

Organic, 100% Grass Fed

Direct Selling Organic Lamb to Homeowners and Restaurants
Nick Cotter





## Why Direct Sell

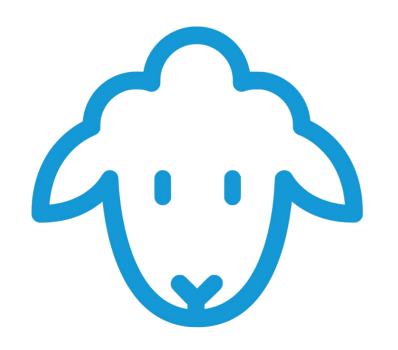
- 1. €
- 2. Consumer demand
- 3. "there's always room for one more good one"



#### Daily weight gain vs worm challenge<sup>2</sup>



Stomach worm infections decrease growth rates in lambs As the level of challenge increases, the growth rate decreases.



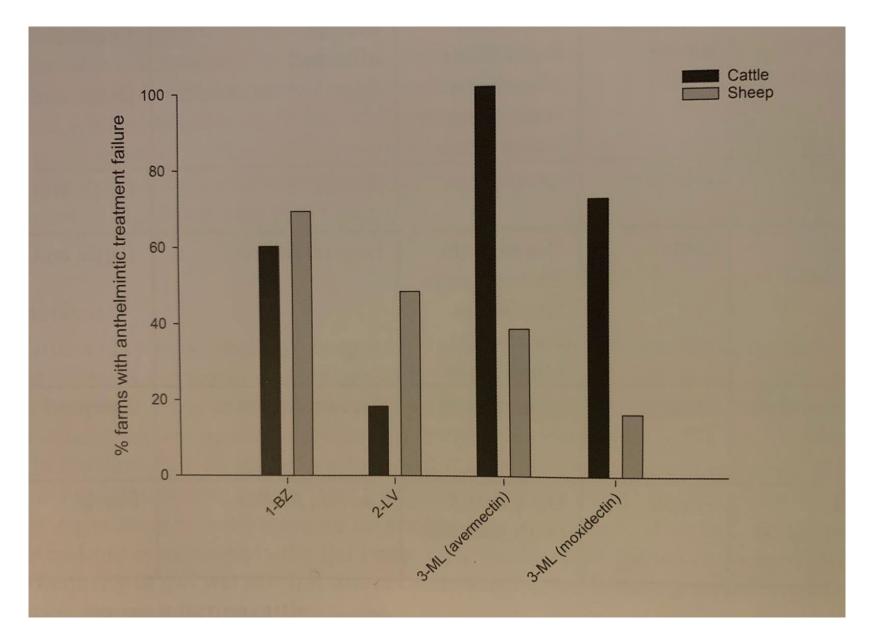
A lamb can have their average daily weight gain reduced by 50% without showing clinical signs.



# 80% of the worms are only in 25% of the lambs

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Anthelmintic Resistance in Ireland

Target = 45-50kg lw

Grass measuring = key









### On Farm Unit









Full lamb €200 (16kg)



Half lamb €105 (8kg)

www.cotterorganiclamb.ie







- 1. You need to be convinced you have a product
- 2. Look at resources available
- 3. Go slow to go fast later





Designed and made in éire

thecottercrate@gmail.com



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