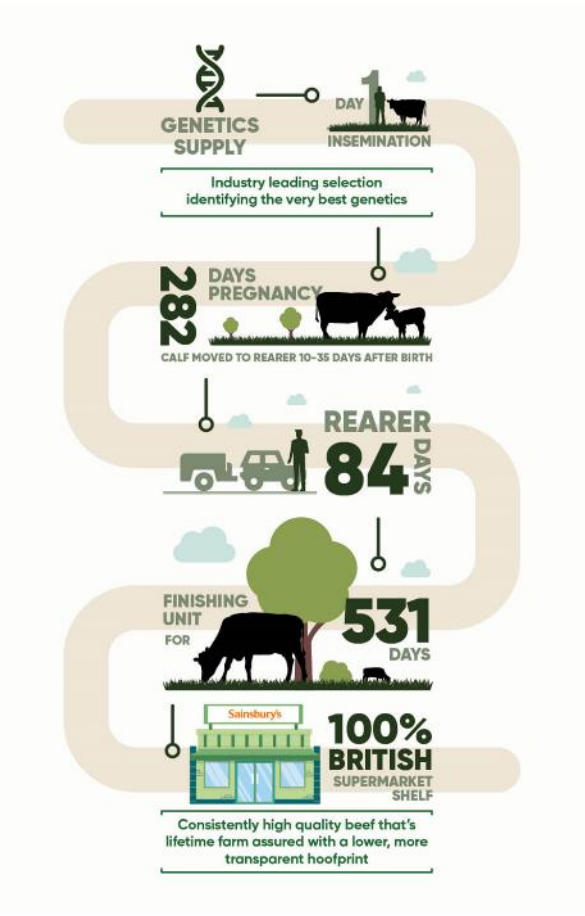
GAMECHANGER



Gamechanger's **summary.**



- Industry leading integrated beef supply chain – partnership
- A model with predictable and secure infrastructure and payment mechanisms - security & stability.
- Provides Sainsbury's with security of British beef supply.
- Consistent and fully traceable, high-quality product.
- Finally, it's supporting Sainsbury's mission to
"Help Everyone Eat Better"





GAMECHANGER

**DELIVERING BRITISH DAIRY
AND BEEF PRODUCERS GREATER
SECURITY AND STABILITY.**

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THE SUSTAINABILITY OF RED MEAT

Thanks

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