



International seminar

“Economically viable beef cattle farming for biodiversity and clean environment”

Baltezers, 2013



SIA "Latvijas Lauku konsultāciju un izglītības centrs"



EUROPEAN UNION
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INVESTING IN YOUR FUTURE



CENTRAL BALTIC
INTERREG IV A
PROGRAMME
2007-2013



WWF *for a living planet*®

High Quality Beef from High Nature Value Grasslands Pasture Beef

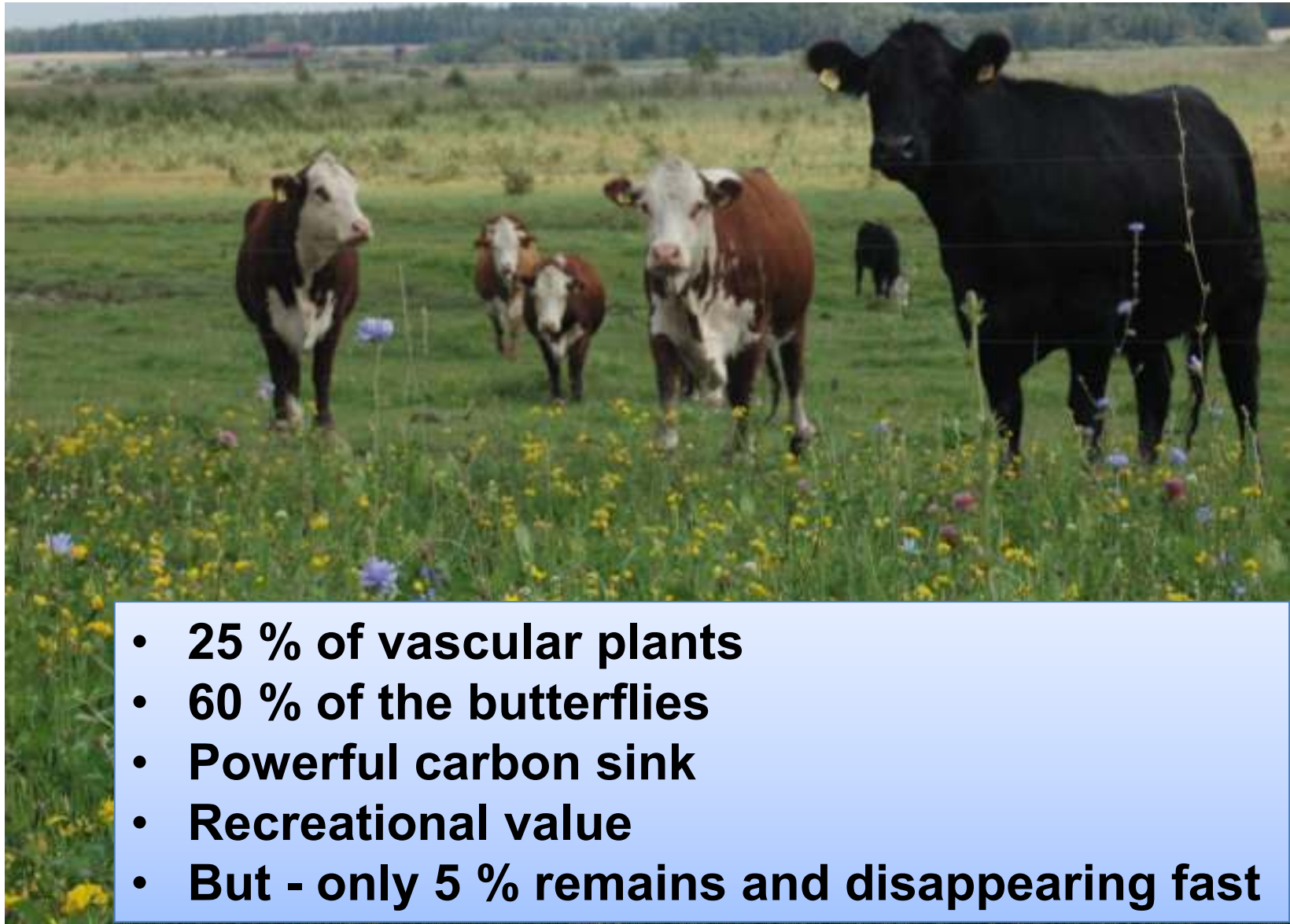
Anna Jamieson
Coordinator WWF Pasture Beef
Riga 11/4 2013





