

REGIONAL REVIEW

TEAGASC WESTMEATH OFFALY CAVAN MONAGHAN REGION

 **142,171**
SUCKLER COWS

 **337,589**
SHEEP

 **144,881**
DAIRY COWS


3,750 CLIENTS



12 SIGNPOST FARMS
5 DAIRY 1 TILLAGE
5 BEEF 1 POULTRY

TOTAL FARMS **16,173** OVER
AVG. FARM SIZE **31Ha**
AVERAGE AGE OF FARMERS **57**

80% OF FARMERS HAVE A BEEF ENTERPRISE
10.5% OF FARMERS HAVE A DAIRY ENTERPRISE
11% OF FARMERS ARE FEMALE

Welcome

Welcome to the first edition of the Westmeath, Offaly, Cavan and Monaghan Annual Region Review. This report summarises the regional activities in 2021 and summarises the main enterprises in the region. I would like to acknowledge the commitment and hard work of staff in the region and to thank our stakeholders for their ongoing support. I wish to highlight the joint programmes with local milk processors in the Region Lakeland, Aurivo and Arrabawn



The involvement of stakeholders across all the enterprises in support of Teagasc new signpost programme is greatly valued

Con Feighery
Westmeath/Offaly/Cavan/Monaghan
Regional Manager

TEAGASC WESTMEATH OFFALY CAVAN MONAGHAN REGION

Teagasc advisory offices are based at Tullamore, Mullingar, Ballyhaise, Monaghan. There are 2 clinics Bailieborough and Birr. There are 12 Signpost farms in the Region with all locations visible on the map below. The Signpost farms have a critical role to play in delivering the climate message to farmers in the Region



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Teagasc Clinics
Birr Clinic
R42 HX39
Bailieborough
Clinic A82 HF50

- Head Office, Research Centre and Advisory
- Research Centre and Advisory
- Advisory Centre
- Research
- Teagasc College
- Private College



Farmers for climate action

1. Irvine Allen, Mount Temple, Moate, Westmeath (Signpost Beef Farm also dairy beef 500)
2. Ken Gill, Ballydermot Organics Farm Ltd, Ballydermot Hse, Clonbullogue, Edenderry, Offaly, R45HT67
3. John Dunne, Tinnacranagh House, Portarlinton, Laois, Organic Sucklers (future Beef)
4. Wesley Browne, Leagh, Dunraymond, Monaghan, H18R921 Suckling (future beef)
5. Charlie Smyth, Annagharnet, Virginia, Cavan A82DA00 Suckling (future beef)
6. Matt Moore, Croghan, Tullamore, Co. Offaly (Dairy Beef 500)
7. Bellview Eggs, Carstown, Drogheda, Co. Louth Tilage/Pigs (Poultry)
8. Pdraig & Conor Camon, Killourney, Belmont, Offaly Dairy
9. Michael Clarke, M&L Clarke Ltd, Clontyrtallon, Gaybrook, Mullingar, Co. Westmeath N91VH99 Dairy
10. Shaun Maguire, Carrowmore, Ballyconnell, Cavan, H14R620 Dairy
11. Alan Clarke, Beagh, Killinkere, Cavan, A82K751 Dairy
12. Kieran Mc Dermot, Corkimmons, Clones, Monaghan Dairy

REGIONAL REVIEW

TEAGASC WESTMEATH OFFALY CAVAN MONAGHAN REGION

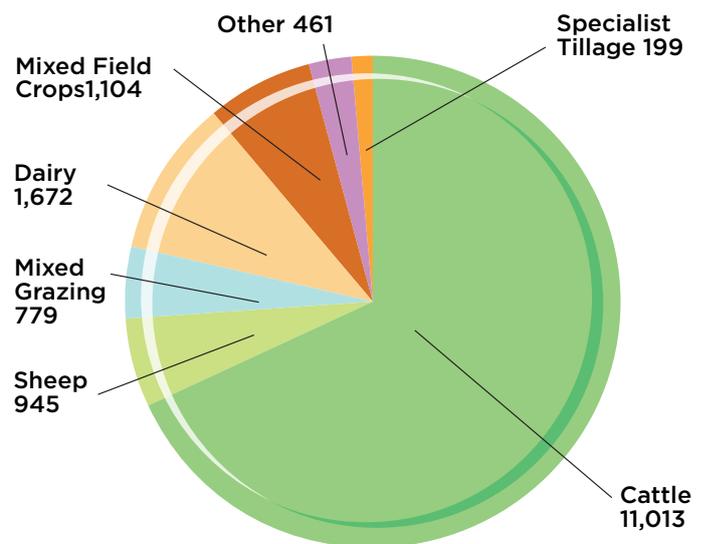
Farming in the Region Census of Agriculture 2020

