

Twenty20™
BEEF CLUB

FARMING

TOGETHER FOR A SUSTAINABLE FUTURE

What is the Twenty20 Beef Club?

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The Twenty20 Beef Club is a fully integrated Calf to Beef Programme. It has been developed by Glanbia Ireland DAC trading as Tirlán (“Tirlán”) and Kepak Group to create value for their respective farmer suppliers. The objective of the Club is to sustainably produce and market Irish heifer and steer beef at a price premium. A fully-traceable input supply chain (Tirlán supplied inputs) underpins the provenance of the “Programme” and supports the establishment of industry leading marketing claims.

The Concept

The key objectives of the Programme is to improve the economic, environmental and social sustainability of calf to beef production in ROI for dairy and beef farmers, through:

- Better genetics, using ICBF Dairy Beef Index (DBI)
- Production efficiency and grassland utilisation
- Market premiums

Our technical team supports all aspects of the programme.

Club Technical Support

Club Members receive on-farm technical support from Tirlán and Kepak teams through:

- On-farm technical visits and workshops.
- Forage and soil analysis and related advice.
- Dietary and feeding advice.
- Advice on animal health regimes and health screening support as necessary.
- The use of Tirlán approved feed ingredients formulated to improve feed efficiency and methane reduction.
- The selection of cattle for slaughter.

Club Pricing Structure

- A Twenty20 Club Premium of 25c/kg is paid above the Average Quoted Price (AQP) on contracted cattle within the carcass weight range 280-360kg and under the age of 30 months. This is the equivalent to €80 per head on a 320kg carcass. Club cattle falling outside the weight range are priced weekly in consultation with the Club Procurement Team and is communicated to members in advance of slaughtering their animals.
- The Average Quoted Price (“AQP”) is the average market weekly base price for heifers or steers as quoted by Republic of Ireland beef processors in the Agri Media (being Agriland, Bord Bia (Online) and the Irish Farmers Journal);
- A Club Protocol Bonus is paid for adherence to the Club Protocols outlined below including Bord Bia’s SBLAS and future Origin Green requirements. Akin to the Quality Payment System (“QPS”) bonus, a bonus of €0.12/kg (for O-grades) or €0.20/kg (for O=grades or better) is paid on all Qualifying Club Cattle.
- The Club Breed Bonus payment (Aberdeen Angus & Hereford) reflects commercial practices applying in the market.
- Angus & Hereford cattle have a seasonality bonus applied within their breed bonus during certain months. As the Club also has a seasonality bonus (outlined below), the Club members can avail of the higher amount but not both.
- The Club Seasonality Bonus is paid for Qualifying Club Cattle slaughtered during the months of April, May and June. This bonus will be paid as follows:
 - During the month of April @ €0.06/kg
 - During the month of May @ €0.10/kg
 - During the month of June @ €0.06/kg

Pricing Framework

Market Price (AQP) subject to QPS grid
+
Club Premium
+
Club Protocol Bonus
+
Breed Bonus
+
Seasonality Bonus
=
Price Paid to the Farmer



Further particulars and explanations are detailed in the Club Rule Book.

Club Member Feedback



Adrian Walshe,
Dairy Farmer,
Ballinakill, Co. Laois.

“Spring calving dairy herd, milking 175 cows with a herd average EBI of €157. Using Dovea Genetic bulls to produce replacement heifers from most fertile and highest performing cows. Pedigree Angus and Hereford bulls are used on the remaining cowherd through use of AI and stock bulls. Beef bulls used on the farm are selected based on beef traits but also keeping gestation length and calving ease as high priority. We sell beef calves off farm between 3-4 weeks of age to Twenty20 Beef Club members. I am trying to breed a calf that will go on to a Twenty20 beef farm and perform for that farmer who will in turn receive a premium price at slaughter. Having repeat customers for my calves and selling calves this way is great for me as I do not want to be bringing young calves to the mart, as it is stressful for calves but also time consuming at a busy time of year. I find the Twenty20 Beef Club technical team a great benefit to my farm, not only to link me up with beef farmers/calf rearers but also in terms of on farm support.”