Semi natural pastures – conservation and agriculture working as one

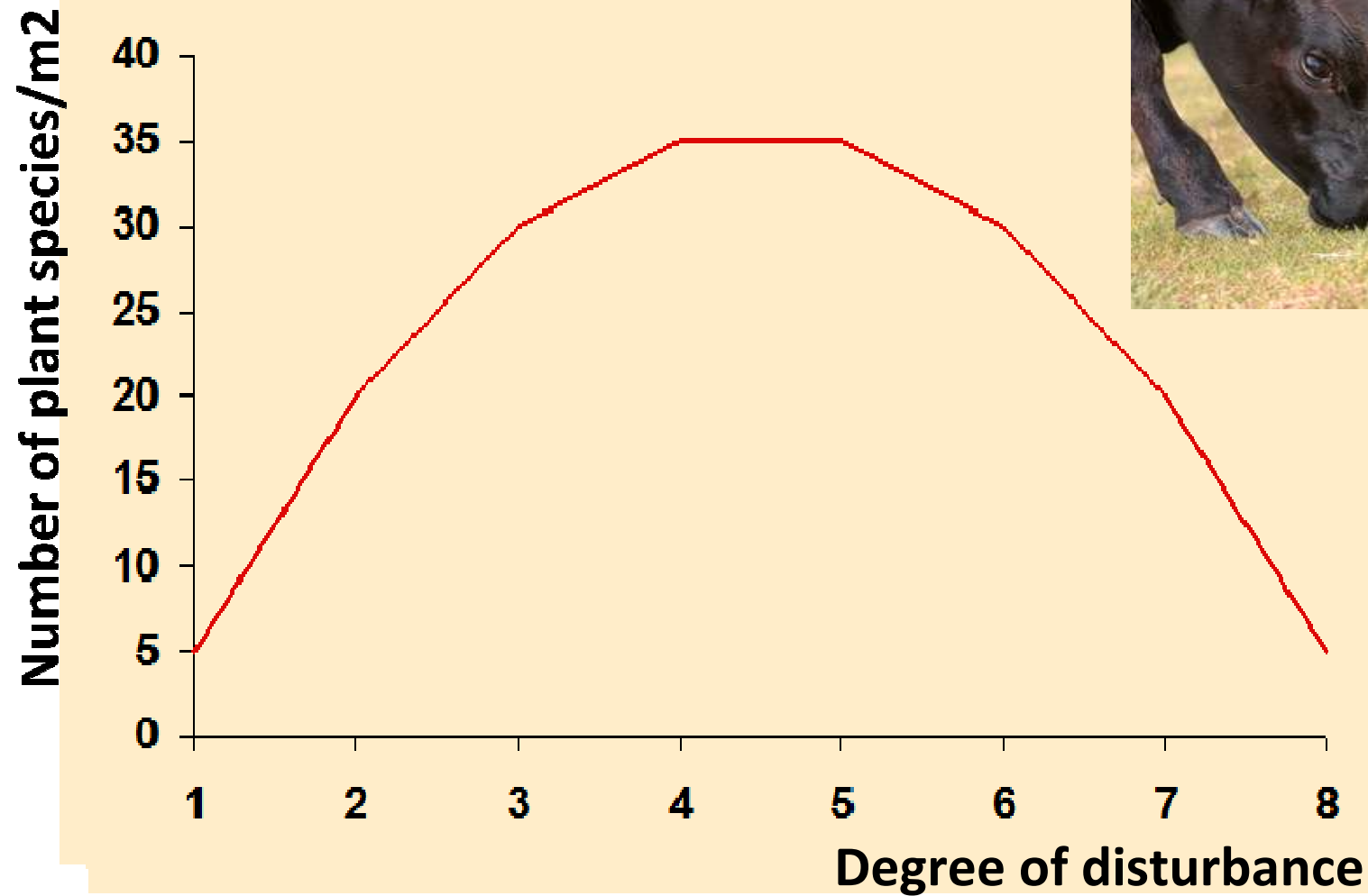




- **25 % of vascular plants**
- **60 % of the butterflies**
- **Powerful carbon sink**
- **Recreational value**
- **But - only 5 % remains and disappearing fast**



The need for grazing







The Baltic Sea is dying...





...and the way we produce beef affects the sea

