



**John Turner - Pasture-Fed Livestock Association**

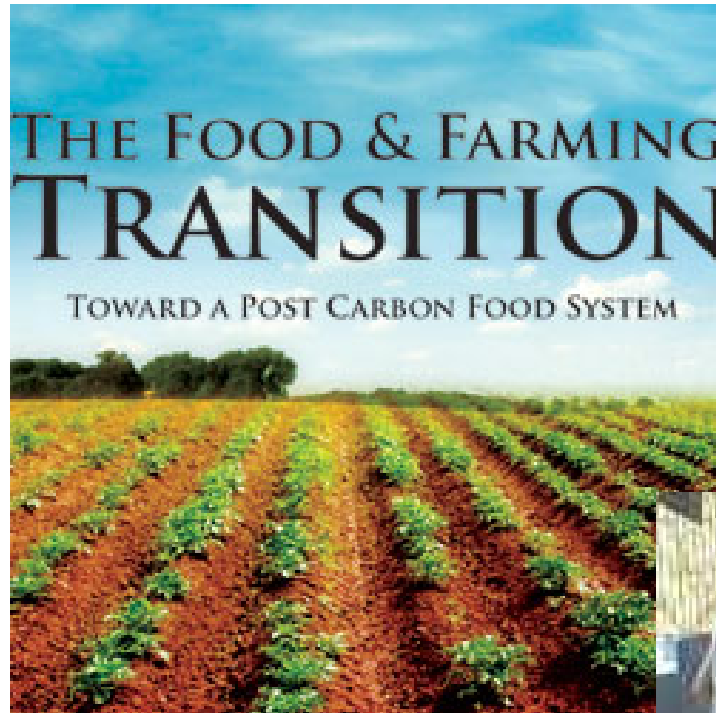


PASTORAL



pasture-fed for life

Where we began.....



Where we began.....



## Where we began.....

Farmers seemed to be largely excluded from the discussion : “ Where Next ? ”

- How do we feed 9 Billion in 2050
- UN FAO report – findings seemed to be misrepresented
- IAASTD report largely ignored
- Key Assumptions:
  - Projection based on growth of meat consumption in developing economies
  - Meat production based on cereal feed



## Where we began.....

### Grass Fed:

- Online discussion group formed from initial contacts
- Need for a clear identity established
- Concerns that sooner or later, it might be used as just another “greenwash” label unless farmers took the initiative
- Wealth of scientific evidence about the benefits of Pasture Fed...
- Existing successful model: US – American Grassfed Association (AGA)



*CERTIFIED AMERICAN GRASSFED PRODUCER*

*WWW.AMERICANGRASSFED.ORG*



## Next Steps.....

- Pasture-Fed rather than Grass Fed
- Need to define exactly what we mean by Pasture-Fed
- Establish a clear identity in the Marketplace through PASTORAL brand
- Brand has to be “owned”

Thus the Pasture-Fed Livestock Association came into being...

- A means to an end, not an end in itself
- PFLA will nurture Pasture-Fed until it becomes mainstream practice.
- Pasture-Fed is the Farms, the Farmers and the Livestock, **not** the PFLA
- Brand linked to Production Standards.....



Next Steps.....

# Pastoral

## Standards for Pasture-Fed Ruminants

Regulations for use of the **Pastoral** collective trademark

Prepared by the

Pasture-Fed Livestock Association c.l.c

V 1.4 (August 2011)

Production Standards based on :

- Traditional farming husbandry
- Science underpinning the benefits of Pasture-Fed
- Experience of AGA in the US





## Production Standards – Key Points

### *The 3 “R”s*

- “Required”** something must or must not be done or that something is prohibited
- “Recommended”** reflect the aims and principles of the PFLA but are not mandatory in order for approval to use the Pastoral symbol be granted
- Reviewed** regularly to ensure that they deliver the objectives of Pasture-Fed and the PFLA

## Production Standards – Key Points

Grass and forage must be the feed source consumed for the lifetime of the animal, with the exception of milk consumed by young stock prior to weaning