The census of agriculture 2020 indicates that since the previous census of 2010, the number of farms in the Region has fallen from 16,768 to 16,173. That is a decrease of 3.5%

| | | | | |
|------------------------|---------------|------|--------------|------------------------------------|
| TOTAL FARMS | 16,173 | OVER | 80% | OF FARMERS HAVE A BEEF ENTERPRISE |
| AVG. FARM SIZE | 31Ha | | 10.5% | OF FARMERS HAVE A DAIRY ENTERPRISE |
| AVERAGE AGE OF FARMERS | 57 | | 11% | OF FARMERS ARE FEMALE |

The most important enterprise is beef with 11,013 specialist beef producers. When you factor in the beef producers in mixed grazing and mixed cropping groups, approximately of 80% of farmers in the Region have a beef enterprise. There are 945 specialist sheep producers according to the census but there are 2,253 flocks in the Region. So sheep production is really important. Dairying is the main enterprise on 1,672 farms at 10.5% of farmers in the region.

Farm Type - Total 16,173
Westmeath Offaly Cavan Monaghan



FARM ENTERPRISE TYPES



144,881
DAIRY COWS
1,672 FARMS



142,171
SUCKLER COWS
8,707 FARMS



437,589
SHEEP
945 FARMS

Mission

To provide scientific leadership and support to Irish farmers and food companies in achieving a sustainable food system.

Vision

For Teagasc to be a globally recognised leader in developing innovative science based solutions for the sustainable transformation of our land resources into products and services for the benefits of society.

Our Values

Teagasc seeks to be professional, responsive, efficient, innovative, accountable, independent and scientifically excellent in carrying out its functions.

TEAGASC WESTMEATH OFFALY CAVAN MONAGHAN REGION

Teagasc Regional Network Offices

Teagasc is the national body providing integrated research, advisory and training services to the agriculture and food industry and rural communities. The overall goal of the Teagasc Advisory Programme is to support the on-going development of sustainable family farms in Ireland, through efficient and effective knowledge transfer (KT) activities. The programme currently supports almost 140,000 individual farmers with 42,000 farmers contracted to Teagasc for services annually.

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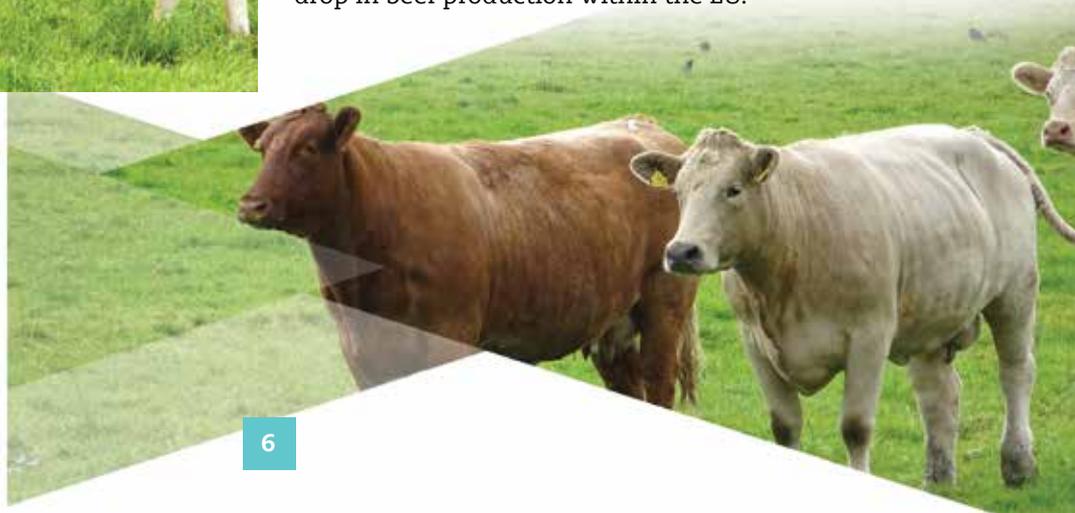