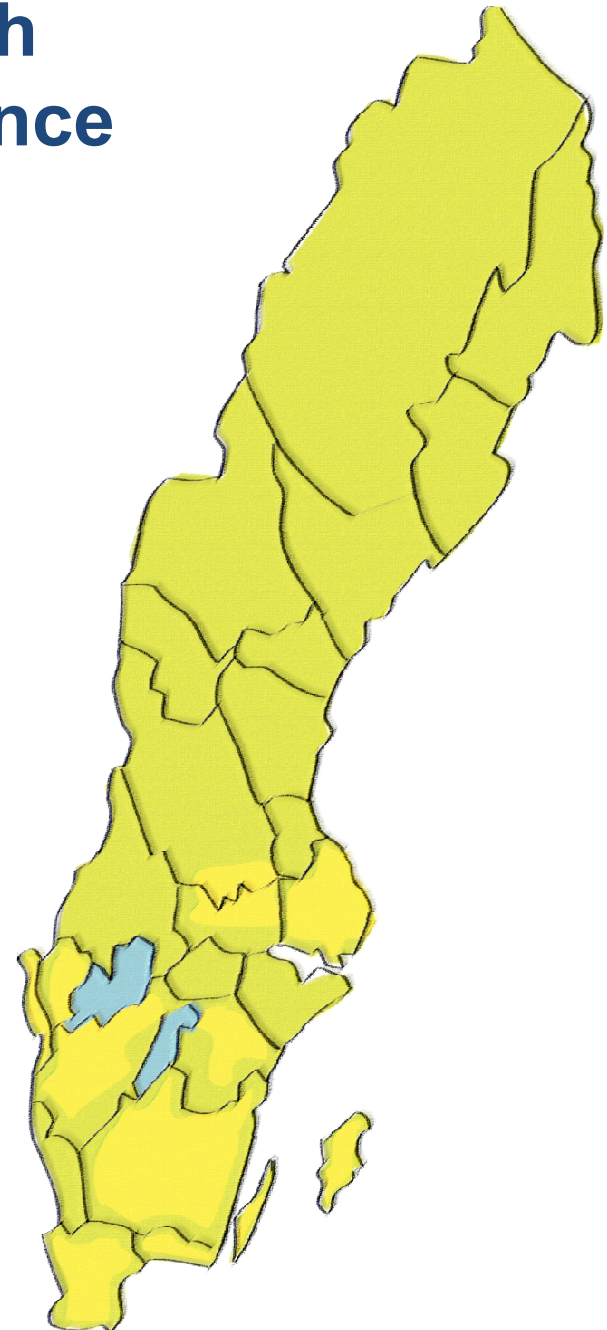
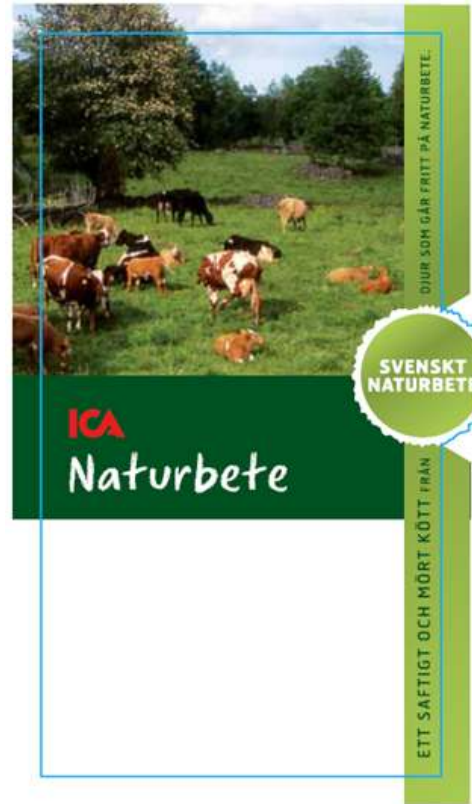
Predominate system	Pasture Beef system
Intensively grain fed Low proportion of grass in diet	Extensively reared on grazing and hay/silage
Many dairy bull calves	Bullocks and heifers
Housed all year round	Grazing 6-8 months/year
Old fashioned manure handling systems	New operation => modernized manure systems



