

# CONTEXT PROPERTY OF THE PROPER





# **FARMER**

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# **INNOVATION**

Producing and marketing beef from culled finished dairy cows





# MAIN DOMAIN OF THE INNOVATION

Improvement of marketing



# **AGROCLIMATIC AREA**

Atlantic central



# **MANAGEMENT**

Pasture beef

**SOIL TYPE** 

Loam



# **TECHNICAL**

Computer-based



# FINANCE/INVESTMENT

Mid



### **MARKET**

Local-urban



# **SOCIAL**

Full-time farmer



**CLIMATE** 





Case Study: SE_09	Agroclimatic Zone								
Item (Key Innovation Elements)	Alpine	Atlantic Central	Atlantic North	Atlantic South	Boreal	Continental North	Continental South	Mediterranean North	Mediterranean South
Fattening dry cull dairy cows	+++	+++	+++	+++	+++	+++	+++	+++	+++
Whole cow utilisation	+++	+++	+++	+++	+++	+++	+++	+++	+++
Direct marketing of products	+++	+++	+++	+++	+++	+++	+++	+++	+++
Good price due to animal welfare concerns and promotion of products	++	++	++	++	++	++	++	++	++













# **Implementation Gaps**

• This initiative to produce and sell culled cows finished on grass helps utilize grasslands not suitable for dairy or poorquality land. The main challenge is easy and regular access to cull cows

# **Research Gaps**

• Limited recent research on fattening cull cows using grass, whether grazed or conserved

# **Suggestions to Adapt**

- Adapt the approach to local resources (grasslands, culled cows) and market conditions for direct marketing of products
- Introduce subsidies for animal welfare and health





# **COST-BENEFIT ANALYSIS**

# **INVESTMENT COSTS**

Total initial investment costs at start up:	high
Initial authorisation costs (e.g. sanitary, veterinary, etc.)	mid
Initial advisory costs	mid
Initial buildings and machineries	mid
Initial certification costs	mid
Initial working capital (personal qualification, marketing and promotion, etc.)	mid

# **ON-GOING COSTS**

On-going advisory costs	mid
On-going certification costs	low
On-going buildings and machinery costs	mid
On-going working capital	high

### **BENEFITS RELATIVE TO ORIGINAL SYSTEM**

### Economic

Reduction in energy consumption (electricity; fuel consumption)	not applicable/not known
Reduction in input use (fertilizers; pesticides; feed) etc.	not applicable/not known
Payback period	none or low
Product value added	high
Additional farm income through agroecological/agri-environmental payment schemes	not applicable/not known

### Environmental

Animal feed self-sufficiency increase	high
Biodiversity increase	high
Improved nitrogen cycling	high
Soil regeneration	not applicable/not known
Animal health and welfare improvement	high

# Social

Workload reduction	mid
Engagement of young generation	mid

# Literature

# **English**

• O'Donovan M., Minchin M., Buckley F., Kenny D., Shalloo L., 2009. Adding value to cull cow beef. https://t-stor.teagasc.ie/handle/11019/842