

Twenty20™
BEEF CLUB

FARMING

TOGETHER FOR A SUSTAINABLE FUTURE



2023
New features
and benefits

What is the Twenty20 Beef Club?

The Twenty20 Beef Club, developed by Tirlán and Kepak, is a fully integrated Calf-to-Beef Programme. The objective of the Club is to sustainably produce and market Irish heifer, steer and bull beef at a premium price. Our pioneering and award-winning Club supports farmers in developing sustainable beef businesses through leading genetics, shorter supply chains, market-leading pricing, and technical support.

Greater Beef Price Certainty

Through membership of the Twenty20 Beef Club, farmers are now achieving bonuses above the market price of between €100 to €200 per head in addition to improved margins linked to the Club's technical support programme.



Cow Bonus



Club Bonus



Young Bull
Bonus



Carcass
weight range
260-400kg



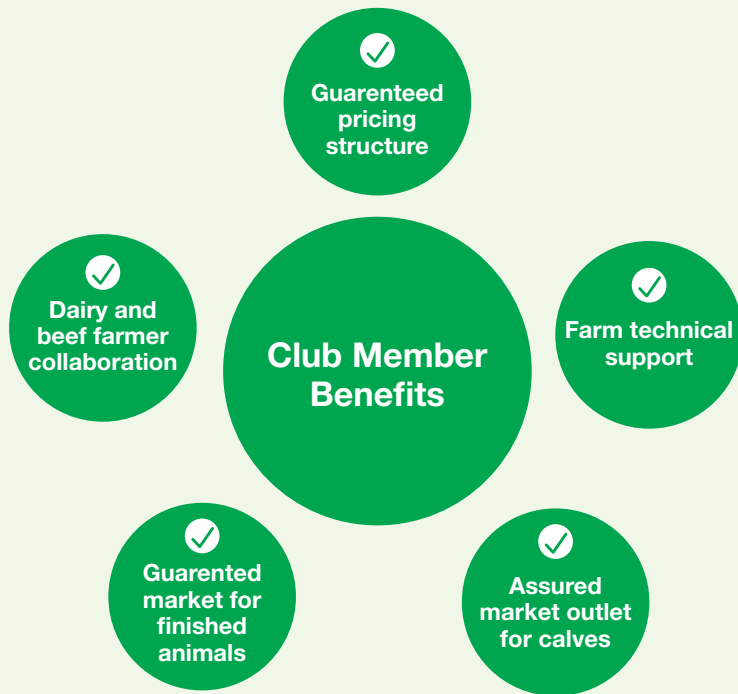
Input Bonus



Seasonality
Bonus



Breed Bonus



Club Technical Support

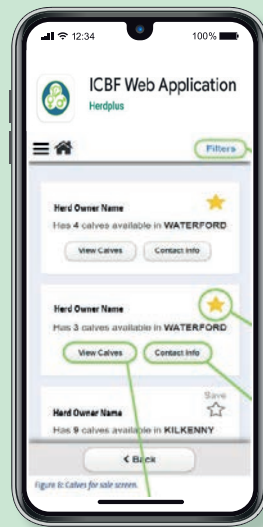
Club Members receive on-farm visits and technical workshops from Tirlán and Kepak teams including:

- Forage and soil analysis and related advice.
- Breeding and genetics advice.
- Dietary and feeding advice.
- Support on animal health programmes.
- Club Member discounts on GAIN Animal Nutrition products.
- Selecting cattle for slaughter.

Calf Locator

All Club Members (sellers & buyers) have access to the Twenty20 Beef Club section on the ICBF Web App.

When a seller selects animals to advertise on the app the buyer will have access to view these animals and contact the seller if they wish to purchase. Each animal on the ICBF Web App will have a commercial beef value which can aid the buyer in choosing a better beef calf.



www.icbf.com

Club Pricing Structure

Club Bonus

Twenty20 Beef Club bonus €0.30c/kg (including Tirlán input bonus of €0.10c) above the market



Club Protocol Bonus

€0.20c/kg for O= or better, €0.12c/kg for O grades.



Breed Bonus

Angus Bonus €0.20c/kg Hereford Bonus €0.20c/kg
New Continental Breed Bonus €0.10c/kg.



Seasonality Bonus

April €0.06c/kg, May €0.10c/kg and June €0.06c/kg.



Cow Bonus

€0.15c/kg available to all Club Members on cull cows with a carcass weight >270kg.

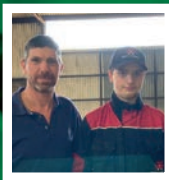


Young Bull Bonus

€0.25c/kg available to all Club Members on young bulls U19 within a carcass range of 260-400kg.

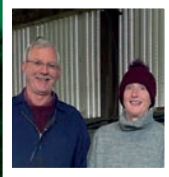


Participating in the Twenty20 Beef Club is one of the Seven Sustainability Payment Action Options.



“The €0.30c/kg Club Bonus, plus the 20c Breed Bonus, plus the Seasonality Bonus of 10c works out at €192 per head and that’s a lot.”

Philip and Conor Tobin, Beef and Tillage Farmer, Bunclody, Co. Wexford.



“We would recommend other farmers to look into joining the Twenty20 Beef Club. It is working well here anyway.”

John and Olive Connor, Beef/Sheep Farmers, Moate, Co. Westmeath.



“I find the Twenty20 Beef Club technical team a great benefit to my farm, not only to link me up with beef farmers/calf rearers but also in terms of on farm support.”

Adrian Walshe, Dairy Farmer, Ballinakill, Co. Laois.



“On my last load of cattle, the new bonuses were worth €150 per head. This is a great bonus for no extra work and I would recommend it to other farmers.”

Pat Brogan Calf to Beef Farmer Moynalty Co. Meath.



“I think the Twenty20 Beef Club is very simple and straightforward and I get rewarded for my animals which is what any farmer wants.”

Seán Miller, Dairy & Beef Farmer, Abbeyleix, Co. Laois.



“The Twenty20 Beef Club premium over the market price is what I find is the biggest attraction.”

Mark Shalloe, Suckler to Beef & Dairy Calf to Beef Farmer, Dungarvan, Co. Waterford.



Scan to watch Seán and Denis Daly's testimonial

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- Counties currently included in the Twenty20 Beef Club
- Kepak Processing Site

For more information, please contact:



www.tirlanfarmlife.com



Ross Brady
Programme Manager
086 783 4252
rossbrady@tirlan.ie



Michelle Ward
086 027 1942
miward@tirlan.ie



Kieran Bowe
086 078 8258
kbowe@tirlan.ie



www.kepak.com/farming/twenty20



Edwin Carroll
086 145 4772
edwin.carroll@kepak.com



Edward Quinn
087 757 1679
edward.quinn@kepak.com



Josh Wall
086 418 5603
josh.wall@kepak.com



The Twenty20 Beef Club, won a coveted European Award for Cooperative Innovation in the international competition organised by Cogeca. It was shortlisted under the 'Economic Value Creation' category.

The international judging panel, who assessed over 100 entries from across Europe, singled out the Twenty20 Beef Club's proven credentials and said it represents "an outstanding innovation that creates valuable impact in the supply chain".

They continued to praise the Twenty20 Beef Club adding: "Innovation is about value creation and the way your organisation does it, clearly underlines how the cooperative model is a key tool to respond to the emerging challenges, to shift to more sustainable food systems and to bring further environmental, economic and social benefits."