20 years of Swedish Pasture Beef experience

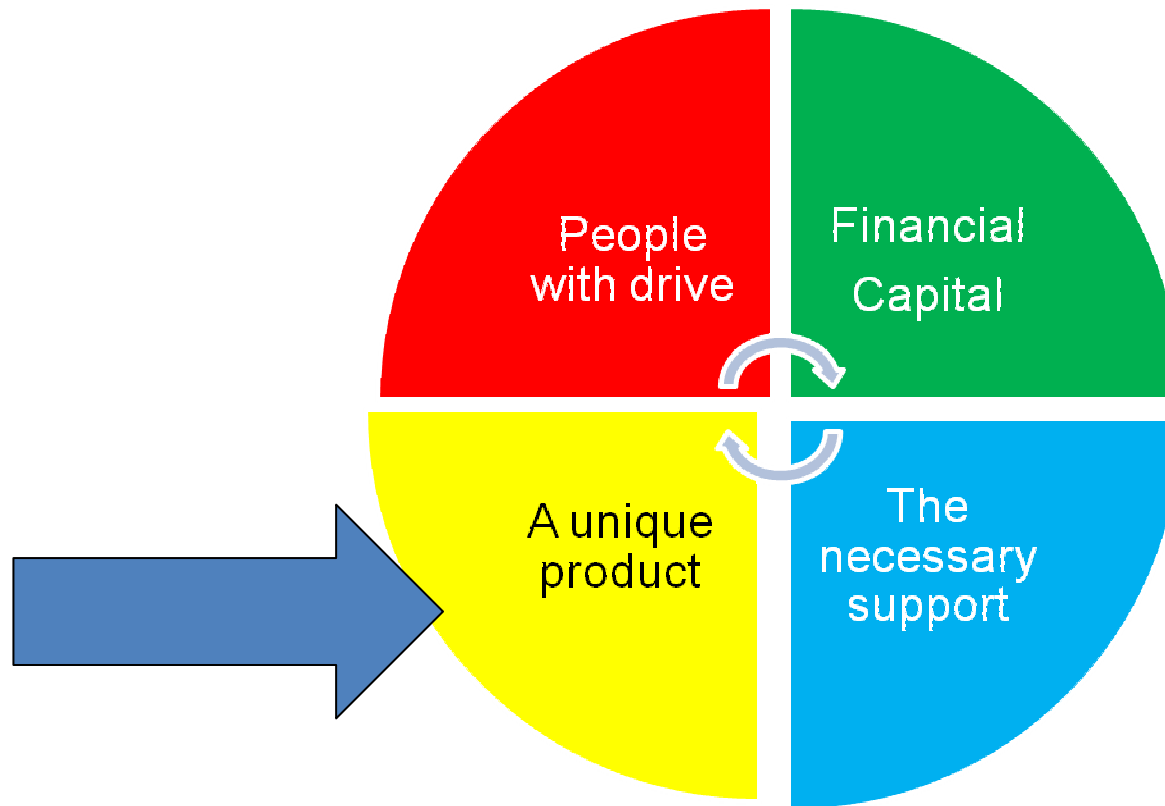


- Local **and** nationwide
- High quality product
- Quality assured





The ingredients ...





