


**Better Returns Programme**

Delivered by  **EBLEX**  
ENGLISH BEEF & LAMB EXECUTIVE

A full programme of EBLEX Beef BRP producer activity will kick off in Autumn 2006. Sign up now and put yourself on the mailing list for FREE training events and publications.

However you don't need to wait until Autumn to take steps towards a more profitable enterprise. A range of practical publications is available from EBLEX.

Please send me (tick box 

- Action for Profit factsheets** – a series of practical factsheets on various beef production topics (can also be downloaded from [www.eblex.org.uk](http://www.eblex.org.uk)).



- Beef Briefings** – provide your email address overleaf and receive regular updates on industry issues (can also be downloaded from [www.eblex.org.uk](http://www.eblex.org.uk)).

- Targeted beef selection and handling** – an easy to read EBLEX manual with tips on producing cattle according to market specifications.



## Sign up for Better Returns

The EBLEX Beef Better Returns Programme aims to equip English beef producers with the skills and expertise to develop their enterprises and make better returns.



"Getting the most from your beef enterprise will be critical to securing a sustainable future for the industry. The EBLEX Beef BRP is a timely 'hands on' opportunity for producers to take a fresh look at all aspects of beef management and farm costings to help them build and secure better profit margins.

Better Returns events are well known for their simple, effective messages and practical approach to the challenges faced by producers. The NFU is pleased to support this three year programme."

*Peter Kendall, NFU President.*

### There are four ways to sign up to Beef BRP

- Complete and return the attached form to: **EBLEX, Freepost NAT 9228, Huntingdon PE29 3BR**
- Email [brp@eblex.org.uk](mailto:brp@eblex.org.uk) with 'Sign up to Beef BRP' in the subject box. Please tell us your name, address, postcode, telephone numbers and email address with details of your enterprise
- Call **0870 241 8829**
- Go to [www.eblex.org.uk](http://www.eblex.org.uk)

Beef Better Returns Programme is funded by Defra and delivered by EBLEX.

Contact EBLEX for more details.

**EBLEX Beef BRP**  
Graphic House  
Ferrars Road  
Huntingdon  
Cambs, PE29 3EE

Tel: 0870 241 8829  
Email: [brp@eblex.org.uk](mailto:brp@eblex.org.uk)



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Delivered by



## Beef Better Returns Programme

- £ Better knowledge
- £ Better practice
- £ Better returns

### SIGN UP TODAY

For details of **FREE** demonstrations and training events in your area plus literature to help generate better returns from your beef enterprise.





## Introducing the Beef Better Returns Programme

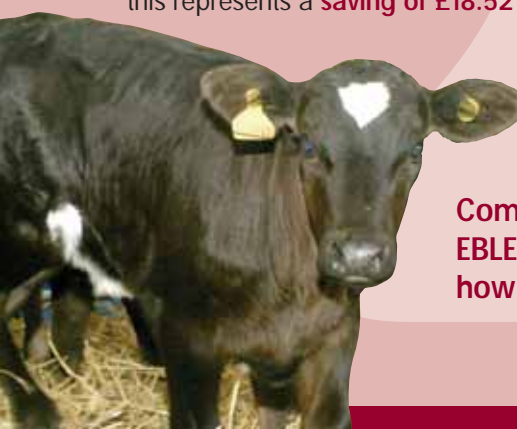
The EBLEX Beef Better Returns Programme is a three year Defra-funded initiative to increase the returns of English beef producers through a FREE programme of knowledge transfer and training events. It will be delivered by the English Beef and Lamb Executive and producer activity will begin during Autumn 2006.

Beef producers are facing challenging times which equally provide a number of development opportunities for their enterprises. EBLEX Beef BRP can help producers identify areas where they can positively enhance their business management and bottom line.

## Did you know?

£ Using a terminal sire bull with a high beef EBV can offer up to **an additional £30 per calf**. This will generate up to **£4,800 benefit** from a bull producing 40 calves per year over a four-year period.

£ A **10% cost saving** on feed can be obtained by correct rationing and good grazing management. In an intensive finishing system this represents a **saving of £18.52 per head**.



## Key themes for Better Returns

Beef enterprises can achieve better returns by implementing industry best practice. EBLEX Beef BRP will focus on the themes of:

**Better Breeding** – Commercial beef producers can generate better returns by using Estimated Breeding Values (EBVs) as a reliable indicator of bull performance.

**Better Fertility and Health** – At optimum performance, suckler cows should produce one calf each year. Find out the steps producers can take to keep herd fertility in top condition.

**Better Feeding** – Feed is the biggest cost to a beef enterprise. Increased accuracy can be achieved through correct rationing and good grazing management.

**Better Selection** – Selecting calves for specific market requirements will achieve better returns. It is estimated that UK producers lose out on £12.5million by supplying overfat cattle.

**Better Systems and Costings** – Raising awareness of enterprise costings is key to achieving better returns. Cost savings can be made by matching the production system to available resources.

Sign up **TODAY** to receive details of **FREE EBLEX Better Returns** events near you

Name: .....

Mr/Mrs/Ms/Other .....

Business name: .....

Address: .....

.....

Town: .....

County: .....

Postcode: .....

Phone No: .....

Mobile: .....

Email: .....

Fax: .....

Is your interest: Suckler production  nos. ....

Beef finishing  nos. ....

Dairy/Beef  nos. ....

Are you: Producer

Other (please state)

.....

Are you a sheep producer? Yes  No  nos. ....

Return your completed form to  
EBLEX, FREEPOST NAT 9228, Huntingdon PE29 3BR

OR SIGN UP BY PHONE, EMAIL OR WEB (See back page)

By completing this form you agree to your details being held electronically on the EBLEX database and utilised by us, but not passed on to any third parties.



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Complete and return the attached form to sign up to EBLEX Beef BRP and get industry tips and advice on how to increase the margin on your beef enterprise.