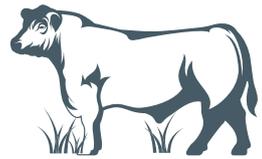
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Beef Enterprise

This is by far the most important enterprise in the region with over 80% of farmers in the Region involved in a beef enterprise.

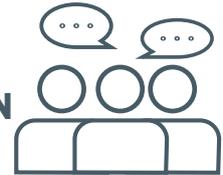
There are 8,700 suckler farmers in the region with 142,171 suckler cows. There are 14 drystock advisers in the region. 2021 on beef farms was characterised by a year of rising beef and mart prices but also increasing costs. Weanling and store live prices rose by an average of 8% and 9% per Kg respectively with beef carcass prices 12% higher than in 2020. Total costs rose by an average of 8% due especially to increase in feed (+20%), fertiliser (+7%) and energy costs (+16%). Gross Margin per hectare on cattle rearing farms rose by 5% with a very small increase in net margin per hectare.



 **142,171**
SUCKLER COWS
AVERAGE FARM SIZE **31 Ha**
8,700 SUCKLER FARMS

 **14**
ADVISORS

22 BEEF DISCUSSION GROUPS



5 SIGNPOST FARMS

2 DAIRY BEEF 500 FARM

3 FUTURE BEEF FARMS



TEAGASC
ACTIVELY PROMOTES WOMEN IN AGRICULTURE

Gross margin per hectare on cattle finishing farms rose by 10% with a modest increase in net margin per ha. (+€72). Total numbers of cattle slaughtered dropped by approximately 90,000 head in 2021 and live exports reduced by over 12,000 head. The number of calves born to the suckler herd dropped by 1% compared to 2020.

It is expected that there will be a further 12% increase in expenditure costs in 2022 on Irish beef farms driven again by increased fertiliser, feed and fuel costs. Beef prices are not expected to change significantly in 2022 due to current high global beef prices, a limit on EU imports due to high shipping costs and an overall drop in beef production within the EU.



Sheep Enterprise

This is another important enterprise in the region with 945 sheep enterprises (Census of Agriculture 2020.) There are 1,724 farmers in the region with sheep, which is approximately 10% of farms.

Irish lamb prices in 2021 are estimated to have increased in the order of 30% on the previous year, according to National farm Survey (NFS) data, with record high prices being maintained right throughout the year. However, total costs also increased by around 20% resulting in an estimated 26% average increase in gross margin on mid-season lowland sheep systems. In particular, the cost of concentrate feed for sheep increased by 40% in 2021 due to a combination of an increase in the concentrate price coupled with a significant increase in the volume being fed at farm level.

The indications are that lamb prices are set to remain strong, albeit with a modest price decrease of an estimated 5% below the record 2021 levels. However, with much higher production costs in 2022, in particular feed and fertiliser, gross margins are expected to fall by around 15% below 2021. It is likely that with fertiliser prices up by 120%, the response will be to reduce the level of fertiliser used in an effort to offset some of the rise in production costs. If reduced fertiliser usage leads to a fall in grass production, this can in turn lead to an increase in the use of concentrate feed.

