

**Twenty20™**  
**BEEF CLUB**

# FARMING

TOGETHER FOR A SUSTAINABLE FUTURE



**2023**  
**New features**  
**and benefits**



## What is the Twenty20 Beef Club?

The Twenty20 Beef Club, Developed by Tirlán and Kepak, is a fully integrated Calf-to-Beef Programme. The objective of the of the Club is to sustainably produce and market Irish heifer, steer and bull beef at a premium price. Our pioneering and award-winning Club supports farmers in developing sustainable beef businesses through leading genetics, shorter supply chains, market-leading pricing, and technical support.

### Club Technical support and benefits



Genetics



Calf Rearing



Soil & Animal  
Nutrition



Animal Health  
& Welfare

### New Club Benefits

Our pioneering and award-winning Club supports farmers in developing sustainable beef businesses through leading genetics, shorter supply chains, market-leading pricing, and technical support.

### Greater Beef Price Certainty

Twenty20 Club bonus now 30c/kg, including a Tirlán input bonus, resulting in an extra €100 to €200 a head, always above market price.

- ✓ Increased carcass weight range now 260-400kg
- ✓ Increased Hereford bonus from 10c to 20c/kg
- ✓ Increased cow bonus from 10c to 15c/kg
- ✓ New continental breed bonus 10c/kg
- ✓ New Young Bulls bonus U19 months 25c/kg



## Calf Producer Benefits

- Greater market for Twenty20 calves/weanlings/stores
- Access to 15c cull cow bonus
- Collaborate with beef farmers
- Geno-typing animals
- Access to technical experts in breeding and rearing
- Access to animal health diagnostics and heard health plans
- Vet consultation
- Twenty20 GAIN Animal Nutrition Support and supplements
- Special events and other club privileges
- Free advertisement of animals via ICBF app

## Beef Finisher Benefits

- Premium pricing of finished animal guaranteed, at a minimum of 30c
- Collaborate with dairy farmers/supplier of calves
- On farm support in selecting animals for processing
- Priority processing
- Geno-typing animals
- Access to technical experts for efficient finishing
- Access to animal health diagnostics and heard health plans
- Vet consultation
- Twenty20 GAIN Animal Nutritional support and supplements
- Special events and other club privileges
- Discounted prices for GAIN Animal Nutrition and Tirlán milk replacer
- Commercial Beef Value (CBV) of animals that are for sale within the club

## Club Technical Support

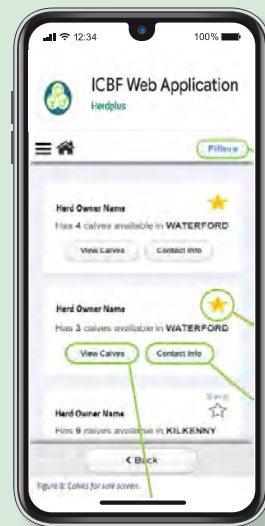
Club Members receive on-farm technical support from Tirlán and Kepak teams through:

- 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.

## ICBF Calf Locator

All club members (sellers & buyers) have access to the Twenty20 club section on the ICBF Web App.

When a seller selects animals to advertise on the app the buyer will have access to view these animals and contact the seller if you wish to purchase. Each animal on the app will have a commercial beef value which can aid the buyer in choosing a better beef calf.



[www.icbf.com](http://www.icbf.com)

## Club Pricing Structure

### Club Bonus

A Twenty 20 Beef Club bonus of 30c/kg (including Tirlán input bonus of 10c) above the market.



### Club Protocol Bonus

The bonus is €0.12/kg (for O-grades) or €0.20/kg (for O=grades or better).



### Breed Bonus

There is a 20c breed bonus for Angus and Hereford sired animals and a new 10c bonus for continental sired animals.



### Seasonality Bonus

The Club Seasonality Bonus is paid during the months of April at 6c/kg, May at 10c/kg and June at 6c/kg.



### Cull Cow Bonus

15c cull cow bonus available to all Club Members who cull over 270kg.



### Club Member Example

A Twenty 20 Beef Club member who produces an Angus steer O= grade in May will receive an additional 80c/kg above the Market Price.

A Twenty 20 Beef Club member who produces an Charolais Heifer O- grade in June will receive an additional 58c/kg above the Market Price.

## Pricing Framework

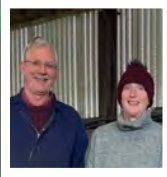
Further information on the pricing framework and Club requirements are detailed in the Twenty20 Beef Club Purchasing Policy.





**“The 30c Club Bonus, plus the 20c Breed Bonus, plus the Seasonality Bonus of 10c works out a €192 per head and that’s a lot.”**

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



**“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.



**“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.



**“On my last load of cattle, the new bonuses were worth €150 per head. This is a great bonus for no extra work and I would recommend it to other farmers.”**

Pat Brogan Calf to Beef Farmer Moynalty Co. Meath.



**“I think the Twenty20 Beef Club is very simple and straightforward and I get rewarded for my animals which is what any farmer wants.”**

Seán Miller, Dairy & Beef Farmer, Abbeyleix, 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.



**Scan to watch Seán and Denis Daly’s testimonial**

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- Counties currently included in the Twenty20 Beef Club
- Kepak Processing Site

**For more information, please contact:**



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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."