

## Beef Plan Movement

In this country we have a very profitable beef industry that creates lots of jobs and the stakeholders make lots of money out of it. All these stakeholders have been happy with this industry and don't want anything to change, Retailers, Food Service, Manufacturing, Meat Factories, Teagasc, Board Bia, ICBF, the department, the list goes on.....

Sustainability is mentioned many times in Food Harvest 20-25 but there is hardly a mention of the sustainability of the most significant asset of the of the beef industry that is the farmer.

Our farmer, our primary producer the way he is treated in this industry it amounts to abuse he is effectively a slave on his own farm.

The Beef Farmers in this country have taken matters into their own hands. They have made out a plan. The first plan for Beef created by farmers for farmers. Many points out of this plan have already gone before this hearing. But the people that are before you today and the people we represent are the authors of this plan.

While it is humbling for us that others have borrowed our ideas and now also consider them as the best way forward it is important that we are not fooled by these people, who having had the responsibility for years have not acted and were willing to stand by and to let our beef farmers be forced off their lands.

The reality is that the farmer has over the years lost all power and a huge range of specifications and rules are now working against him. To change one, three or more of these things is a step in the right direction and if we are prepared to work for the farmer the family farm and rural Ireland will survive. If we are not, they will die.

The people in this room have a decision to make. Are they going to pretend that there isn't a problem in our beef industry? Or are they willing to acknowledge the problem and face it.

The current pricing system doesn't work for farmers.

Retailer, Food Service, Manufacturing, these groups set the price for the factory, the factory takes its margin and passes back what is left to the farmer? In the last few years this has been a loss-making price that does not meet the farmer's production costs.

We are told that there is a free market and that dictates the price of beef but that is not the case. In this country we have a manipulated market. There are many influences on this supposedly free market that manipulate it and suppress prices to the farmer.

### Factory Cartel

Quoted prices the same every week, Dept quoted prices are different because contracted factory feedlots are being paid more as well as schemes for special cattle types.

### Solution:

Legislation to give the primary producer his production costs plus a margin at home and in the EU

Fair trade proportionate share of the retail price.

Tackle the anticompetitive practices.

4 movement rule.

70-day retention period to collect QPS bonus.

Nomad Rule.

125 km Cat 1 Waste transport rule.

Factory owned or controlled feedlots.

Beef Processors access to farmer data.

Age limits 30 for steers and heifers 16 months for bulls.

Exports

Extra lairage space for calves.

Get the visa's for buyers segregated and prioritised

Introduce an export refund of €100 per weanling paid directly to farmer

Review of the grid

Branding

Suckler bred grass fed beef

Dairy bred grass-fed beef

Consistency of Product

Carbon emissions

Labelling – Consumer education, consumer requirements

Blockchain use of barcodes that will give full traceability and detailed history of product

Farmer Coops selling direct- support from stakeholders

Markets

12 pending CNC licences to mainland china

Demands for naturally produced food not from feedlots but from family farms, grass-fed with the air and water quality important

Transparency

Around the price the processor gets for the beef. Weekly reports.

On the factory floor as regards trimming, grades, weights, TB samples, levies

We want a farmer representative on the factory floor at all times.

Farmer organisation funding

Stakeholder Accountability

Farmers view, Survey, confidence, young farmers

Other threats include:

Lack of profitability, Dairy expansion, Brexit, Growth of Veganism, reduced Cap

Summary

We have mentioned a lot of problems and we have also mentioned a lot of solutions

We could pick the 4-movement rule, 70-day residency for QPS bonus and 125 movement for Cat 1 waste. Let's get rid of those as a starting point.

Let's also introduce an export refund of €100 per weanling and let's build the lairage space in France for calves

To do the above would be a few achievable steps which will be a small start to addressing the bigger steps that lie ahead

First of all, we have to acknowledge there is a problem. Then we have to identify what the problems are. Then we have to demonstrate the will and determination to solve it.

Have the people in here today got the strength and courage to tackle this problem head on.