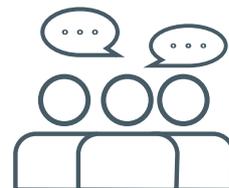


945 FLOCKS
437,589 SHEEP



4 ADVISORS

7 DISCUSSION GROUPS



SIGNPOST FARMS

**1 SHEEP
1 MIXED BEEF/
SHEEP FARM**

SHEEP WELFARE SCHEME WORTH €981,045

Dairy Enterprise

There are 1,672 specialist dairy farms in the region according to the Census of Agriculture 2020. There has been a significant increase in dairy farm numbers in Offaly Westmeath from 2010 – 2020

| | |
|--------|---------------------------------|
| 2010 – | 505 suppliers |
| 2020 – | 584 suppliers (increase of 15%) |

2021 was a good year for dairying. The average dairy farm income is estimated at €94,000, a 28% increase on the 2020 average. This increase was underpinned by a number of factors including generally good grass growing conditions, increased milk yield per cow and an increase in the price paid for milk. However some increased in production costs were also observed including feed and fertiliser costs which increased by 16% and 10% respectively. Currently the ‘typical Irish dairy farm’ has a herd size, a stocking rate and an average farm size of 83 cows, 2.05 LU/ha and 60 ha respectively.



Assuming that normal weather conditions prevail in 2022, forecasts for the dairy sector indicate a decline in average farm income to approximately €80,000 despite an expected milk price of 40.6 c/l for the year.

This decline is driven by a 13% increase in production costs. Further price rises of 6% and 120% are forecast for feed and fertiliser.

Teagasc in the Region have joint programmes with Lakelands, Aurivo and Arrabawn Co-ops.



Alan Clarke Signpost Farm Visit by EU Comm Mairead McGuinness



Alan Clarke Signpost Farm Visit by EU Comm Mairead McGuinness



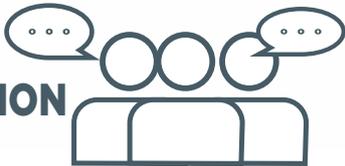
AVERAGE SIZE
86 COWS

AVERAGE FARM SIZE 60 HA
1,672 FARMS; 144,881 COWS



8 ADVISORS

30 DISCUSSION GROUPS



5 SIGNPOST FARMS

- 3 DAIRY JOINT PROGRAMMES
- . 1 WITH AURIVO . 1 WITH LAKELAND
- . 1 WITH ARRABAWN
- . 5 DAIRY SIGNPOST FARMS

ACKNOWLEDGEMENTS

We would like to acknowledge the valuable information provided by and co-operation of:

- Census of Agriculture 2020 CSO Office
- Teagasc National Farm Survey





Tillage

Tillage

There are 199 specialist tillage farmers in the region (mainly Offaly/Westmeath)

The largest crop grown is spring barley/malting barley. Tillage farming in 2021 could be described as ideal. Despite the cold first half of the year there was adequate plant stands, moisture and sunshine to give high yields. Good weather at harvest allowed all crops to be saved in good condition and the excellent prices increased margins of all crops. This resulted in a predicted net margins increase of €525 per hectare compared to 2020.

There are significant challenges for 2022 with nitrogen fertiliser prices close to three times the costs in 2020. However this cost is somewhat offset by the continued buoyant prices for cereals at the moment. There is little scope to reduce nitrogen inputs in 2022, which research showing that savings of between 25-35kg of nitrogen per hectare will result in a minimal loss of yield and increased margins. In 2022 where yields return to normal and factoring in an increased costs of 35%, average margins for cereals are predicted to fall to €260 per hectare.

2021 – net Margin of €525/Ha
2022 – Prediction €260/Ha

NET MARGINS INCREASE OF
€525 PER HECTARE
COMPARED TO 2020



CLIMATE CHANGE
IS ONE OF THE BIGGEST CHALLENGES FACING FARMERS OVER THE NEXT DECADE

Climate Change and the Environment

What is the Signpost programme?

The signpost programme is a multi-annual campaign to lead climate action by all Irish farmers, and achieve early progress in reducing gaseous emissions from Irish agriculture while also improving water quality, maintaining and in some cases improving biodiversity, reducing costs and creating more profitable and sustainable farming enterprises.

It will also act as a test bed for on-farm carbon sequestration measurements so that this can, in time, be taken into account by the EPA in the national Greenhouse Gas inventory. It is a collaborative programme, led by Teagasc and including all relevant industry partners and state bodies such as Bord Bia.

