Grass10-An extension campaign to improve the level of grass production and utilisation

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Grass10 Objective

- Achieve 10 grazings/paddock/year
- Utilising 10 tonnes grass DM/ha
Every additional ton of grass eaten/ha will increase profit on

-Dairy farms by €173/ha

-Drystock farms by €105/ha
Grow More, Graze More, Earn More!
Current Grazing Performance

- **Where is the current level of performance?**
- 7.8 t DM/ha utilised - dairy farms (NFS)
- 5.6 t DM/ha utilised - drystock farms (NFS)
- 7.9 grazings per paddock per year – dairy (PBI)
- 5.1 grazings per paddock per year – drystock (PBI)

- **What is possible?**
- 10t DM/ha utilised
- 10 grazings per paddock per year
Grass10

To increase the amount grass eaten to 10 T DM/ha & Achieve 10 Grazings per paddock per year
Multi-Stakeholder Approach:
Enables greater focus to be placed on grazing
## Key Performance Indicators - Steering Group

<table>
<thead>
<tr>
<th>Programme (Outputs)</th>
<th>Industry (Impact)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of farmers using PastureBase Ireland</td>
<td>Grass DM utilised per ha</td>
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<tr>
<td>No. of farmers completing 25 measurements or more per year</td>
<td>No. of grazing rotations completed by farmers</td>
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<tr>
<td>No. of advisors with greater than 10 users on PastureBase</td>
<td>Level of soil nutrient improvement</td>
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<tr>
<td>No. of grazing events held</td>
<td>Level of sward renewal per year</td>
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<tr>
<td>Level of website and social media coverage</td>
<td>Level of animal output</td>
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Delivery of Grass10 Campaign

1. Grazing Focused Events
2. Media
3. Influencers
Grass10 Events
Flagship of Grass10 Campaign

Grassland Farmer of the Year Competition

To promote and recognise excellence in grassland production
Conclusions

- Grass Utilised- Increase in profit.
- Change is required: Opportunity exists to improve grass production.
- Grass10: New campaign – enables greater focus.
- Industry collaboration.
- Campaign measurement (KPI).
Thank You