



MEMBERS NEWSLETTER

Spring 2025

Welcome to the Spring 2025 issue of the Certified Irish Angus Producers Group newsletter. We are delighted to keep you updated on the work that we have been doing to support our members and develop the Certified Irish Angus Beef Brand.

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SENIOR MALE CHAMPION Sired by DRUMCROW TRIBESMAN. DRINEY WIZARD SOLD AT €7,200

RAISED WITH PRIDE **SINCE 1995**



TRIBESMAN PROGENY LEAD THE WAY AT THE IRISH ANGUS ELITE SALE

Drumcrow Tribesman (AA8172) was purchased in a partnership agreement between Certified Irish Angus and Dovea Genetics back in December 2021 as part of their pioneering breed improvement programme. Currently in year 3 the Elite Breed Improvement Programme is yielding success with the first bulls from the programme presented at the Elite Show and Sale in Carrick on Shannon in December 2024. Described as 'Ireland's Top Pedigree Angus Sale' the event is a prestigious one in the agricultural calendar, attracting cattle breeders and enthusiasts from across the country and beyond. This year, 15% of all the bulls on offer were sired by Drumcrow Tribesman. Tribesman's sons on the day averaged €4350 and his progeny proceeded to take home:

SENIOR MALE CHAMPION

RESERVE SENIOR MALE CHAMPION

JUNIOR MALE CHAMPION

SENIOR FEMALE CHAMPION



RESERVE SENIOR MALE CHAMPION SIRED BY DRUMCROW TRIBESMAN

CARROWBOY WILBERTO SOLD AT €5,800

Drumcrow Tribesman AA8172 semen is available from Dovea Genetics and by joining the programme a subsidy for the use of Male sexed semen is available for Pedigree breeders. Dairy and suckler farmers are encouraged to avail of a €200 payment when purchasing a bull from the programme.

For more info on the Elite Breed Improvement Programme or how to get involved contact **Mark** on **087 604 6776** or email: mark@certifiedirishangus.com.

OFF-SEASON BONUS FOR SPRING 2025

Certified Irish Angus has announced an off-season bonus, which will be made available to its members this Spring. ABP & Kepak the processor partners of the group are offering a bonus of 30 cents per kg for Angus animals slaughtered between the 24th of March 2025 and the 30th of May 2025. This off-season bonus will be paid in addition to the Farm Quality Assurance bonus and other processor sustainability payments. This announcement is just one of a series of progressive initiatives offered by Certified Irish Angus to provide additional value for members.

Producing animals that meet the correct carcass specification can add significant value. Angus steers and heifers should be finished at a carcass weight of between 260 kg and 350kg with a conformation score ranging from R+ to O= and a fat score of 2+ to 4= to qualify for the maximum bonus available.

To avail of this premium bonus, animals must be booked with Certified Irish Angus or directly with ABP or Kepak before the 7th of March 2025. Farmers can book in their Angus cattle by:

- 1 Downloading the booking form on the Certified Irish Angus website
- 2 Emailing info@certifiedirishangus.ie
- 3 Logging onto Certified Irish Angus member's online portal and using the online booking system.
- 4 Calling the office on 087 604 6776 or 046 924 42820

30 CENT BONUS



NEW TEAM MEMBER

Mark McCoy

Mark McCoy grew up on a dairy and sheep farm outside Smithborough in Co. Monaghan and his family farm is home to a herd of 85 Pedigree Holstein Friesian cows. He holds a Bachelor honours degree in Sustainable Agriculture from Dundalk Institute of Technology, and has previously worked with the largest egg processor in Ireland where he gained an insight into the Irish poultry sector. Prior to joining Certified Irish Angus, Mark has also gained extensive international experience working on a 5,000-cow dairy farm in Dorset, UK and on tillage and livestock farms in New Zealand and Australia.

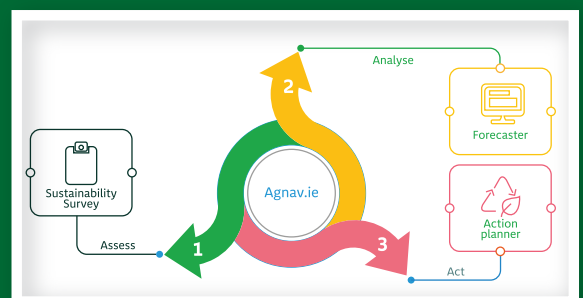
Mark is passionate about genetics and breeding, and is heavily involved with his local breeders club and with the IHFA being successful in stock judging nationally.

Along with his family, Mark also won the Pioneering in Dairy award as part of the National Dairy Council milk quality awards in 2019. The family farm has been involved in research projects with University College Dublin and have a keen interest in adopting new technologies and farming practises.



AGNAV

AgNav is a new sustainability toolkit being jointly developed by Teagasc, ICBF and Bord Bia - with the support of the Department of Agriculture - that provides farmers with accurate and verifiable data to support decision making on farm to help meet agriculture's Climate Action. Certified Irish Angus are looking to help farmers on their Ag Nav journey. We are asking farmers to sign up to the programme, which will help your farm to become more efficient at monitoring sustainability performance.



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AIRFIELD ESTATE PARTNERSHIP AND SCHOOL COMPETITION

Certified Irish Angus has announced a new strategic partnership with Airfield Estate to educate consumers about sustainable beef production. Airfield Estate is Dublin's sustainable food hub as a 38-acre city farm and gardens and an educational charity which aims to enable people to make informed food choices. Building on Airfield's 'discovery' teaching approach involving hands-on activities to engage audiences, the partnership will involve Certified Irish Angus cattle being reared on Airfield Estate's city farm in South Dublin, accessible to all visitors. The two organisations are coming together to deliver a shared objective to better bridge the urban-rural divide by educating consumers about the care and attention required to produce quality food.

During this year's Certified Irish Angus School Competition there was a series of interview days and events which took place on the grounds of Airfield Estate. Located centrally for students up and down the country to attend it was the venue of choice for 43 schools from North Leinster, Connacht and Ulster who also had the opportunity to tour the Airfield Estate for themselves. The remaining 45 schools from Munster and South Leinster attended their interviews in Teagasc Moorepark. The next stage of the competition for these schools will be an exposition in Croke Park on the 7th March.



BANDON DAIRY BEEF INTEGRATION EVENT

On the 30 January 2025, Certified Irish Angus hosted a dairy beef integration event in collaboration with ABP and Bandon Co-op. The event took place in the Munster Arms Bandon and was very well attended by local dairy and beef farmers. Mark McCoy (Certified Irish Angus) discussed the details of the elite breed improvement programme and its progress so far. Brendan Scully (Bandon Co-op) covered the details of the pilot project and the benefits he saw for their suppliers and future participants. Stephen Connolly ABP discussed genetics and CBV, Amie Coonan ABP Advantage covered nutrition and the movement of the calf from dairy to beef farm. Hazel Mullins (vet) also gave expert insight on the night around vaccinations and calf health.

The event took place on the back of the dairy beef project which was launched in the Spring of 2024. The project involved 24 farmers in the Bandon area using high genetic merit Angus semen which was sourced from Dovea Genetics and Munster Bovine. These calves are being transferred with the help of the ABP Advantage team to local beef farmers in the Bandon area with the aim of creating a link among farmers for the future. The project promotes mutual benefits for the dairy farmer and the calf rearer through improved calf health and welfare, reduced labour as well as strengthening the supply chain right through to the processor.

