

Genetic Improvements: MTI's commitment to sustainability from farm to factory gate

Objective

↑ Production efficiency
↓ GHG emissions
↓ Carbon footprint

Sustain and improve meat quality and yield

Provide validated consumer information on carbon footprint

Approach

Selecting low methane emitters

↑ Earlier finishing
↑ Finishability

Breeding to avoid antagonistic effects

Exploit carbon footprint data from modelling

Output

Genetically superior animals:
↓ Methane emission
↑ Profitability

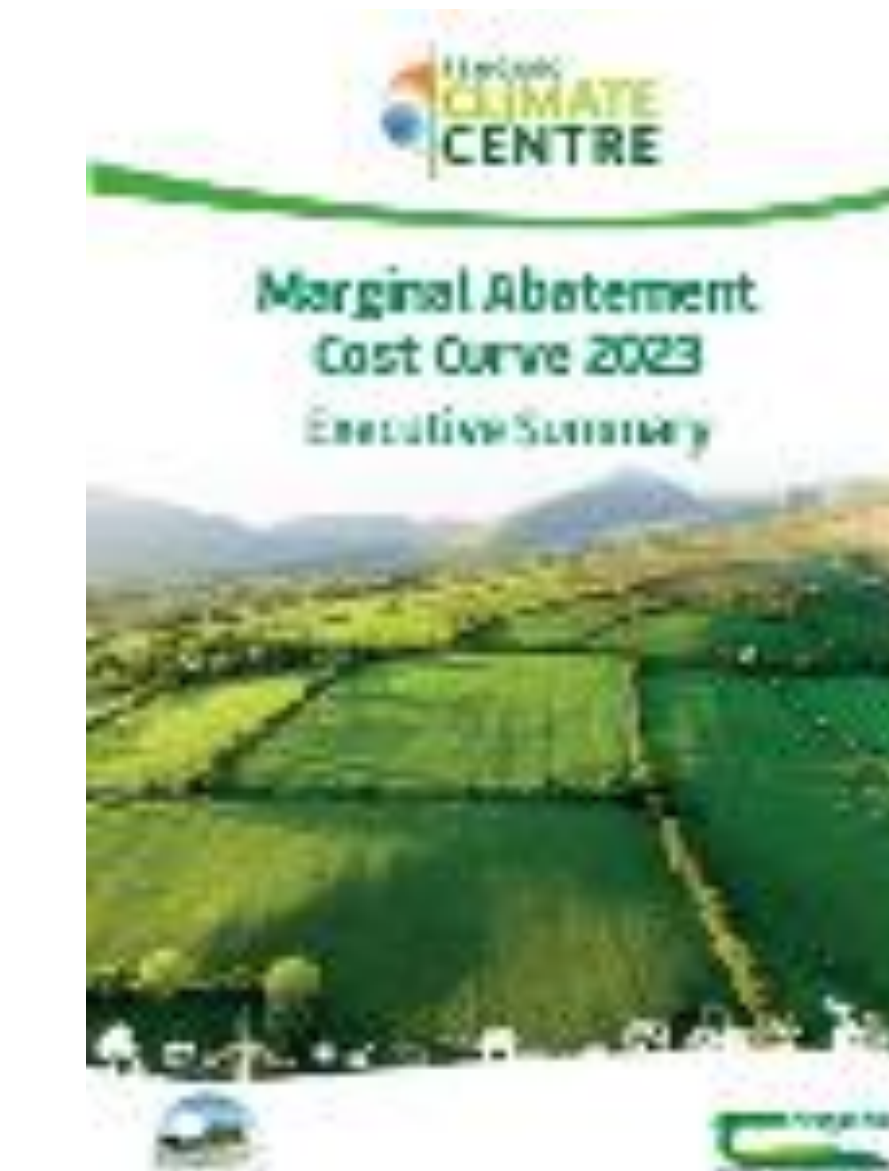
Finishing age ↓ by two months (2010-2020)

Unique selling point for Irish beef on global markets

Collaborations



... through...



Take home message: Global-leading initiatives have further consolidated the high sustainability of Irish beef to meet our ambitious emission targets using a science-led approach