A unique product

- Taste
- Environment
- Health
- Production criteria in a Quality assurance scheme
- Price

natur-
beteskött





Beef Quality

- Juiciness
- Tenderness
- Flavour
- Health issues
- Local identity
- Animal welfare
- Climate and nature
- Hygienic aspects



A short cut to quality – intra muscular fat a.k.a Marbling



Gives flavour and juiciness

MARBLING (Intramuscular fat) MB

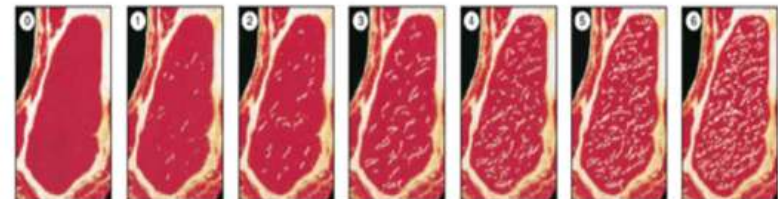


Marbling is the fat that is deposited between individual muscle fibres of the M. longissimus Dorsi. It is assessed in the chilled carcass and scored against reference standards in accordance with AUS-MEAT Chiller Assessment Standards.

How do we achieve this?

- It takes time
- It takes food/nutrition
- It comes easier to bullocks and heifers
- Some breeds do it more readily than others

BEEF MARBLING REFERENCE STANDARDS





The importance of added value

- 15-20% added value to the carcass produces as much return to the farmer/ha grazing land as the EU environmental support for the same amount of land



- The combination is a very powerful market driven conservation mechanism !