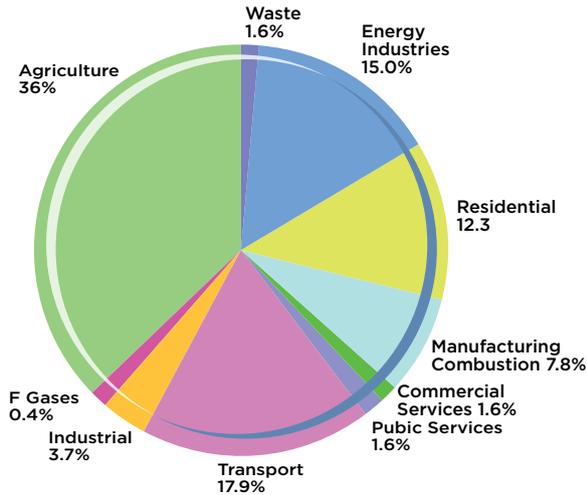
A total of 12 signpost farms have been identified for the Westmeath/Offaly/Cavan/Monaghan region:



- | | |
|-----------------------------|-------------------------------|
| Irvine Allen, Westmeath | (Dairy Beef 500) |
| John Dunne Offaly | (Suckler – Future Beef) |
| Ken Gill, Offaly | (Organic Suckler Future Beef) |
| Charlie Smyth, Cavan | (Dairy Beef 500) |
| Wesley Browne, Monaghan | (Suckler Future Beef) |
| Matt Moore, Offaly | (Tillage/Pigs) |
| Bellview Farms, Louth | (Poultry) |
| Michael Clarke, Westmeath | (Dairy) |
| Conon Canon, Offaly | (Dairy) |
| Shaun Maguire, Cavan | (Dairy) |
| Alan Clarke, Cavan (| Dairy) |
| Kieran Mc Dermott, Monaghan | (Dairy) |

The programme is well resourced with national specialist advisors to the Signpost Programme along with in this region, 2 ASSAP advisor (focusing on water quality) and 12 Signpost farms, each with an associated advisor.

Figure 1: Profile of GHG Emissions 2020



ASSAP/ Water Quality

There are 18 Public Areas for action (PAA) currently being worked on by ASSAP in the Cavan, Monaghan, Offaly and Westmeath region.

These are The Roo, Temple Port Lake Stream and Bunerky, The Annalee, The Erne, The Nadreegeal Lough Stream, Lough Sheelan, The Glyde, The Cullies, The Mountain Water, The Maghery, Kilrosky, Moynalty, Boora, The Silver Kilcormac, Clareen, Lough Ennell Dysart stream, Gageborough and Derravaragh.

The issues vary with PAA's. The most common issues are land management of spreading slurries/FYM, diffuse pollution from Phosphorus, sediment entering streams, raised nitrate levels in free draining catchments and pesticide issues.



Climate change

Climate change is one of the biggest challenges facing farmers over the next decade. There is a lot of negative commentary about farming in the media as agriculture accounts for 36% of GHG emissions in Ireland. (Fig. 1).

Ambitious targets have now been set for Irish Agriculture between now and 2030 to reduce GHG emissions by between 22-30%. Teagasc have designed a roadmap to help achieve this target but it requires immediate buy in from farmers. This is the purpose of the Signpost Programme – to identify and demonstrate to farmers locally, what measures farmers need to adapt now to assist Irish Agriculture reach these targets.

ENVIRONMENTAL SCHEMS ARE EXTREMELY IMPORTANT IN WESTMEATH/OFFALY/ CAVAN/MONAGHAN REGION



950 CLIENTS
IN GLAS (25% OF TEAGASC CLIENTS)

146 CLIENTS IN REAP
(Results Based Environment Agri Pilot Project)

GLAS 2021 €15.3m
REAP €1.4m

In addition to the GHG issues, there are also water quality issues and targets to be met. Priority areas for action have been selected for a targeted campaign aimed at improving water quality in certain catchments.



