



## Pasture for Life at Conygree Farm... In practice



### The ethos

The following key facts drive our own commitment at Conygree:

- Over 98% of species rich meadows and pastures, and the associated biodiversity and carbon storage, have been lost in the UK since the 1940s. We are committed to restoring much of our land back to native wildflower grassland.
- Ruminants are designed to turn grasses, herbs and wildflowers into meat and milk. There is no need for grain based diets and other high protein/energy concentrate feeds.
- Much of the farm (and the world) is not suitable for growing crops for direct human consumption without considerable amounts of artificial inputs and irrigation. It can grow good pasture, however, with minimum use of resources.
- Cattle and sheep are sentient animals and should be allowed to express their natural behaviour. Outdoor systems are preferred to zero grazing and feed lot systems.
- Meat and milk from pasture fed animals are better for human health as they contain higher levels of omega 3 fatty acids, micro nutrients and potential cancer fighting conjugated linoleic acid (CLA). These benefits fall rapidly when grains replace grazed pasture in the diet and hence a strict birth to slaughter system is better than part 'grass fed'.
- Feeding grains to animals is an inefficient use of land and human edible food. It takes 2000 calories of livestock feed to produce 500 calories of red meat. The challenge is not just to produce more but to do things differently in the future.
- Housing livestock, feeding grains and managing silage and slurry is expensive. Pasture fed systems can show very healthy gross and net margins.
- Due to the environmental, animal welfare and human health benefits there is increasing consumer interest and market potential.