Swedish Pasture beef

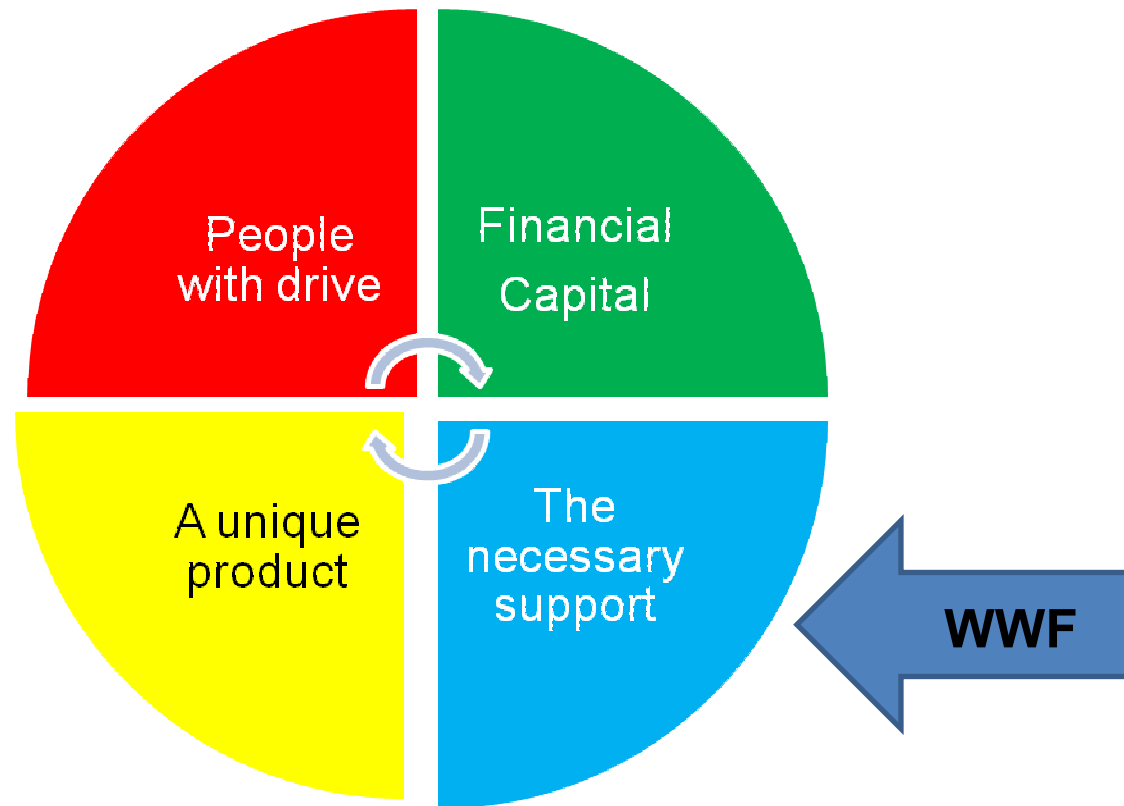
Criteria

- Heifers, steers and young cows
- Grazed on semi natural pastures 50 %
- Farm has 50 % semi natural grassland
- Well marbled
- Beef is matured 14 days





The ingredients for success...





Beef farmers

- Fencing grants
- Land tenure
- Political game rules
- Pride and Attention





Food chain

- Abattoirs
- Meat cutters/packers
- Retailers
- Wholesalers
- Public procurers





Ambassadors

- Foodie Journalists
- Top Chefs
- Farmers
- Opinion makers





The meat delivery chain is long...



MARBLING (Intramuscular fat) MB



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BEEF MARBLING REFERENCE STANDARDS

