



Greener Pastures – A Rotational Grazing Innovation Webinar

Friday 2nd October 2020 – 2pm

Join the discussion with James Daniel, a grazing management specialist working with farmers across the country and Dr Sarah Morgan from the world renowned agricultural research institute Rothamsted Research. These leaders in their fields will be debating rotational grazing and what difference it makes to your land, pocket, customer and the environment.

This is an exceptional opportunity to learn more about current "grassroots" research which is examining the environmental impacts, animal welfare implications and production gains of a rotational grazing management system vs set stocking. This will be an informative webinar discussing the three year 'Cell Grazing' experiment located at Rothamsted Research (North Wyke) in Devon from the perspectives of a scientist, an advisor and what it means to farmers on the ground.

Register Now at:

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The webinar will include:

1. Why was the research needed? Areas to be examined and their impact for industry
2. Setting up of the system – first grazing season – challenges and successes
3. Change takes time – second & third grazing seasons – refinement (and rain!)
4. Production gains – pasture, lbs and profit
5. Settling the sustainability scales – environmental impacts (initial results)
6. Animal welfare – methodologies and new solutions for grazing cattle welfare monitoring
7. Quality over kilos – meat analysis (early results)
8. Q & A session

This discussional webinar will be complemented by photographs, films, diagrams and data throughout.

Background to the Trial

It has been shown across the UK that Managed Grazing Systems (i.e. Rotational, Cell, Techno) can improve farm profit by increasing production whilst reducing costs. This means more farm businesses are starting to adopt these methods.

However; increasing focus from consumers and government is not on production and farm profit but on the environment and animal welfare. Whilst there was lots of anecdotal evidence from farmers that their managed grazing systems were also great on these levels there wasn't any formal, peer reviewed research to back this up.

The availability of this research was important to encourage farmers to make changes to their system, they wanted to know that managed grazing ticked all the boxes. Also having the evidence could help influence government policy, could it be recognised as a method of "sustainable intensification"

So in 2017 funding was secured to carry out a trial comparing the environmental, welfare and economic benefits of Managed Grazing vs Set Stocking.

Now in its 3rd year this webinar will take you through the challenges and successes of this unique experiment covering production, profit and environmental impact in one trial! As well as sharing the findings so far.

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After registering, you will receive a confirmation email containing information about joining the webinar.