

Grass-Fed Irish Beef

The Natural Choice for you
and your customers

BORD BIA
IRISH FOOD BOARD





Give your customers a taste of **SOMETHING SPECIAL**

**The lush green pastures of Ireland are
at the heart of the Irish beef story.**

Thanks to plentiful rainfall and mild climate conditions the Irish grasslands form the ideal environment for beef cattle to graze rich nutrient filled grass full of clover and herbs.

Irish farms are traditionally family owned and the farmers are fiercely proud of the quality of their Irish beef. From generation to generation farmers pass on their craft, passion and care to ensure they leave the land in perfect condition. These careful and meticulous farming practices are at the heart of Ireland's farm assurance scheme, ensuring a consistent premium Irish beef quality and the very highest standards in animal welfare, traceability and environmental care.

You can rely on Irish beef to provide something special for your menu... tender, quality beef with a grass-fed taste that your customers crave.

**Read on to discover all that
makes Irish beef extraordinary.**

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Traditional Family Farms

Farming in Ireland is still family run with farms passed from generation to generation, keeping traditions in place and farmers conscious to leave the land as good as they inherited it.





Local

To the majority of UK consumers Irish beef is seen as local produce. Similar farming practices, grass-based production systems and Ireland's close proximity provide that local feel.

Source: Red C Research 2019

Grasslands

80% of Ireland's agriculture land is lush grass*, making it the perfect natural environment for rearing cattle.



*the EU national average for agricultural grasslands is 40%

Sustainable Beef Assurance Scheme

800 farms are independently audited each week to ensure the highest standards of animal welfare, traceability and land management. Sustainable environmental principles that make for a better future as well as the highest quality beef!



Climate & Landscape

The confluence of mild temperatures and plentiful rainfall makes for perfect grazing conditions for cattle roaming the natural and beautiful Irish grasslands.



Transparency, Trust & Quality

Working with Irish farmers and processors, Bord Bia is actively looking to enhance the industry's reputation for excellence while upholding consumer and trade expectations for safety, quality and traceability.



Grass Based Production Systems

Ireland has the longest grazing season of all countries in the northern hemisphere.

An ideal landscape for cattle farming with an average farm having 80 animals per 32 hectares.



A close-up photograph of a plate of food. The plate is white with a blue floral pattern around the edge. It contains a large piece of cooked beef, possibly a brisket or a similar cut, which is topped with a generous amount of melted butter and finely chopped green herbs. To the left of the beef are several golden-brown, thick-cut potato wedges. To the right of the beef is a portion of fresh green leafy vegetables, likely spinach or a similar leafy green. The plate is set on a dark wooden table. In the background, there is a glass of water and a small blue bowl containing more green leafy vegetables. The lighting is warm and focused on the food, creating a sense of depth and texture.

Taste & Flavour

Recent research* shows us just how much UK consumers love the delicious grass-fed taste that comes from Irish beef. Its consistent quality, full of flavour is a winner every time.

Source: Red C Research 2019



Herbs & Clover

Amidst the beautiful Irish grasslands sit an abundance of natural herbs and clover. Grazed by cattle this provides, yet more depth of flavour and sweetness to the meat.



Carbon Sequestration

Through carbon sequestration & biodiversity initiatives such as planting hedge groves and trees coupled with sustainably focused on-farm continuous improvements, Irish agriculture is actively reducing its environmental impact.

*The beef carbon footprint is calculated on kg CO₂-eq/kg live weight.

Rainfall

Ireland's high annual rainfall average of between 800-1200 mm makes Ireland naturally suitable for grass-based production systems and ensures zero water stress.



Origin Green

Origin Green is the only national sustainability programme, working in harmony across the supply chain beginning on farm level right through to processing and delivery.





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