

Twenty20™
BEEF CLUB



FARMING

TOGETHER FOR A SUSTAINABLE FUTURE

TWENTY20 POLICY OVERVIEW

The Twenty20 Beef Club is a fully integrated calf to beef programme developed by Tirlán and Kepak Group in partnership with progressive Irish farmers.

The programme delivers premium, fully traceable Irish beef, underpinned by measurable sustainability standards, superior genetics, and strict animal welfare protocols.

This means every cut of beef can be traced right back to the family farm it came from, giving you confidence in where their food comes from.

Premium & Predictable Pricing

Members benefit from:

A guaranteed market outlet and a €0.30/kg Club Premium above the Average Quoted Price (AQP), with additional bonuses for quality protocol compliance, recognised beef breeds, young bulls, cull cows, and seasonality supply.

This ensures farmers are rewarded for producing consistently highquality beef - helping secure a reliable supply of premium Irish beef for our customers.

Sustainability by Design

The Club is structured to improve:

- Carbon footprint per kilogram of beef
- Feed conversion efficiency
- Age at slaughter
- Biodiversity and soil health
- Water quality

All members must be certified under Bord Bia's Sustainable Beef & Lamb Assurance Scheme and verified within Origin Green. Performance is supported through AgNav sustainability data.

This ensures real, independently verified reductions in environmental impact.

Superior Genetics & Performance

The programme prioritises highperformance cattle to deliver:

- Improved daily liveweight gain
- Reduced finishing age
- Consistent carcass weights (240–400kg target range)
- Improved grading performance

This results in beef that's consistently tender, great tasting, and produced with care at every step.

Industry Leading Animal Health & Welfare

Strict health and welfare protocols include:

- Preventative vaccination programmes
- Parasite management
- Reduced antibiotic usage through disease prevention
- Compliance with the Animal Health and Welfare Act 2013
- Adherence to bestpractice calf welfare standards

The focus is on producing healthier animals with lower environmental impact

Technical Partnership & Innovation

Farmers receive continuous technical support including:

- Nutritional planning and forage analysis
- Methanereducing feed additives
- Grassland and nutrient management
- Sustainability performance tracking

This support helps farmers continually improve - producing great beef with a lighter footprint.

Delivering Value to Customers

The Twenty20 Beef Club provides:

- Fully traceable Irish beef
- Verified sustainability credentials
- Measurable carbon reduction efforts
- High welfare standards
- Consistent grading and carcass performance
- Transparent, integrated supply chain



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