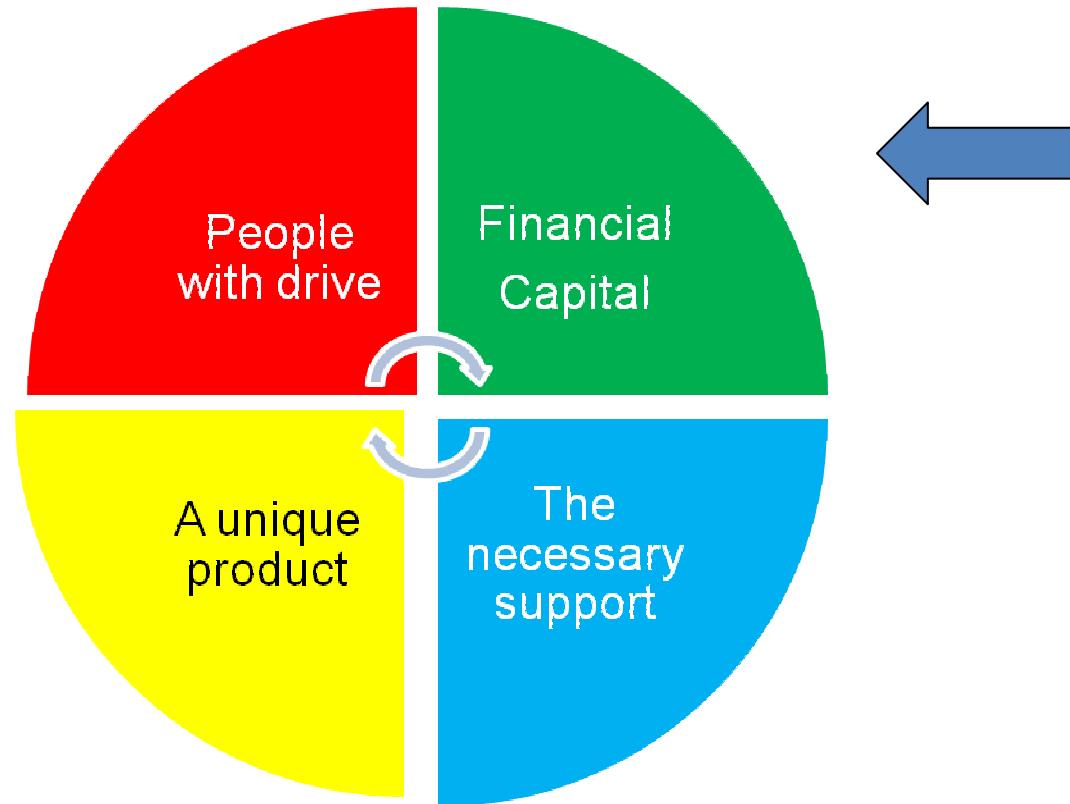


...and full of “wolves” and pitfalls!



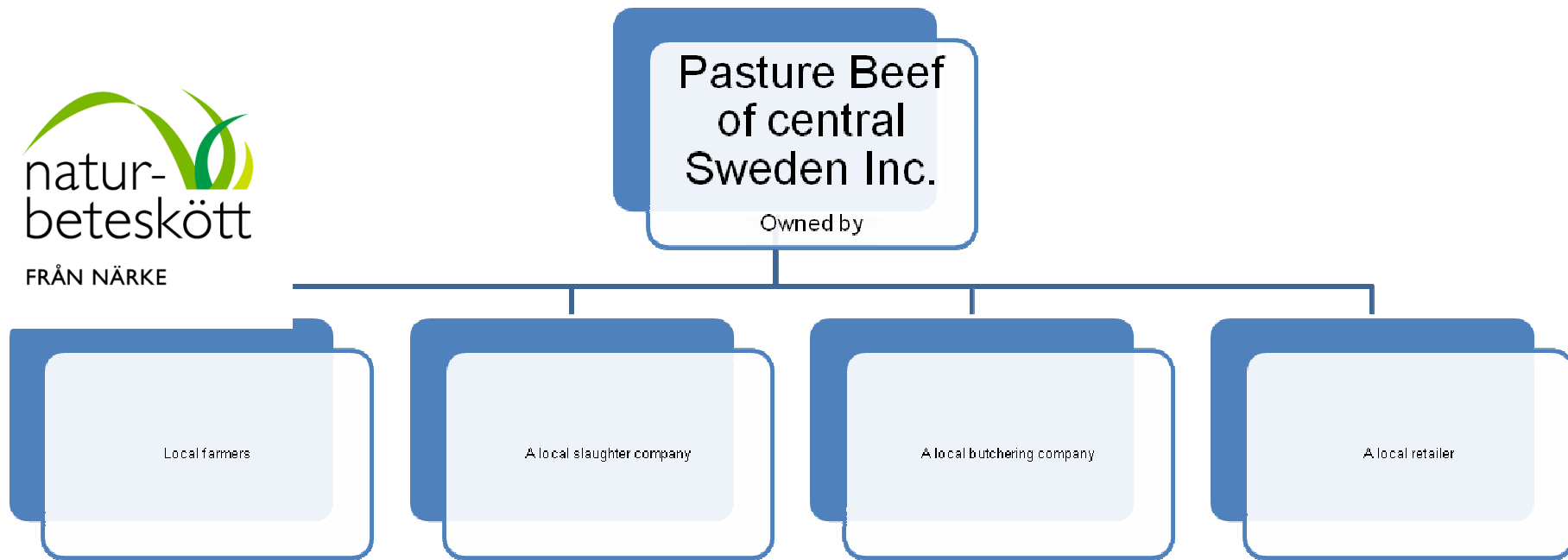


The ingredients for success...