Seamus Burke,
Dairy, Beef and Tillage,
Mountmellick, Co. Laois.

“I joined the Twenty20 Beef Club in June 2021 and I find it very good to be honest. I bring my own stock to finish and buy in some additional calves. I finish 60 cattle a year. I feed my own rolled barley and fodder beet that is balanced with protein and fibre. Michelle Ward from the Twenty20 team tests my silage and then puts together a diet to balance this mix. My cattle go to Kepak in Kilbeggan. Edwin Carroll from Kepak calls out to us and picks out the cattle that are fit and books them in for me. My own haulier draws them for me. After my cattle were processed, Michelle Ward came out and went through the remittance sheets with me, which I found very helpful.”



John and Olive Connor, Beef and Sheep
Farmers, Moate,
Co. Westmeath.

“Farming 120 acres of grassland. Buy in about 130 eligible cattle between weanlings and calves. The Twenty20 team give us a list of Club cattle suppliers and help us find suitable cattle. All the cattle are finished in the Twenty20 Beef Club from 20 to 26 months of age. We find the cattle finished off grass are most profitable. The Twenty20 Beef Club suits us because we are getting a premium price on the cattle we bring to Kepak Kilbeggan. We have been dealing with Tirlán for a good number of years now and buy our farm inputs from them anyway so the Club really suited. Ross Brady did up a fertiliser plan based on soil samples, we are trying to get the most from our grass. We made the fields smaller by making more paddocks and we are growing a lot more grass now and seeing the benefits. The Twenty20 Beef Club team are always available to run through a feeding plan or advise on when is the best time to start feeding cattle to get the best finish and make sure they hit the grades. Eamon Phelan in Kepak calls to us and helps us pick out the cattle for us. We select out the cattle as they come fit. We would recommend other farmers to look into joining Twenty20 Beef Club. It is working well here anyway.”



Philip and Conor Tobin, Beef and Tillage
Farmer, Bunclody,
Co. Wexford.

“I joined the Twenty20 Beef Club in 2020 and now with 16 calves along with the suckler herd. We have phased out the suckler cows to rear 50 dairy bred calves. We feed home-grown barley and make all our own silage. The Twenty20 team tested the silage for me this year we just fed rolled barley and soya-bean meal. To be able to ring up Ross, Michelle or Kieran from the Twenty20 team and get the help, means a lot. I'm benefiting from the technical support and then the bonuses are a big part of the benefits too. The 25c Club Bonus, plus the Breed Bonus, plus the Seasonality Bonus is 51c or €150 and that's a lot! All our cattle go to Kepak in Clonee. Edwin Carroll from Kepak calls here and picks out the cattle and arranges collection. He arranges for the haulier (John Doyle) to collect them. On my last batch in February, there was over €3,600 extra in the cheque by being in the Twenty20 Beef Club. [€3,695.63 including Breed Bonuses. €2,766.10 on Club Premium alone. 28 out of 31 cattle qualified. Cattle graded from O= to U- and had fat scores of 3= to 5=]. We're very happy with the Twenty20 Beef Club.”



Denis and Seán Daly,
Dairy to Beef Farmer,
Timahoe, Co. Laois.

“We are milking 125 British Friesian cows (30 being heifers) here in Laois. We bring all our own cattle, bar our replacement heifers to finish. These are mainly Friesian steers with some Angus and Limousin. Average carcass weight of 325kgs. We joined the Twenty20 Beef Club in February 2020 and have sent steers and heifers to Kepak in Kilbeggan. Edwin Carroll from Kepak comes out to us and helps pick the cattle that are fit. We then get our own haulier to draw the cattle to Kilbeggan. We are delighted with how the cattle have performed. Kieran Bowe from Tirlán tests our silage and gives advice around feeding. The technical support we receive from the Twenty20 Beef Club team is second to none. They are always available to us. The Tirlán team do forage analysis and nutrition advice and the Kepak team are available for selection as the cattle come fit.”