Education

At all times there is 1 Distance Education Course running in the region. The course is run out of the Teagasc Mullingar Office.

There are 40 students in each course. Modules are delivered by Teagasc staff who are experts in that particular field. All the practical skills and discussion group requirements are delivered by Teagasc staff using a combination of demonstration farms and the purpose built education skills training facilities at Teagasc Grange.

40

**DISTANCE
LEARNING
STUDENTS**



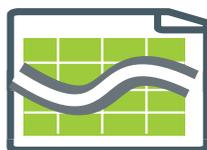
**1 EDUCATION OFFICER
INVOLVED IN
CO-ORDINATION
THESE COURSES**



**5 TEAGASC
HEALTH & SAFETY
COURSES DELIVERED
IN THE REGION**

12

**NITRATES
DEROGATION
COURSES
DELIVERED
IN THE REGION**



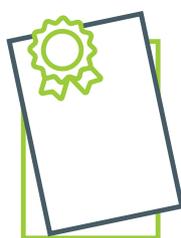
**PRACTICAL
SKILLS**
TRAINING PROGRAMMES
INCREASE



Farm Management

The Farm Management Department provide a range of supports to advisors, specialists and clients when completing specific tasks for their clients. The work is not enterprise specific, but the work is primarily focussed on key areas, which include:

- Financial Efficiency of the farm business using the Teagasc Profit Monitor analysis.
- Farm Planning
- Certification of Business Plans for Government Tax reliefs.
- Basic Payment Application
- Collaborative Farming support and promotion on collaborative farming methods
- Farm Succession
- Targeted Agricultural Modernisation Scheme (TAMS)



851
BUSINESS PLANS
FOR GOVERNMENT
TAX RELIEFS
COMPLETED
NATIONALLY

REGIONAL PAYMENTS 2021

| | | |
|--------------|--------------------------------------------|----------------------|
| BPS | Basic Payment Scheme | €121 million |
| BDGP | Beef Data and Genomics Programme | €4.43 million |
| BEEPS | Beef Environmental Efficiency Programme | €5.77 million |
| TAMS | Targeted Agricultural Modernisation Scheme | €2.98 million |

In 2021 a major upgrade of the Teagasc Profit Monitor analysis software was completed. Last year advisors completed some 43,000 Basic Payment Scheme applications. Farm Succession is a challenge with the age profile of Irish farmers, and supporting families to make important decisions on this topic while keeping farms viable will continue to be prioritised in 2022.

Forestry

The evolving Irish forest sector is highly important to rural economies and at a national level. There are now 390,000 hectares of private forests.

Since 1980, almost 19,000 farmers have received support to establish new forests. Many private forests are approaching maturity and the forecasted net realisable timber volume is 1.74 million cubic metres (m³) for 2022, up from 1.46 million m³ in 2021. The mobilisation of this important resource represents both a challenge and an excellent opportunity.



CAVAN - 9.3% OF AREA IS FORESTED = 18,032 ha

MONAGHAN - 4.6% OF AREA IS FORESTED = 5,997 ha

WESTMEATH - 8.2% OF AREA IS FORESTED = 15,163ha

OFFALY - 14.7% OF AREA IS FORESTED = 29,332ha

OFFALY - 14.7% OF AREA IS FORESTED = 29,332ha

IN 2020, 298 HA OF FORESTRY WAS PLANTED ACROSS THE REGION.

New planting in 2021 will be about 2,000 ha, down from 2,434 in 2020. The challenge is to sustainably increase planting levels to approach national targets set at 8,000ha. DAFM's Afforestation Grant and Premium scheme supports planting through afforestation grants and annual premium support. Annual premiums are paid for 15 years and typically range €510 to €680/ha. New forests may also be eligible for Basic Payment.

During 2021, the Teagasc Forestry Development Department was very active and continued to provide advisory training and education support to new and existing forest owners through a wide range of engagements. These included comprehensive one-to-one advice and a range of local and national events such as forestry workshops, virtual forest walks, live broadcasts, timber marketing and wood use webinars, forest owner group support, on site events and forestry input to agricultural education courses. An extensive range of events planned for 2022 can be viewed on the forestry section of the Teagasc website.

