



PRODUCER PROTOCOL FOR CELTIC PRIDE PREMIUM BEEF

Introduction

Beef marketed under the Celtic Pride brand will be produced and processed in Wales to meet the highest standards of quality, healthiness, taste, flavour and safety.

These standards will be achieved by the adoption of best practice in production, procurement, processing and sale.

The beef will be produced from cattle born, reared, finished and slaughtered in Wales from farming systems based on a predominance of grass and forage in the lifetime diet of these cattle.

This producer protocol proposes the required standards and qualities which producer suppliers will meet.

Producer Farms

The farms producing our Celtic Pride Premium Beef will be

- Registered holdings in Wales
- Registered under a recognised farm assurance scheme (FAWL)

All cattle will have been born, reared and finished on Welsh registered farms.

A Celtic Pride Premium Beef Producers Club is established. Club activities will include carcass classification and best practice in selection for slaughter.

As a supplier to Celtic Pride Premium Beef you will agree to make your farm premises, land, livestock and livestock identification and movement records available for inspection by Celtic Pride Limited at reasonable request by a Celtic Pride Representative.

Production System

Cattle supplied to Celtic Pride Premium Beef will be reared and finished in semi-intensive or extensive systems of production in which grass and forage form the major part of the animal's lifetime diet. These cattle will:

- Be steers and heifers of at least 14 months, and no more than 30 months of age at slaughter
- Will be the progeny of a 100% beef breed sire.
- The animal should have at least one summer grazing at pasture in its lifetime.
- Animal growth rate should be maintained at approximately 0.6-0.9 kg/d throughout the main growth period

- For 60 days prior to slaughter should be maintained at 1-1.2 kg/d
- It is recommended that compounds and any other supplementary feeds to the forage based ration shall not comprise more than 30% of the total dry matter intake at any point in its lifetime.
- At certain times of Year and as required Celtic Pride Feed Compound or Protein balancer Supplement will be fed as a forage supplement during a minimum period of 60 days pre-slaughter and is Celtic Pride Premium Beef Project approved.
- Ask for details of Celtic Pride Premium Feed. This branded product is designed to deliver premium meat quality and healthiness to the consumer. Employing the very latest technology of feeding regimes Celtic Pride Premium Beef aims to guarantee the very best in eating quality. (I.e. adding ingredients into diet to improve healthiness, enhanced vitamin E to achieve a total intake of approximately 1500 IU/d). This has been a proven advantage in shelf life tests.
- The aim of Celtic Pride Premium Beef is that no stock should move more than 100 miles to PGI approved abattoirs.
- No animals on the scheme to leave Wales as the country of origin at any time.
- Each animal must not exceed four movements in its lifetime.
- Celtic Pride Limited has guidelines as to the rates of supplementation of Celtic Pride Premium Beef compound and protein feeds. This guideline is appropriate for both indoor and outdoor feeding systems and should be adhered to.
- Based on overall silage quality, silage sampling is a necessity by producers.
- Cattle finished on grass will be for a period from April-September with a supplement of Celtic Pride compound if required.

Breeds and Identification

Cattle supplied to Celtic Pride Premium Beef will be:

- Born on registered farms in Wales and sired by a 100% beef type Sire.
- Producers will provide/ make available individual dam and sire breeding records (e.g. AI Certificates; pedigree registrations; identification records) for inspection (where applicable) within reasonable conditions of request.
- Individual animal identification and movement records based on ear tags meeting statutory requirements must be fully maintained. Methods of electronic identification which become recognised for official Wales/ UK record purposes will then be acceptable to this scheme.

The Return to the Producer

The farmer will sign a contract on joining the Celtic Pride Beef Project.

Individual animal identifications will allow monitoring through the animal's lifetime.

A premium is paid to producers who supply qualifying cattle to the scheme.

- Ask to see the Celtic Pride Premium Beef grid
- Are you the producer we're looking for?
- Join the Celtic Pride Premium Beef Project