- Grass – annual & Perennial
- Legumes – clovers, lucerne, trefoil, vetches
- Brassicas – Kale, stubble turnips, fodder rape
- Browse & Forbs

### ***Prohibited:***

- Cereals and other forms of concentrate feed
- Harvested arable root crops (e.g. potatoes, sugar beet, carrots)

***Objective:*** not using cereals or cereal crops as a source of for animal feed

## Production Standards – Key Points

### ***Brassica crops:***

- Animals must be removed from grazing brassica crops at least 10 days prior to slaughter
- Must not exceed 40% of the daily DM and less than 10% of the total annual DM intake  
*(10% of the total annual dry matter intake to a maximum of 40% daily dry matter intake equates to approximately 90 days access to brassica crops per year)*
- To avoid taints in milk, must not exceed 30% of the daily DM intake.
- A period of at least four hours between access to brassicas and milking.
- Must be supplemented with additional forage to balance the low fibre content

***Objective:*** Brassica crops can play an important role in sustainable, rotational farming but should be part of a rotation and their inclusion should not adversely affect the potential for growing crops for direct human consumption

## Production Standards – Key Points

### ***Animal Welfare:***

- Animal welfare a high priority, not least in terms of the market for Pasture-Fed
- Standards require that Producers are covered by Farm Assurance:
  - Record Keeping
  - Ear tags
  - Contingency planning etc..
- Small Producers often don't have Farm Assurance in place but we will support them by making provision within the Audit process
- Pasture-Fed has the support of AWA, CIWF and WSPA

***Objective:*** Farm Assurance requirement (Red Tractor) doesn't itself cover Animal welfare  
However, – PFLA is actively working to ensure that high standards of animal welfare are recognised and externally verified.



## Production Standards – Key Points

### *Sheep & Lamb production:*

- Clear Distinction between **Breeding Stock** and **Production Stock**
- Individual tags / ID required for Pasture-Fed production stock

**“Recommended”:** In addition to the statutory identification tag, a second green “slaughter” tag should also be applied, carrying a unique identification number. This will enable an easy distinction between breeding and production stock.”

- Supplementary feeding is permitted for breeding animals only and only at times when the welfare of these animals would otherwise be at risk.

*Note: This could include ewes carrying multiple lambs or in-lamb ewes in poor body condition*

**Objective:** That all forms of ruminant livestock production derive solely from pasture and forage. However, the PFLA recognises the potential welfare challenges presented by this for some breeding animals. The long-term objective remains one of eliminating supplementary feed





**Next Steps.....**

**PFLA Website is a key part of keeping  
operating costs to a minimum.....**





National Number

Member's Forum

- [Mob grazing & grazing discussion forum](#)
- [Tree Hay](#)
- [PFLA featured at Talking Grass](#)
- [PFLA Member talks Herbal Leys & Ecopasture Farming](#)

[More](#)

News

[PFLA to hold open meeting at the Oxford Real Farming Conference on January 3rd 2013](#)

This January will see the return of The Oxford Real Farming Conference (ORFC), now entering its 4th year, with a programme as varied as ever presenting a range of ideas and initiatives to inspire change in the agricultural industry.

[Whittington Lodge Farm join the list of PFLA Approved Suppliers](#)

Ian & Cathy Boyd from Whittington Lodge Farm in Gloucestershire recently joined the Pasture-Fed Livestock Association (PFLA) and have completed the process to become an Approved Supplier of Pastoral Beef.

Grass Scholar to speak at Oxford meeting

Pasture-Fed Livestock Association to hold open meeting for dairy, beef and sheep farmers at Oxford

The Pasture-Fed Livestock Association (PFLA) is holding an open meeting for livestock producers as part of the Oxford Real Farming Conference on 3 January at 2pm. The meeting will be held in the Old Library at the University Church in Oxford.

This new organisation started by a group of farmers in 2011 and developed during 2012, is now looking for new members to help supply growing consumer demand for meat from animals that have only ever eaten grass and forage, and have never been fed any grain.

The Oxford meeting will feature some of the founding farmers and organisations involved in the PFLA, and discuss how producers can become approved Pastoral suppliers. The 'Pasture Tracks' traceability system, which allows customers to find out quickly where and how an animal was raised, will be demonstrated.



The PFLA today.....

Website acts as a

- "Shop Front" for Pasture-Fed
- Database for animals
- Database for producers
- Audit train for IP (Identity Preservation)





HOME | PASTORAL PRODUCE | PASTURE-FED FARMING | BE INVOLVED | DIG DEEPER | MY PASTURE-FED

## Approved Supplier Application Form

Applicant Name

catherine vint

Business Name

Horton Grounds

Business Description

Our approach to farming at Horton Grounds is very much a whole farm approach. We aim to have healthy soil, healthy crops and happy healthy livestock along with good wildlife utilising minimal oil based inputs and yet be commercially sustainable. We grow clover rich grass leys and Lucerne to provide good quality grazing and well conserved forage crops for exceptional quality winter feeding without the addition of cereals or other bought in proteins. We have established an Aberdeen Angus X suckler herd of approximately 50 cows and followers and we have a flock of 60 North country Mules which we breed to a Texel ram adhering to the principles of the PFLA (Pasture Fed Livestock Association).

First paragraph about your business used on your profile page, edit if necessary

Category of Approved Supplier

- Grower  
 Processor  
 Wholesaler  
 Retailer

Holding Number

33/015/0048

format: 12/345/6789

Herd Mark

uk289697

format: UK123456

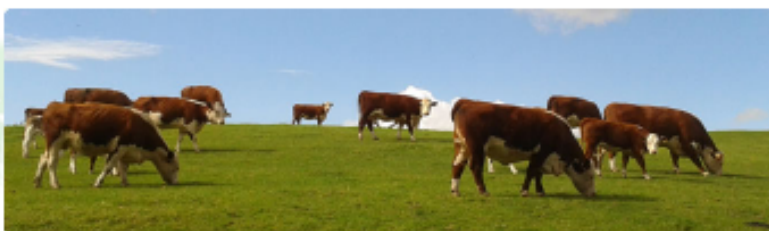
- Farm Assurance  
 Organic  
 Other recognised production standards

Submit Cancel

## The PFLA today.....

Members can apply to become Approved Suppliers

Wherever possible, information used to its full potential



## Pastoral Audit

Standards Reference	Hornton Grounds	Admin	Inspector
2.3	The application and inspection process	Compliant or Not Applicable	Compliant or Not Applicable
2.3.1	A current, valid Farm Assurance certificate must cover the animals that are either licensed or intended to be licensed as Pasture-Fed	✓	
Admin	An application to SAI Global for Red Tractor scheme has been applied for (14-12-12). It is anticipated that the livestock enterprise will meet all Farm Assurance Standards.		
2.3.2	Anyone who wishes to use or apply to use the Pastoral symbol as an Approved Supplier (AS) must be a Full Member of the PFLA.	✓	
2.3.3	The applicant will liaise with the PFLA to ensure that a Pasture-Fed audit can be conducted as an integral part of the farm's Farm Assurance inspection process. This should fall within 3 months of Provisional Approval being granted to become an Approved Supplier	✓	
3.1	Source of stock	Compliant or Not Applicable	Compliant or Not Applicable
3.1.1	All animals in the Pasture-Fed herd or flock must be managed to these Standards	✓	
3.1.2	Pasture-Fed registration for a herd or flock kept on an individual holding must cover all animals of that species	✓	
3.1.3	Animals to be marketed under the Pastoral symbol must be managed to these Standards from birth to the point of final processing	✓	
3.1.4	Any purchased store animals must come from other licensed Pasture-Fed farms	✓	
Admin	The breeding herd at Hornton Grounds is still being brought up to full strength. For this year, 17 young weaned suckler calves have been purchased from a 100% grass fed suckler herd at Coldbridge Farm, Egerton, Kent. 8 pure Aberdeen Angus cows in calf with calves at foot were also bought in from Great Tew estate. It is anticipated that for the 2013 season, the breeding stock will be up to full strength.		
3.1.5	Records of purchase and sale of Pasture-Fed animals must be kept	✓	

