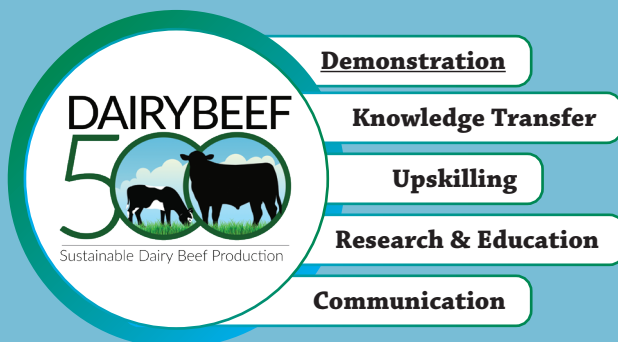


# DairyBeef 500 Campaign 2022-2027

*The aim of the DairyBeef 500 Campaign is to promote and demonstrate DairyBeef systems, which are socially, environmentally and financially sustainable.*

## Objectives

- Target a net margin of €500 per hectare before subsidies
- Create greater integration between Beef and Dairy industries
- Improve the beef merit of calves coming from the dairy herd
- Increase the adoption of best practices, especially in relation to grassland management and calf rearing
- Reduce the environmental footprint of DairyBeef production
- Establish a cohort of profitable DairyBeef producers



# The Key Pillars of the DairyBeef 500 Campaign are



- **Tipperary Dairy Calf to Beef demonstration farm** – *The 112 ha dairy calf-to beef demonstration farm is based at Ballyvadin, Fethard, Co. Tipperary.* It is a Joint venture between Teagasc, Dawn Meats and Shinagh Estates Ltd. The Tipperary Dairy Calf to Beef demonstration farm will demonstrate the deployment of best technologies in sustainable beef production.
- **DairyBeef 500 Demonstration Farms** – Demonstration farms will be a key pillar of the **DairyBeef 500** Campaign. There are fifteen demonstration farms spread throughout the country illustrating key technologies including calf rearing, grassland management, animal health, nutrition, financial management, environmental sustainability.
- **A strong Knowledge Transfer supporting programme** – Delivered by the Teagasc team of advisors and specialists. Targeting information at both Beef and Dairy clients in the form of discussion groups and events. **The DairyBeef 500** aims to establish sole Dairybeef discussion groups which will focus on important aspects of DairyBeef while also working with dairy groups in areas including breeding/genetics and calf management. **For those looking to join a group please contact your local Teagasc office.**
- **Upskilling farmers, advisors, lecturers/teachers and students** - Enhancing the knowledge and capacity of advisors, lecturers/teachers, technicians, farm staff, farmers, and students through regular training, short courses and the development of a dairy beef manual which addresses the relevant key aspects relating to dairy beef production.
- **A supporting Research and Education Programme** - Relevant ongoing research projects within Teagasc specific to DairyBeef production
- **Weekly Communication outputs** - Communication of the key messages through print and digital channels

For more information please refer to the **Dairybeef 500** section of the Teagasc website or contact **Dairybeef500@teagasc.ie**



The DairyBeef 500 Demonstration Farmers are sponsored by:



Tipperary Dairy Calf to Beef demonstration farm is sponsored by:

