# Sustainable economic and ecological grazing systems - learning from innovative practitioners





















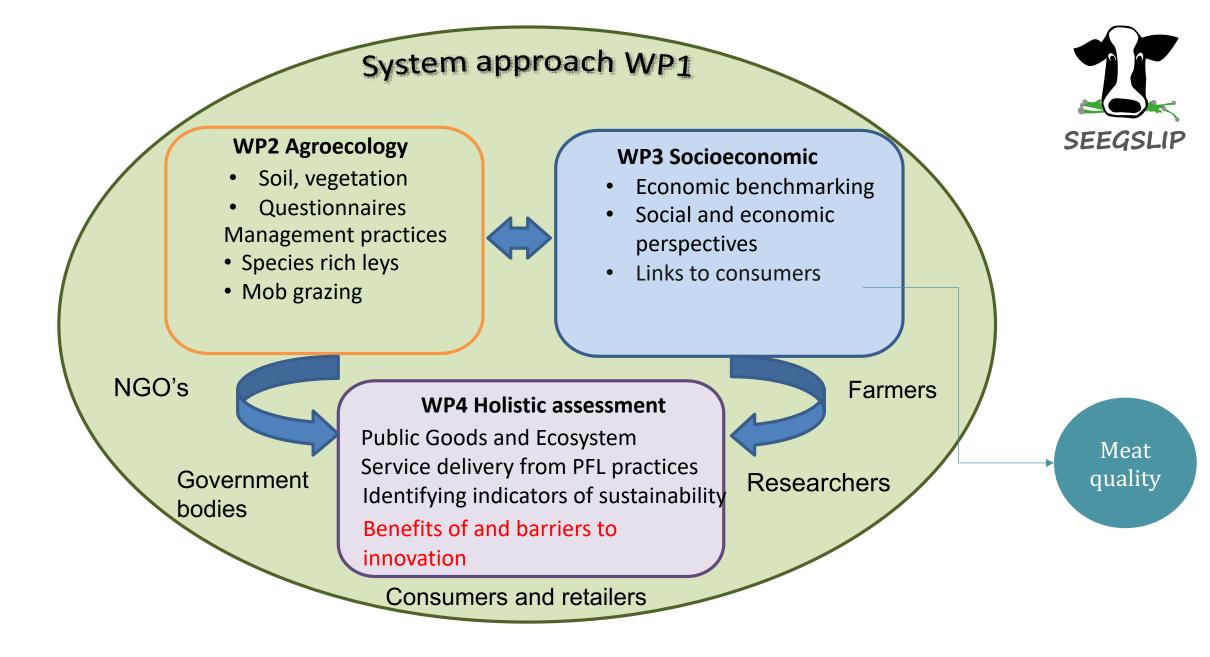




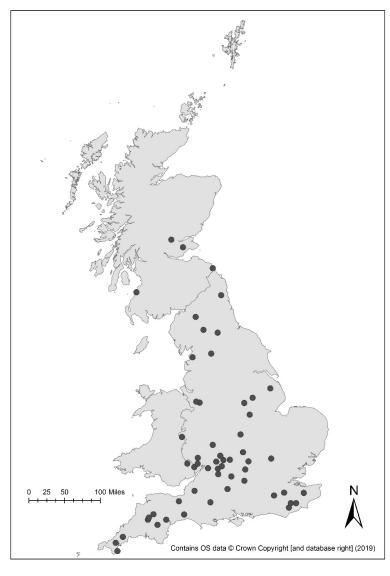


Farmers are learning and acting - not necessarily waiting for policy support.

"...the overarching thing was really about trying to make species rich grasslands which are a really valuable resource in my opinion, and one we're losing quite fast, even now. [The goal] is to make them a viable or even, you know, make them part of a thriving agriculture business, so that the choice is not necessarily thanks to a policy lever which is at the whims of politicians, but something that would drive forward on its own, if we get it right."



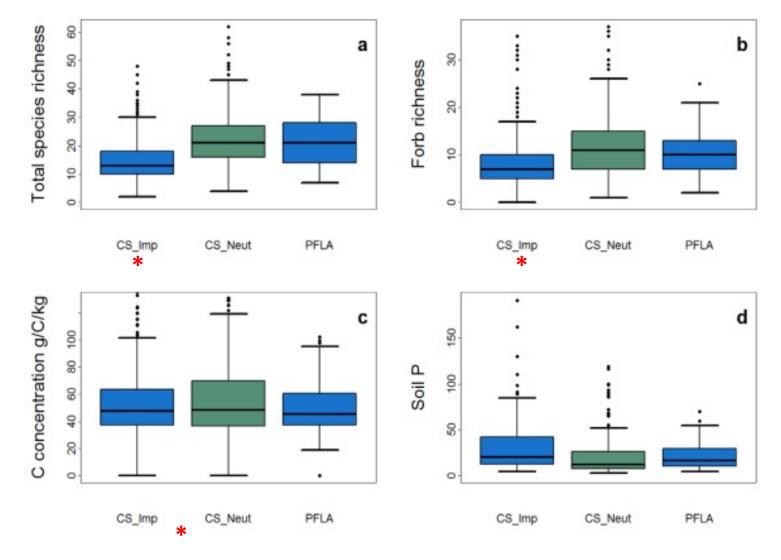
### Can innovative farming practices improve the state of GB grassland?







### **Ecological condition of PfL pasture in context**



Vegetation height was also higher



## What can CS tell us about vegetation and soil relationships in the different grassland types?

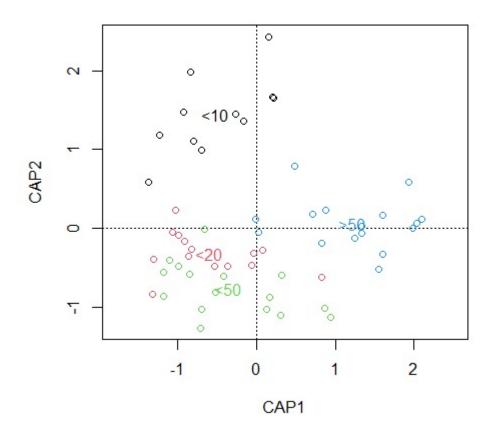


|                   | Vegetation metrics |                  |
|-------------------|--------------------|------------------|
| Soil metrics      | Ryegrass cover     | Species richness |
| Soil P            | 仓                  | û                |
| Soil C            | Û                  | <b>企</b>         |
| Soil Moisture     | Û                  | <b>企</b>         |
| Total taxa (soil) | Û                  | <b>①</b>         |

Take home: Neutral grassland is more ecologically sustainable than Improved Grassland PFLA grassland doesn't **yet** have all the qualities of neutral grassland, but is on the way



#### How do PFLA soils look in relation to management practices?



Soil disturbance alters fungal community composition

Oifferences in fungal community composition by pasture age <10 year, >20 years, <50 years, >50 years



### **Economic analyses**

Results used to benchmark PFLA practices indicated that:

 PFLA farmers were often outperforming the Farm Business Survey sample

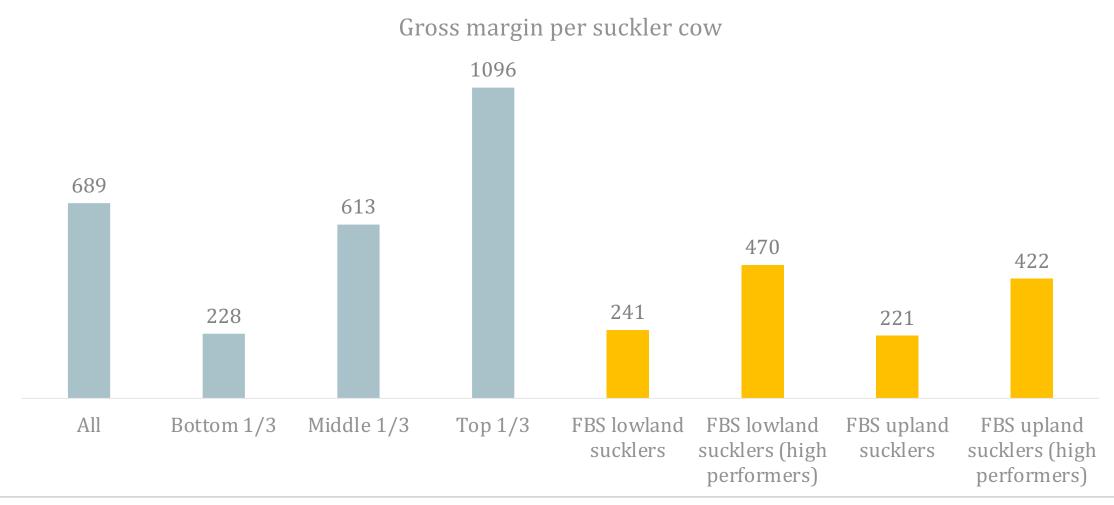
Key reasons

- 1) More direct selling less processing and marketing
- 2) Less inputs cheaper to produce



### Beef suckler- gross margin

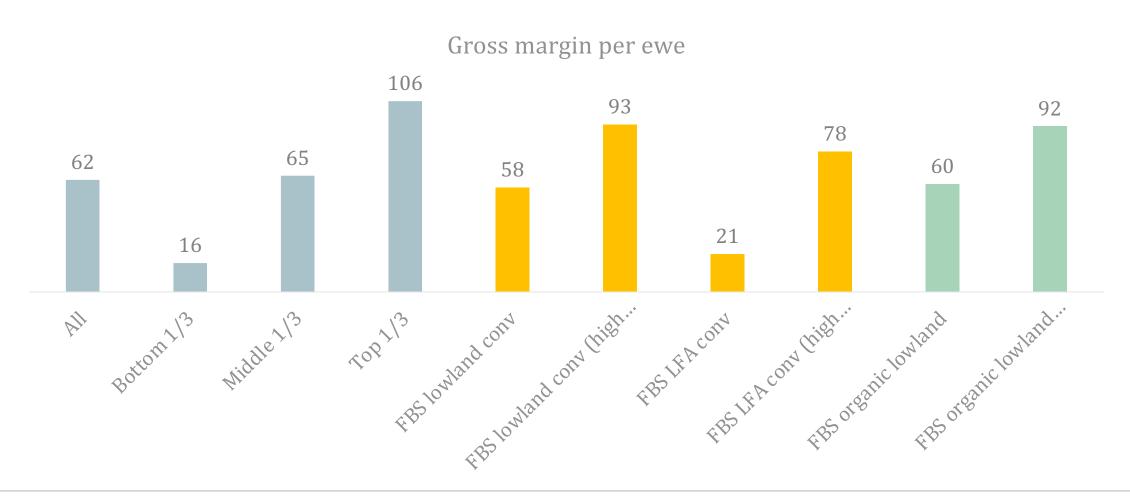






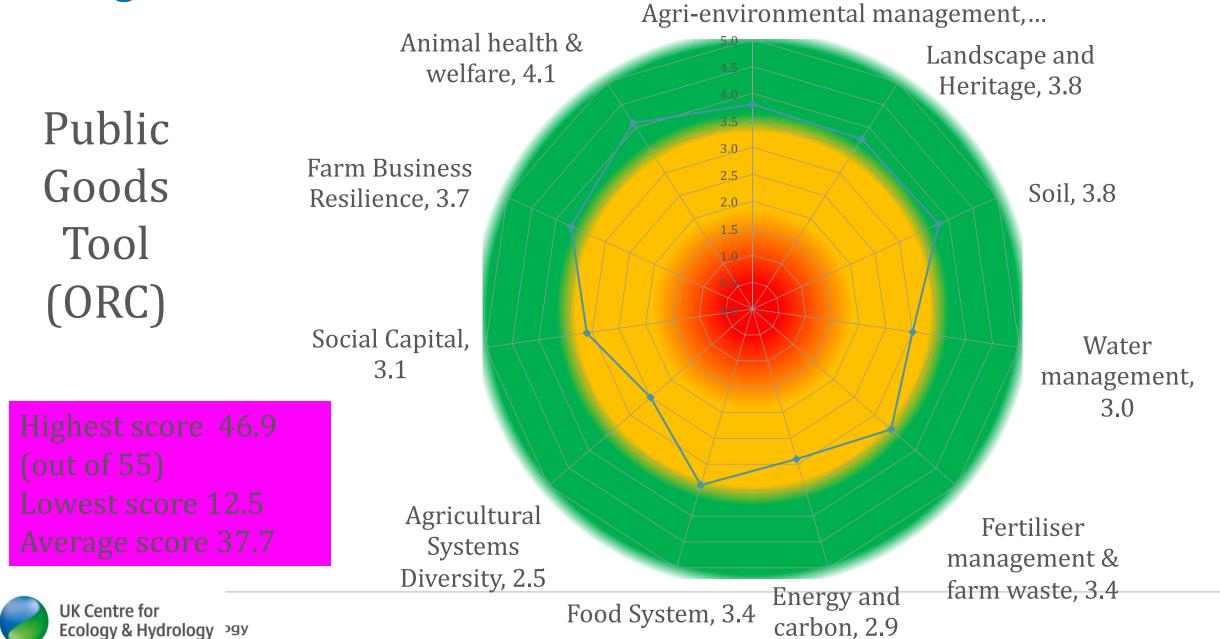
### Sheep- gross margin







**Average scores across 56 PFL farms** 



# What are mob grazing practices?

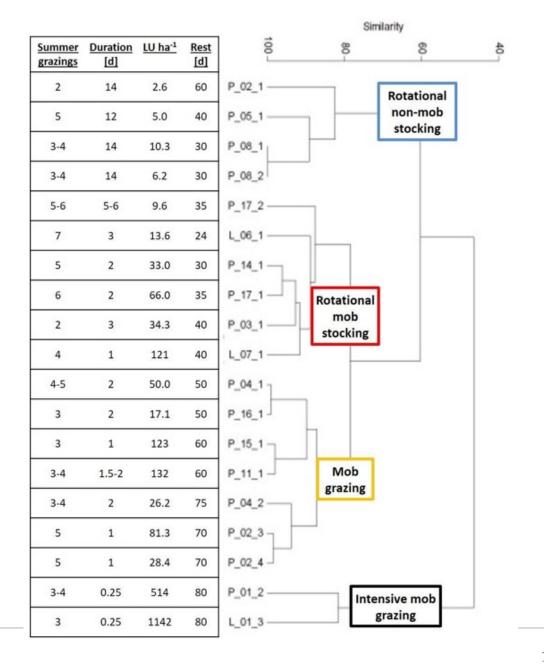
Classified according to:

Numbers of summer grazings

Length of grazings

Livestock Units per Ha

**Rest period** 





# Mob grazing case study

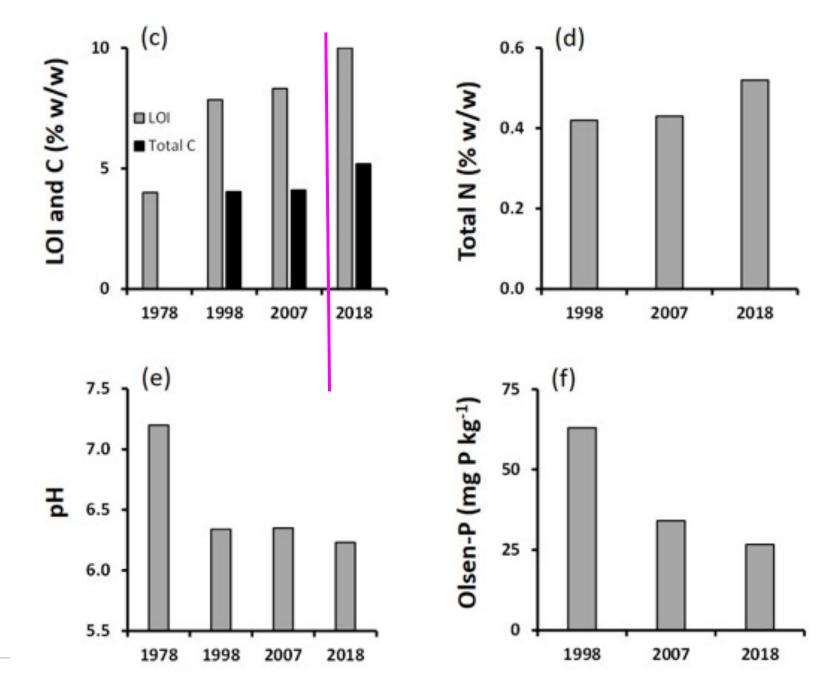
Data indicate:

An increase in soil C and soil N

A decrease in soil P and pH

A decrease in species richness

A change in species dominance





One of the reasons I do this moving four times a day is....in Spring turnout...the cows skip when they first leave the sheds. My animals do it four times a day, every day, as they go to the new paddock.....Honestly, I just love it. I set my automatic latches up but if I'm not busy I'll go down just to watch them go through".





# Online focus groups with consumers (6 groups of 6 people, flexitarians (2), supermarket (2) & PFLA (2)

#### Key findings:

Consumers are caught up within many issues – they are not thinking JUST about ecological sustainability or nutritional value.

All of the 6 groups were **ACTING/EXPERIMENTING** with their eating habits (e.g. eating less meat rather than being discriminating about what kind of meat they eat).

4 of the 6 groups largely unaware of PfL, but also a general lack of awareness on labelling

Strong mistrust – and reliance on corporates from supermarket and flexitarians

Consumers are good at gauging the power of the food system and the possibility for change within that.