One way of addressing the finances



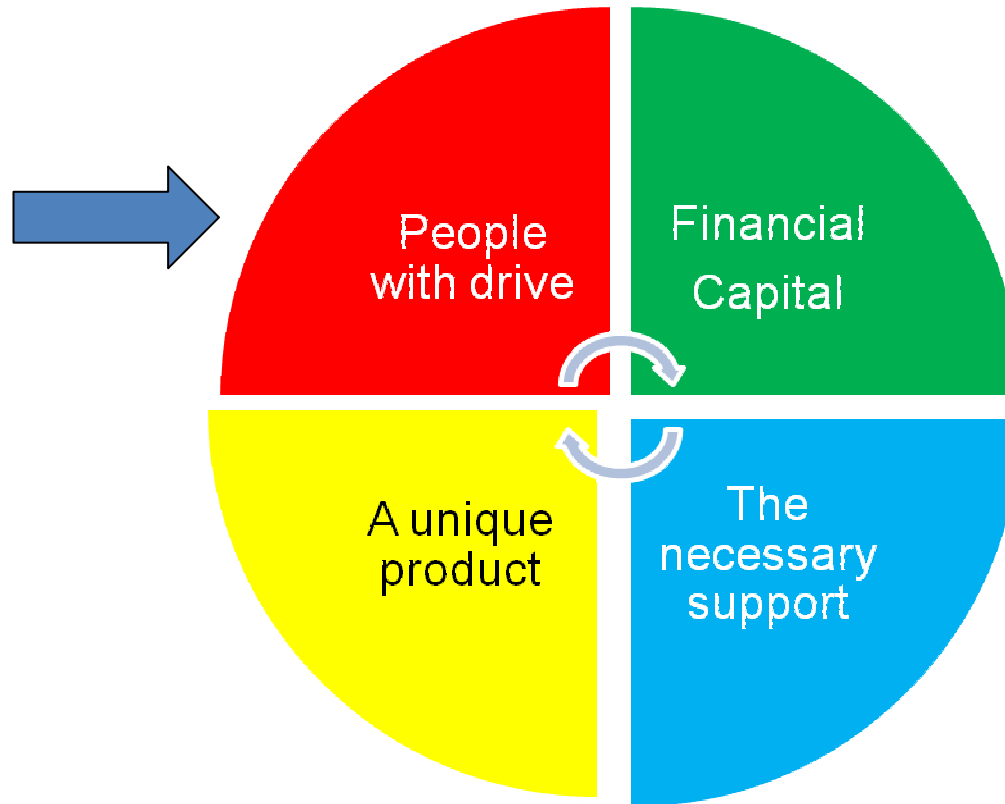


...and it did sometimes
feel like this!

Unwilling meat processors
Uninterested farmers
Unknowledgeable consumers
Unsupportive retailers



The most important ingredient for success...





So how are we doing?

Victories

- 40 000 ha SNP restored (> 10 % total acreage SNP)
- Pasture Beef on the shelves of ICA – largest retailer in Sweden
- Pasture Beef is favoured by top chefs in Sweden
- Environmentally conscious consumers know what pasture beef is and stands for
- Quality assurance scheme in place gives increased access to public procurement

Challenges

- Market access is still difficult – the meat industry is slow to pick up
- Copy cat products without QA
- Production volume needs to increase to get out of the niche and in to the mainstream
- Retailers need to put monetary value on corporate responsibility
- EU rules creates uncertainty for farmers



Latvian Beef

- What is important to the Latvian consumer?
- What are you going to produce?
- Choose a few quality aspects and concentrate your work and marketing on them





Choice of production model

It depends on the type of farm...

- Grazing or not
- Type of grazing
- Housing
- Labour
- Feed

...and the animals available.

- Suckler cows
- Bought in calves
- Type of breed
- Bulls, heifers, steers.

But most important of all – is to make a choice and work accordingly!



The difference between dairy and beef breeds

- Carcass confirmation and fat content
- Milkproduction
- Growth rate and feed efficiency
- Marbleing
- Tenderness?





If your farm looks like this...

- ...how can you produce quality beef?





Or if your farm looks like this...

- ...how can you produce quality beef?





Any questions? Please ask away!