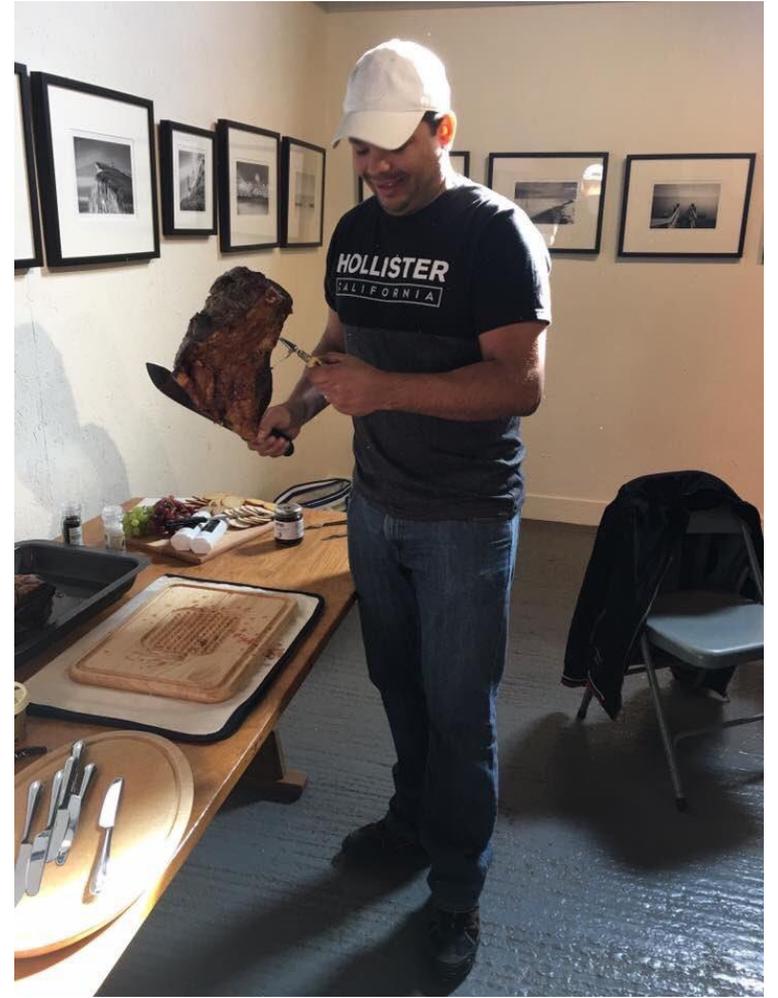


# MGA Conference 2020

Michael & Ian Sturmer

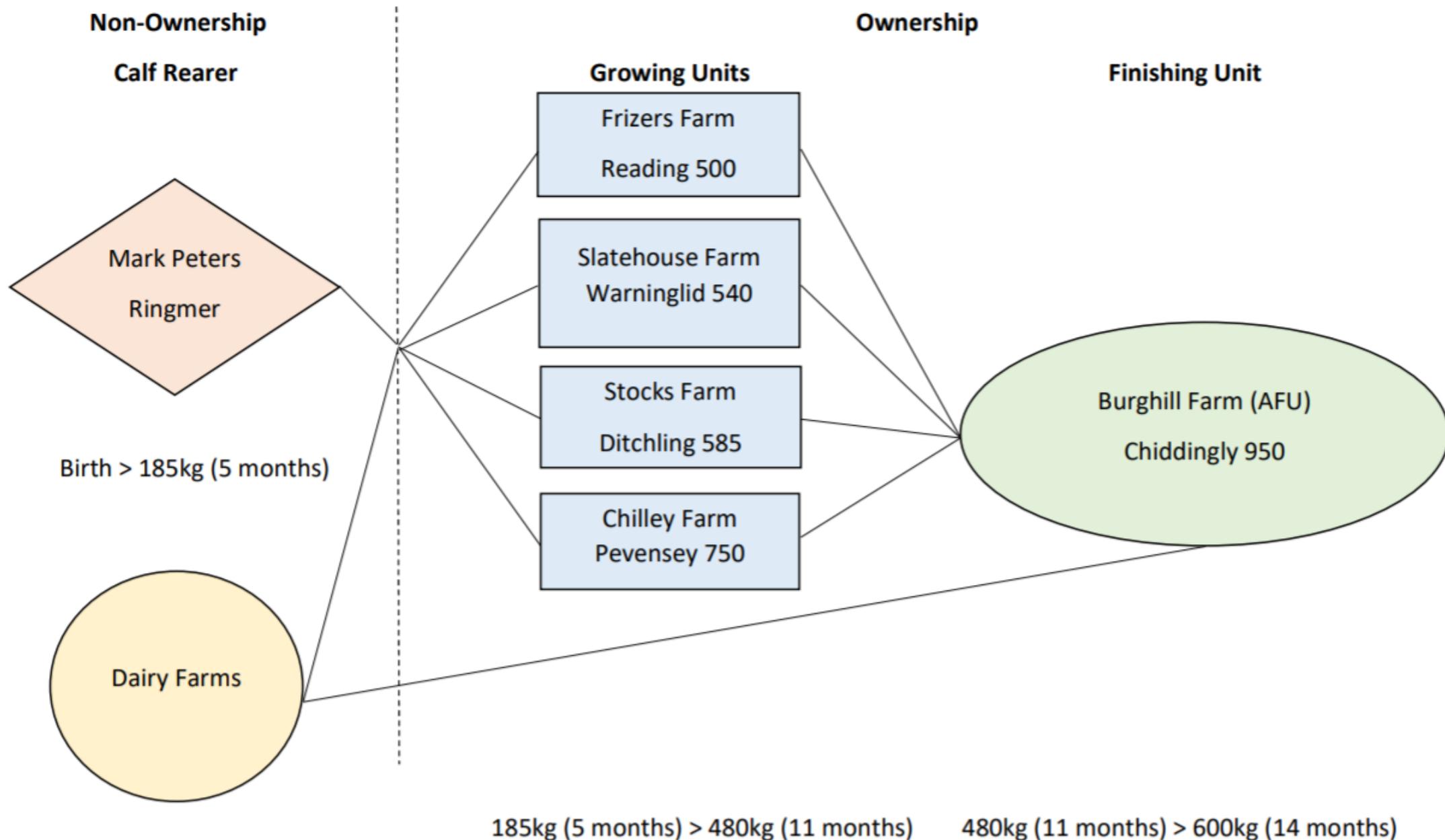
2019 Farmers Weekly Beef Farmer of the Year



















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## Research & Development – Conception to Consumption

In collaboration with Dunbia, we are now involved in an industry changing project to drastically improve the beef supply chain. This project will involve enhanced levels of data collection, more focus on genetics and meat-eating quality

- This work will involve all animals from our units being genomically tested and meat quality assessed using Warner-Bratzler Shear Force and Sensory panel evaluations

The benefit of this work to our business is:

- Identify sire lines which improve:
  - Performance
  - Retail value
  - Health
  - Eating quality
  - Selecting for resistance e.g. heat and specific diseases
- Enhanced data collection to facilitate more data driven decision making at farm level
- Ultimately, we want to produce a more valuable and suitable animal for the supply chain



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A DIVISION OF DAWN MEATS











BAR

GD17  
EXV

newton trailer

VOLVO

newton trailer

# Maize

Consistent feed for a consistent product!











**Established Barley crop on 17th October 2018**







**Michael & Ian Sturmer**

[m.sturmer@sturmerfarms.co.uk](mailto:m.sturmer@sturmerfarms.co.uk)



**@IanSturmer**

