

**Twenty20™**  
BEEF CLUB



# FARMING

TOGETHER FOR A SUSTAINABLE FUTURE

## TWENTY20 DECARBONISING STRATEGY SUMMARY



# Twenty20 Beef Club

Delivering lower carbon, fully traceable, high quality Irish beef

## What the Twenty20 Beef Club Is

The Twenty20 Beef Club is a partnership between **Kepak, Tirlán**, and participating farmers designed to produce **consistently high quality Irish beef** with **industry leading traceability and sustainability standards**.

This fully integrated calf to beef model delivers a **stable, well managed supply base**, backed by independent assurance and science based performance metrics.

## Why It Matters for Our Customers and Retail Partners

### 1. A Secure, High Quality Beef Supply

The programme provides:

- **Consistency** in carcass specifications and quality.
- **Best in class genetics** selected to optimise meat eating quality, yield, and uniformity.
- A structured, multi year production model that reduces variability.

This gives customers a **dependable supply of premium beef** with strong alignment to consumer expectations on quality and provenance.

### 2. Market Leading Sustainability & Decarbonisation

The Club has a robust, data driven plan to **reduce the carbon intensity of Irish beef production**, supported by:

- Science based modelling of greenhouse gas emissions (ICBF, Teagasc, AgNav, DAFM datasets).
- On farm adoption of methane reducing practices, improved feed efficiency, and lower emissions fertiliser strategies.
- A roadmap to **progressively reduce emissions intensity** per kilogram of beef produced.

## Carbon & Emissions Strategy

The Club measures and models emissions using animal performance data (ICBF), activity data (DAFM/CSO), and management data (Teagasc/AgNav). Enteric methane is the largest emissions source, with additional impacts from fertiliser, nitrous oxide, feed production, and general farm inputs.

### Key focus areas for reduction include:

- Finishing animals at a younger age (science based targets; each month earlier reduces emissions per kg beef).
- Genetic improvement (minimum 3 star Commercial Beef Value; emphasis on eating quality, yield, killout %, and lifetime carbon).
- Feed and forage efficiency and improved grassland management.
- Adoption of lower emissions fertiliser practices, such as protected urea, liming,

lowemission slurry spreading, and soil fertility improvement.

- Reduction and eventual elimination of chemical nitrogen use.

The Club has a multiyear roadmap targeting a continuous reduction in average carbon footprint per kilogram of beef, supported by annual increases in sustainability practice adoption.

## FarmLevel Mitigation

**Five main actions underpin onfarm emissions mitigation:**

1. Use of protected urea.
  2. Application of lime to improve soil pH.
  3. Lowemission slurry spreading.
  4. Soil testing and fertility improvements.
  5. Reduction of chemical nitrogen inputs.
- Further gains come from regenerative agriculture practices aligned with the SAI "Regenerating Together" framework, piloted with Twenty20 farms.

For retailers, this offers a supply chain aligned with **SBTaligned climate commitments** and backed by measurable farmlevel improvements.

### 3. Full Transparency & Traceability

Every animal in the programme must meet stringent verification requirements:

- Origin from Club members only.
- Mandatory sire recording, genotyping, and full lifetime traceability.
- Compliance with Bord Bia's **Sustainable Beef & Lamb Assurance Scheme (SBLAS)** and **Origin Green**.

This ensures customers can communicate **credible, independently verified provenance** to consumers.

### 4. IndustryLeading Animal Health & Welfare Standards

The Club enforces enhanced standards that exceed regulatory baselines:

- Comprehensive vaccination protocols aligned with best practice.
- Strict diseaseprevention measures and reduced antibiotic reliance.
- Compliance with the **Animal Health and Welfare Act (2013)** and the **ICOS Calf Welfare Charter**, including the prohibition of earlylife slaughter of healthy calves.

Retailers can be confident that their beef supply chain demonstrates **robust welfare credentials** that resonate strongly with modern consumers.

### 5. Regenerative Agriculture and Farm Support

The programme includes:

- Expert onfarm technical support from Tirlán and Kepak.

- Piloting of **regenerative agriculture models** aligned with the SAI Platform’s “Regenerating Together” framework.
- Year on year improvements in soil health, grassland performance, nutrient efficiency and biodiversity.

This strengthens the longterm resilience and environmental performance of farms supplying Kepak customers.

## 6. Decarbonising Kepak’s Processing Sites

Kepak is investing significantly in plantlevel decarbonisation, including:

- Heat recovery and electrification.
  - Solar and wind energy generation.
  - Upgrades to refrigeration and processing efficiency.
- All with the goal of achieving **50% Scope 1 & 2 emissions reduction by 2030**.

This allows retail partners to demonstrate progress toward **wholechain emissions reduction** across farm and processing operations.

## Commercial Value for Retail & Foodservice Buyers

### A differentiated beef offer

The Twenty20 Beef Club underpins premiumpositioned beef ranges grounded in:

- Verified sustainability
- Trusted animal welfare
- Consistent eating quality
- Predictable supply

### Strengthened brand trust

The model enables retailers to make **evidencebased sustainability claims**, supported by thirdparty data and robust traceability.

### Longterm security

By stabilising production systems and investing in farm and processor efficiency, Kepak is reducing volatility and futureproofing supply.

## In Summary

The Twenty20 Beef Club gives Kepak’s retail and foodservice partners a **futurefocused, lowercarbon, highintegrity beef supply** backed by:

- Sciencebased emissions reduction
- Leading welfare standards
- Full-lifecycle traceability
- Regenerative agricultural practices
- Processingsite decarbonisation

It is one of the **most advanced and transparent beef sustainability programmes in Ireland**, providing customers with a compelling and credible platform for sustainability leadership.

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