Pigs

There are 218 commercial pig producers in Westmeath Offaly Cavan Monaghan with an average size of 524 sows. There has been no expansion in recent years but markets have been stable.

The Irish pig sector is the third most important agricultural enterprise in Ireland after milk and beef, accounting for 8% of GAO and employing 8,500 people. There are 280 commercial pig farms comprising 200 sow breeding/integrated farms with an average herd six of 700 sows and 80 specialised finisher farms, with a national output of 3.9 million pigs. The sector enjoyed a buoyant period of profitability in 2019 and 2020, with export value reaching almost €1 billion in 2020. Unfortunately, higher feed ingredient prices and a lower international pig meat demand reduced the sector's profitability in 2021.



280 FARMS
3.9m PIGS/EXPORT
VALUE 2021 €1BN



AVERAGE FEED COST
2021 118C PER KG DEAD WEIGHT
/5 YEAR AVERAGE IS 109C
PER KG DEAD WEIGHT
/2021 MARGIN OVER FEED
WAS 41C PER KG DEAD WEIGHT

The annual average feed cost in 2021 was 118 cent per kg dead weight. That is 9 percent higher than the 2020 and 5 year average of 109 cent per kg dead weight. At 159 cent per kg dead weight

The annual average feed cost in 2021 was 118 cent per kg dead weight. That is 9 percent higher than the 2020 and 5 year average of 109 cent per kg dead weight. At 159 cent per kg dead weight, the 2021 Irish pig price was significantly lower than the 174 cent per kg average for 2020. This price of 159 cent per kg dead weight is marginally lower the five year average (2017 – 2021) of 161 cent per kg dead weight. The 2021 'Margin Over Feed' (MOF) per kg was 41 cent/kg dead weight.



Poultry

The poultry sector is made up of two sectors, poultry meat and egg production. It accounts for 2% of agricultural output for Ireland.

The poultry industry supports 6,000 jobs in Ireland. The counties of Monaghan and Cavan are densely populated with poultry in the business directorate of WH/OY/CN/MN. Two thirds of Irish broiler farms are located in the Cavan Monaghan region, while 75% of egg producing farms are in this same area. 2021 saw feed prices rise considerably, tightening margins across the sector for both poultry meat and egg production. Poultry meat and egg consumption continues to grow annually with poultry meat forecast to grow by 18.5 million tonnes by 2030. (IFJ, 2022)

Horticulture

Other crops fruit and horticulture comprise 5,979 Ha in Westmeath, Offaly, Cavan, Monaghan.

While Brexit and the Covid-19 pandemic have negatively influenced input costs, labour availability and supply chains, the demand for horticultural produce including food and plant material has never been higher. A work permit scheme was announced late in Q4, which will permit 1000 workers from outside the EU to be hired into the horticulture sector in 2022, alleviating some of the chronic labour shortages experienced in 2021 season. In recent months, growers have seen unparalleled increases in costs of key inputs to the horticultural sector in Ireland. Considerable volatility remains as primary producers try to forward plan business for 2022 and manage cash flows. In an environment where cost planning is difficult, risk is increasing very significantly for primary producers.

The Teagasc horticultural programme was focussed on applied technology adoption. The HDD tries to identify and shape the best practical applications of research knowledge in order to enhance the efficiencies and capabilities of growers and enterprises in this sector. Focus continues on labour-saving technologies, evolving production systems to limit the requirements for crop protection products, and increasing economic and environmental sustainability.

Mushrooms

Mushroom Farms per county, farmgate value per county, production per county/annum and % of total production in Ireland:

| County | No. of Farms | Farmgate Value | Total Production per year (Tons of mushrooms) | % of total production in Ireland |
|----------|--------------|----------------|-----------------------------------------------|----------------------------------|
| Cavan | 7 | €21.024m | 11,646 | 17% |
| Monaghan | 14 | €43.34m | 23,937 | 34% |
| Offaly | 1 | €0.58 | 61 | 0.4% |

Rural Enterprise

Each year an Options course is offered in the Region. Expert speakers are invited in over 4-6 nights to inform interested farmers of opportunities to further develop their farm

Organic Farming

At present in Ireland, there are 90,000 ha under organic production, which represents 2% of the agricultural area. The current programme for government has a target to align Ireland's Organic land area with the current EU average of 7.5% approximately.

