



ROSE BEEF

BABY CALF TO FINISH

The Rosé Bull Beef system is a unique, innovative system of Beef production which provides both dairy and beef farmers with an alternative or complementary system to traditional beef production methods.

By partnering with Meadow Quality Ltd, the system is simplified and offers you greater security.

Advantages of this system

- Farm output can be expanded significantly without additional land requirement.
- It provides an opportunity to spread fixed costs across another linked enterprise.
- A secure marketplace for the finished product.
- Good availability of the correct calf type and competitively priced.
- The Fair Trade Pricing Index promotes a sustainable future.
- Proven, production guidelines and on-farm advisory service available.
- Access to high quality calf-rearing milk powder at preferential rates.
- Much quicker return on capital turnover and options to generate a regular cashflow.

Summary

The outlook for British Beef is very positive with a strong underlying demand profile. Utilisation of inexpensive Holstein Friesian bull calves, which are noted for their high growth rates and their ability to convert feed efficiently, can make a valuable contribution in this market place. They produce well-flavoured, lean beef required by today's consumer market.

For the beef producer, they can provide a quicker return on capital than traditional production methods, whilst sharing many of the same operating costs. This system has been designed to reduce market fluctuations providing producers with the opportunity to forecast a sustainable financial future.

For dairy producers, this production method offers an option to add considerable value to their calf output and for those units under TB2 controls, a valuable alternative to bull calf disposal. Retained calves may also be sold at 10 - 12 weeks of age to a Rosé bull beef finisher.

Meadow Quality Ltd has been working with and on behalf of livestock producers for over 35 years.

We are able to offer security, transparency and a wealth of practical advice throughout the beef chain.

Our partnership and “joined-up thinking” approach can add real value to your enterprise.

With our calves being supplied directly from professional dairy farmers, you can **confidently buy calves with history, not mystery**. Delivery is made directly to your farm at an agreed weight and price. Calves are supplied with a 7 day warranty*, and a 14 day payment term.

*Standard Company Terms and Conditions apply.

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