Mark Shalloe,
Suckler to Beef and Dairy
Calf to Beef Farmer,
Dungarvan, Co. Waterford.

“Suckler to beef farming, calving about 60 cows in the spring. Predominantly Simmental or Limousin cross cows and using Red Angus, Limousin and Charolais bulls on the cows. I use AI on cows and try to breed cattle that will perform well and finish at a young age so I can avail of the Twenty20 Beef Club premiums. I also do a bit of AI work for Dovea Genetics locally. We buy in 75 dairy bred calves from local dairy farmers to increase farm output. We also buy in 30-40 stores. All finishing stock are processed at Kepak in Watergrasshill.

The Twenty20 Beef Club premium over the market price is what I find is the biggest attractions. Angus bonus then on top of that. At today's prices, R grade Angus cattle are making over €5.50/kg in the Twenty20 Beef Club. I would recommend farmers in suckler to beef system or finishing dairy cross cattle to join the Twenty20 Beef Club.”



Thomas Cuddihy,
Dairy, Beef and Tillage,
Jenkinstown, Co. Kilkenny.

“I am a dairy and beef farmer in North Kilkenny. I grow barley here also. I am milking 70 cows and calve in the spring. I finish Friesian steers and both Angus and Hereford steers and heifers. I find the Twenty20 Beef Club good as I was already finishing my own stock, buying the feed from Tirlán, and now I am able to get a premium for that. I started with the Twenty20 Beef Club in October 2020. Michelle Ward from Tirlán calls here, tests the silage and gives advice around feeding. I find the technical support very helpful. The Kepak procurement team call here as the cattle come fit. So far, my cattle have gone to Watergrasshill and I am happy with how they have done.”

"I find the Twenty20 Beef Club technical team a great benefit to my farm, not only to link me up with beef farmers/calf rearers but also in terms of on farm support." Adrian Walshe, Dairy Farmer, Ballinakill, Co. Laois.

"I joined the Twenty20 Beef Club in June 2021 and I find it very good, in particular the dedicated support I have received from Tirlán's technical team and Kepak's procurement team has been excellent!" Seamus Burke, Dairy, Beef and Tillage, Mountmellick, Co. Laois.

"We would recommend other farmers to look into joining Twenty20 Beef Club. It is working well here anyway." John and Olive Connor, Beef/Sheep Farmers, Moate, Co. Westmeath.

"On my last batch in February, there was over €3,600 extra in the cheque by being in the Twenty20 Beef Club. We're very happy with the Twenty20 Beef Club." Philip and Conor Tobin, Beef and Tillage Farmer, Bunclody, Co. Wexford.

"The technical support we receive from the Twenty20 Beef Club team is second to none. They are always available to us." Denis and Seán Daly, Dairy to Beef Farmer, Timahoe, Co Laois.

"The Twenty20 Beef Club premium over the market price is what I find is the biggest attraction." Mark Shalloe, Suckler to Beef & Dairy Calf to Beef Farmer, Dungarvan, Co. Waterford.

"I find the Twenty20 Beef Club good as I was already finishing my own stock, buying the feed from Tirlán, and now I am able to get a premium for that." Thomas Cuddihy, Dairy, Beef and Tillage, Jenkinstown, Co. Kilkenny.

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Visit: www.kepak.com/farming/twenty20/



The Twenty20 Beef Club, won a coveted European Award for Cooperative Innovation in the international competition organised by Cogeca. It was shortlisted under the 'Economic Value Creation' category.

The international judging panel, who assessed over 100 entries from across Europe, singled out the Twenty20 Beef Club's proven credentials and said it represents *"an outstanding innovation that creates valuable impact in the value chain"*.

They continued to praise the Twenty20 Beef Club adding: *"Innovation is about value creation and the way your organisation does it, clearly underlines how the cooperative model is a key tool to respond to the emerging challenges, to shift to more sustainable food systems and to bring further environmental, economic and social benefits."*