

BOND REPOSITORY OF COLLECTIVE ACTION

UK: Pasture Fed Livestock Association

The aim of the BOND Repository is to share real-life solutions of farmers' and land managers' capacity to develop collective activities and participate in networks involving a wide range of actors. The Repository contains 20 in-depth case studies emerging from the BOND Project, and in addition provides a store-and-share for other initiatives and projects to upload their success stories on an on-going basis.

The Repository is based on EU 'Practice Abstracts' that provide a common format to characterise a project. This makes it possible for readers to contact the project partners and enables the dissemination of project results.

The language is English apart from the project title and abstract.

This Table aims to provide basic information about the organisation or initiative as a whole.

Title (in native language)	Pasture Fed Livestock Association
Title (in English)	
Editor's name and contact details (address, telephone, email)	Julia Wright Centre for Agroecology, Water and Resilience, Coventry University, UK j.wright@coventry.ac.uk
Coordinator name and contact details.	Russ Carrington Pasture-Fed Livestock Association Trent Lodge, Stroud Road, Cirencester GL7 6JN United Kingdom Tel (44) 1285 889 853
Partners' names and contact details	Global Grassfed Alliance
Start date	2009
Main sectors/focus	Pasture fed livestock
Type of organisation (eg coop, network)	Community Interest Company (social enterprise)
Number of members	325
Type of members	Farmers, butchers, retailers, consumers
Operating level (local, regional, national etc)	Local, regional, national
Funding sources	Various – foundations, membership, certification income
Total budget	limited
Objectives of the initiative	The Pasture-Fed Livestock Association promotes the unique quality of produce raised exclusively on pasture, and the wider environmental and animal welfare benefits that pastured livestock systems represent
Description of main activities	Developed and runs a certification scheme

	<p>Promotional campaigns on pasture-fed beef and lamb</p> <p>An active Internet discussion forum and regional groups offer support and information to farmers, allowing them to pool their knowledge and to collaborate</p>
Website	https://www.pastureforlife.org/
Links to other websites if appropriate	
Tick if audiovisual material provided	
Tick if project documents provided	

PRACTICE ABSTRACT 1

This summary should be as interesting as possible for farmers and other practitioners, using easy understandable language.

(Please repeat this template for each project or subproject that you would like to record)

Short title in English	Pasture Fed Livestock Association
<p>Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should at least contain the following information:</p> <ul style="list-style-type: none"> – Main results/outcomes of the activity (expected or final) Include successes such as impact (on policy/productivity/land management etc), effectiveness (have objectives been achieved?), sustainability (economic and environmental), and transferability (can it be adapted and adopted elsewhere?) – The main practical recommendation(s): including both entrepreneurial elements related to cost, productivity etc as well as how any challenges have been overcome. 	<p>With 325 members across the UK, the PFLA started in 2009 as a response to criticism about the role of livestock in GHG emissions. Wanting to influence change, a group of livestock farmers decided to focus on consumers rather than on policy makers or farmers. Therefore they set up a certification scheme to guarantee consumer access to pasture fed beef, lamb and milk, with a focus on a healthy life for both animals and consumers. People told them it couldn't be done, but they proved that animals could be grazed all year round or fed on forage in winter months. With average farms being dependent on subsidies, the PFLA provides more security as feeding and antibiotic costs are lower, animals live longer, and market prices are higher. The nutritional content of products is superior in terms of Omega 3 and 6, CLA and certain vitamins and minerals. Membership and marketing took a leap forward in 2017 when the story behind Pasture for Life meat reached millions of consumers during Great British Beef Week, with members appearing on BBC CountryFile, on BBC Radio 2 and other high profile media outlets in the UK. One current challenge is that the legal definition of 'grass fed' only requires 51% of the diet to be from grass, and 93% of consumers find this misleading. Still, over 80% of farmers in their network find it good to be a part and that it helps them to make changes on their farms.</p>
Short title in <u>native language</u>	
Short summary for practitioners in <u>native language</u> (can be the language of the coordinator / one of the partners)	