

Organic Beef Production

Clive Bright

Rare
Ruminare



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Suckler to beef enterprise

100% Pasture fed

Organic Trust Certified

Holistic Planned Grazing
(MOB grazing)

Direct Sales - Beefboxes
- Lambboxes
- RoseVeal



Converting to Organic Production

Taking control behind the farm gate

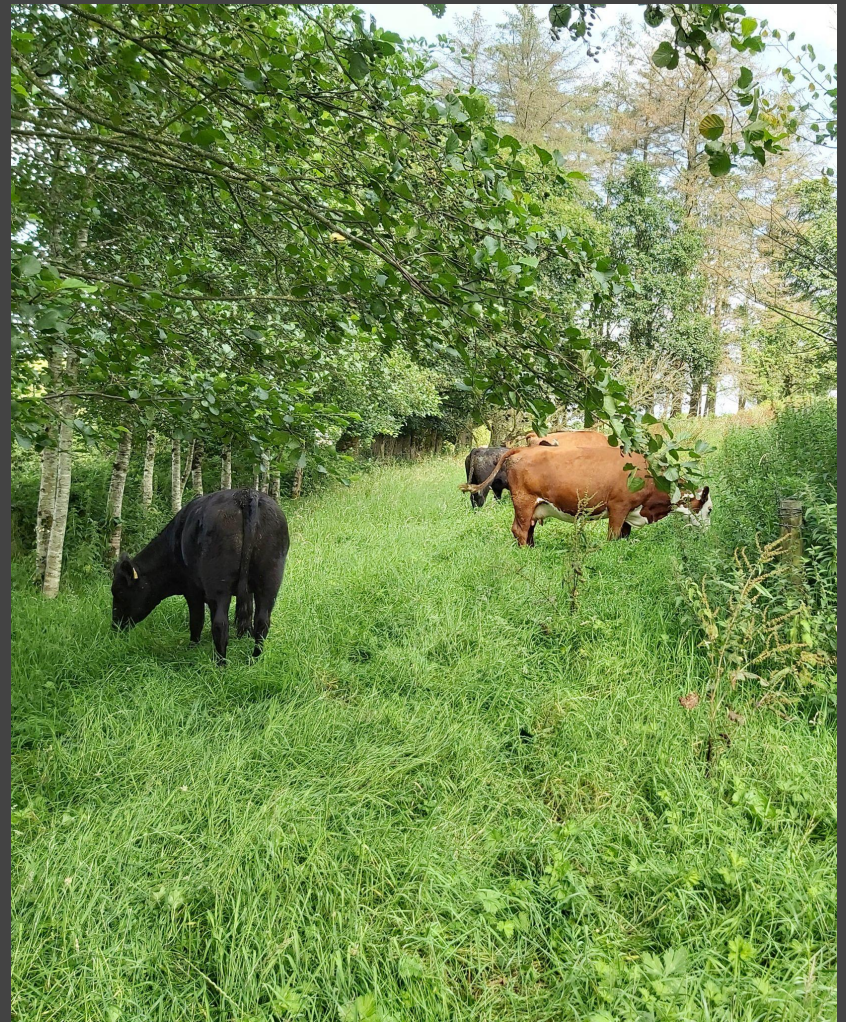
Committing to a low input model

Focus on things we can control

To leverage natural processes toward profit

Productivity is a natural consequence of providing good welfare

Key part of mindset change is to question repetitive and additive practices in farming - are they addressing a symptom or a cause.



Organic Markets

Being certified opens up a whole diversity of potential markets.

Commodity

Artisan

Farmers Markets

Direct sales - price maker not price taker



Local Abattoirs & Butchers

Build good relationships

Vital for local food security

Short resilient food-chains

Vibrant rural communities





Business Model

Two products - **20kg Beef Box** or **Whole Butchered Lamb**.

Beef Box

Aim to get animal to 600Kg under 30 months off 100% grass.

Carcass 300Kg

Meat yield 200Kg

Ten 20kg boxes at an averaging cost of €14 per kilo equals €2800

Abbatior/Butchering - €500

Take home €2300

Lamb

€10 per kilo for ave 20kg meat yield €200

Abbatior/Butchering -€35

Take home €165



Thanks for Listening

Rare
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100% grass fed organic
Irish meat from animals
that are free to graze
on species rich pastures

clivebright@gmail.com

www.rareruminare.com

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