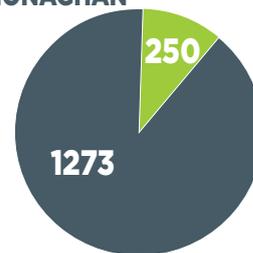
There are currently 1,823 organic farmers participating in the DAFM Organic Farming Scheme (OFS) of which 250 are in the Westmeath Offaly Cavan Monaghan region, which is approximately 13.7% of Organic producers. Funding for the 2022 organic farming scheme (OFS) is up to €21 million from the €16million 2021 allocation, allowing for the opening of the OFS for new entrants in 2022.

ORGANIC FARMING

IRELAND AGRICULTURAL ORGANIC AREA 2%

ORGANICS WORTH **€760,261** TO WOCM REGION

250 ORGANIC FARMS IN WESTMEATH /OFFALY/CAVAN/ MONAGHAN



1,823 ORGANIC FARMERS NATIONALLY

Equine enterprises

2021 was an excellent year with a record number of five figure sales returns at public auctions, thanks largely to online marketing improvements.

The equine advisory team provide support across breeding/production, husbandry, sustainability and income generation, all of which were covered in the Let's Talk Equine Webinar series on the first Tuesday of the month. The specialist team is also now supported by 12 equine contact advisors across the country to provide local equine support.

Goats

There is a clear and continuing shortage of goats mild, particularly for cheese production.

In spite of efforts to the contrary, some markets were substantially undersupplied towards the end of the year. The establishment of the Innishowen Goat Products Company (facilitated by Teagasc involvement) begins production in Q1/2 2022 and will be a major breakthrough in the sector.

Media and Social Media...

This region has a strong profile on all media platforms.

We have a monthly agreement with Tullamore Tribune for a technical article.
 1 radio interview per month with Radio 3
 All advisor use whatsapp to connect with clients
 During the covid pandemic Zoom and Skype were used to deliver discussion group meetings and webinars became popular to replace face to face seminars.
 12 videos were produced in the region in 2021.

Communication Content

| | |
|--------------------|------------|
| Articles | 4/Month |
| Videos | 1-2 /month |
| Radio Interviews | 2/Month |
| Webinars | 8/year |
| Social Media Posts | daily |

Communication Media

| | |
|-------------------|-----------------------|
| Regional Webpage | Updated Weekly |
| Social Media..... | FB/ Twitter/ You Tube |
| Zoom | |
| Local Radio | |
| Local Press | |
| Puca | 1-2 Texts per Week |
| Whatsapp | |



ZOOM & SKYPE FOR GROUP MEETINGS & WEBINAIRS



TULLAMORE TRIBUNE FOR TECHNICAL ARTICLES



12 RADIO 3 INTERVIEWS



ALL ADVISOR USE WHATSAPP TO CONNECT WITH CLIENTS

The benefits of being a Teagasc client

Clients have access to Teagasc advisors by phone, arranged on-farm visits, discussion groups etc. Teagasc regional offices are also in regular contact with clients via text and other media about deadlines and other urgent messages.

Teagasc clients receive technical newsletters, tailored to their enterprise mix, ten times per year through the post. In addition the Teagasc magazine **Today's Farm** is also delivered to clients six times per year.

The advice provided by Teagasc regional staff is underpinned by four research programmes

- **Crops, Environment and Land Use**
- **Food**
- **Rural Economy and Development**
- **Animal and Grassland Research and Innovation**

The Teagasc annual research portfolio comprises some 300 research projects, carried out by 500 scientific and technical staff in our research centres throughout Ireland. In addition to the education officers in each region Teagasc education offers a wide range of agricultural, horticultural, equine and other courses at four Teagasc colleges and works closely with three private colleges.

How do you become a Teagasc client?

Contact your local Teagasc office

