



A Farmers' View

James Taylor

Dairy & Beef Farmer

Portrush, NI

Family Farm

High quality animal protein
from grazed grass



Farm Ecosystem



Healthy Livestock



Healthy Soils



Thriving Environment

Sustainable, local
food continues to
be demanded by
local consumers



Livestock Cuts



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graph TD; A[Livestock Cuts] --> B[Financial Unsustainability]; B --> C[Ecosystem Failure];
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Financial Unsustainability

Ecosystem Failure



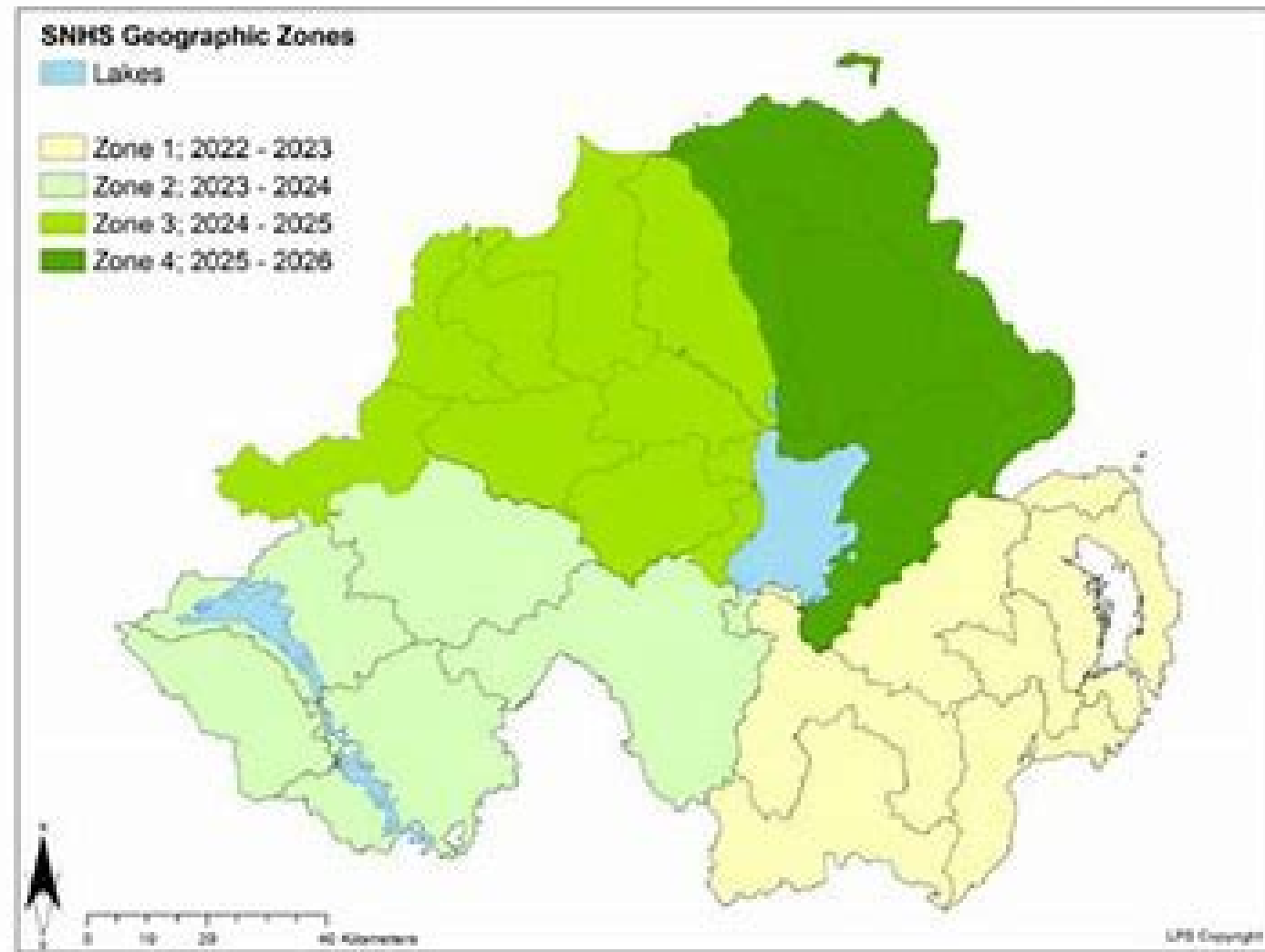
Consumer Demand for Animal Protein

Reducing Fertiliser use with Clover



Farmers need a clear message delivered in the right way

The Soil Nutrient Health Scheme



-Effective training



-Right Message delivered in the right way



Conclusion

- Healthy Livestock
- Healthy Soils
- Thriving Environment