

Virtual Beef Week 2020

Save the dates: Monday to Friday, 6 to 10 July



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Teagasc is holding a Virtual Beef Week from Monday to Friday, 6 to 10 July, to communicate the latest research results relevant to beef farmers. “Building a Sustainable Irish Beef Sector” is the theme for this virtual beef week, which will involve webinars and live discussions each day of the week.

There will also be a continuous stream of content through many different social media platforms. The Teagasc Virtual Beef Week is kindly sponsored by the FBD Trust and replaces the beef open day that had been planned for this year in Teagasc Grange.

What will be covered?

Each day of the week, there will be a different topic relevant to beef farmers covered throughout the day. On Monday 6 July, we will be focussing on suckler beef production, covering the performance and the genetics of the Derrypatrick suckler herd, ani-

mal breeding and parasitology.

On Tuesday, we switch our attention to dairy calf-to-beef, outlining what has been happening with the new herd in Grange and also discussing the animal health issues associated with rearing calves.

Wednesday 8 July will be all about environmental sustainability and what steps beef farmers can take to reduce the environmental footprint of their cattle enterprises.

On Thursday 9 July the focus will be on both growing cattle over the first winter and showcasing how to grow and utilise more grass in the production of beef animals.

On the last day of the week, Friday 10 July, the grand challenges that are



facing the beef industry including profitability levels, sustainability and likely future policy will all be up for discussion.

#BeefTalk and Live@Grange

Teagasc is teaming up with both the *Irish Farmers Journal* and Agriland so that we can stream the content of



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the virtual beef week to as wide an audience as possible. This will be an opportunity for farmers and the wider industry to access the latest beef research and knowledge through their mobile phone, laptop or tablet.

Each morning, there will be a #BeefTalk panel discussion for one hour starting at 12pm, facilitated by

the *Irish Farmers Journal*, where the latest research on the topic of the day will be discussed by researchers, advisors and farmers.

Each evening, starting at 7pm and again for one hour, there will be a #Live@Grange panel discussion coming from the Teagasc Animal and Grassland Research and Innovation

Centre, Grange, Co Meath. This panel discussion will be broadcast through both the Teagasc and Agriland online platforms. As this will be broadcast live, there will be an opportunity for all those watching the discussion to ask questions of the researchers, advisors, farmers and industry personnel who are on the panel each evening.

VIEW ONLINE

There will be a number of different places that you can view the #BeefTalk and the #Live@Grange discussions throughout the week.

The websites of Teagasc, the *Irish Farmers Journal* and Agriland will all have coverage of the event. If you are following the social media channels (such as Facebook and Twitter) of Teagasc and these

#virtualbeefweek

media outlets, they will also be carrying the event from Monday to Friday.

#virtualbeefweek

While an online event can never fully replace a major beef open day, the Teagasc Virtual Beef Week running from 6 to 10 July will be an opportunity for everyone involved in beef production to get the newest and most up-to-date information on a huge range of topics relating to the business of beef farming.

It will be your chance to ask ques-

tions from experts across the industry in many different areas such as breeding, health, grassland, nutrition, environmental sustainability, economics and future policy. We would also like to hear your views and opinions on the topics that are being discussed each day.

To facilitate this, we are asking you to use the tag line #virtualbeefweek whenever you post something on the many different social media channels that will be covering the event.

This will allow others interested in the topics being covered to quickly see what is being posted from the wider farming public. While we won't get to meet you in person this year we certainly hope you can tune in to the Teagasc Virtual Beef Week starting on Monday 6 July.