## The PFLA today.....

- Emphasis is on Producers being treated as responsible
- Self-Assessment is an online process
- Key points in the Production Standards addressed
- Inspections check self-assessment against actual practice
- Risk-based approach to audits



## Pastoral Database - Beef : Stock List

### Animals in holding

Animal ID	Born	Breed	Pastoral No	Actions
UK123456700318	11-07-2012	Hereford (Male)		EDIT MOVE HOLD X
UK123456808907	10-09-2012	Hereford (Male)		EDIT MOVE HOLD X
UK123456300145	26-11-2012	Hereford (Male)		EDIT MOVE HOLD X
UK123456060612	06-06-2012	Hereford Cross (Male)		EDIT MOVE HOLD X
UK123456001234	02-04-2010	Ayrshire (Male)		EDIT MOVE HOLD X

### Animals in an Abattoir

Animal ID	Born	Breed	Pastoral No	Actions
UK123456090812	19-06-2011	Blonde dAquitaine (Female)		EDIT MOVE REDD X
UK123456070612	19-06-2011	British White (Male)		EDIT MOVE REDD X

### Animals in a Cutting Plant

Animal ID	Born	Breed	Pastoral No	Actions
UK123456080612	19-06-2011	Aberdeen Angus Cross (Male)		EDIT MOVE REDD X

Add Animal to Holding Return to Account Page

## The PFLA today.....

- Livestock details entered
- Movements recorded
  - Between holdings
  - Holding to abattoir
  - Abattoir to cutting
  - Cutting to retail
- Complete chain captured
- Pastoral Number available





Postal Number



- Member's Forum
- [Moo-creating & creating discussion forum](#)
  - [Tree-Hay](#)
  - [PFLA featured at Talking Grass](#)
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The PFLA today.....

PASTORAL number means produce can be traced back to the producer and animal..







HOME PASTORAL PRODUCE PASTURE-FED FARMING BE INVOLVED DIG DEEPER MY PASTURE-FED

## Profile

### Model Farm

Farm size - 323 hectares Livestock Types: Beef / Lamb

Simon Cutter is the founder of Model Farm Society. Educated at Cirencester Agricultural College between 1977-1980, Simon has studied and practiced traditional farming for over 20 years including time spent farming in Australia. Simon has been a pioneer in the rearing of Organic livestock and produce long before the 'Organic bandwagon' started to roll in the wake of the BSE crisis in the early 1990's



Visit [www.modelfarm.org](http://www.modelfarm.org) for more information

Pastoral Number

Search

### Member's Forum

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The PFLA today.....

Producer Web profile

# Pastoral Database - Beef : Details

Pastoral Number AA-000-061  
 Pastoral Status Provisional  
 Herd No UK301524  
 Animal No 101090



## Animal Details

Breed British Friesian Cross  
 Sex Male  
 Born 07-03-2012  
 Colour Black & White

## Holding Details

Holding [Model Farm](#)  
 PFLA No A000018  
 Agricultural No 17/204/0010

## Abattoir Details

Abattoir [Ensors Gloucestershire Ltd](#)

Pastoral Number

## Member's Forum

- [Mob grazing & grazing discussion forum](#)
- [Tree Hay](#)



The PFLA today.....

Animal Details

And...





- HOME
- PASTORAL PRODUCE
- PASTURE-FED FARMING
- BE INVOLVED
- DIG DEEPER
- MY PASTURE-FED

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The PFLA today.....

Self- Assessment Form



## The Audit Process....

Still being finalised but the intention is:

- Wherever possible to integrate with existing farm inspections
- To ensure disproportionate costs don't fall on small producers
- To record comments about good practice and make these available.
- To work with animal welfare groups to help underwrite costs.



***“The PFLA has helped to give Pasture-Fed an identity in the UK.***

***Its future now rests with the community of farmers who practice it, the livestock they produce and the customers who support it”***



# Pasture-Fed Livestock Association

Thank You

[www.pasturefed.org](http://www.pasturefed.org)