

# Flexigraze



Conservation grazing

25.09.2007

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# contents

- What is conservation grazing
- Types of livestock
- Targeting grazing
- Community involvement
- Practicalities
- Shearling lamb
- Conclusion / Questions

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# how Flexigraze works

- ‘Conservation grazing’
- Precise use of livestock
  - encourages biodiversity
  - supports native species
  - Landowners can buy grazing time



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# how Flexigraze works

- variety of species and breeds
  - ponies
  - cattle
  - sheep



# Flexigraze: a fair deal for all



- enhances/conserves a mosaic of habitat in countryside
- creates and maintains habitat for wildlife
- shearlings have a good life
- income supports other grazing species
- supports local butcher
- benefits the North East's hill farmers

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# Traditional Breeds



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# Flower / Hay meadow



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# Cutting



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# Flower meadow



- Start of grazing

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# End of grazing



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# Wetland



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# Precision grazing



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# Bespoke projects



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# Community groups



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# Regulation



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# shearling lamb

- fair price paid to hill farmers
- fed on chemical-free grassland
- allowed to grow at own rate
- slaughtered as “shearlings”
- Uses land that unsuitable for growing crops

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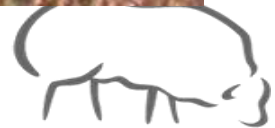


# direct sales to consumers

## a fair deal for consumers:

- premium quality North East meat
- priced from £6.50 per kg
- cheaper than supermarket organic lamb
- travelled less food miles
- local, sustainable, ethical
- social enterprise - CIC

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# the buying group model

- anywhere between 2 - 8 or more households
- buy either ½ or whole shearling each month
- collect from butcher in Ponteland
- distribute fairly between households

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# the buying group model

- shearlings weigh 21-25kg at slaughter
- this equates to 11-12kg per ½
- after butchery = 9-10kg of quality meat per ½

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# the buying group model

1/2 shearling @ £65 consists of:

12-16 chops depending on size

1 shank end of leg

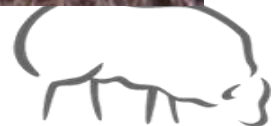
1 chump end of leg

- 3 chump chops

- 1 rolled shoulder  
(can be cut in half)

- approx 1lb mince

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# the buying group model

2-way split for ½ shearling £65:

## Household A

- 1 leg shank end
- 8 chops
- ½ shoulder
- approx 1lb mince

## Household B

- 1 leg chump end
- 4 chops
- ½ shoulder
- 3 chump chops



# the buying group model

4-way split for ½ shearling £65:

Household A	Household B	Household C	Household D
leg shank	½ shoulder	leg chump	½ shoulder
4 chops	4 chops	4 chops	3 chump chops
			Approx 1 lb mince



# the buying group model

The maths:

½ shearling @ £65

= £65 for 1 household

= £32.50 for 2 households

= £16.25 for 4 households





thank you for listening...  
...questions?

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