

## Contact Information

### GENERAL ENQUIRIES

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## An Introduction to our business

- Forward Contracts
- Calf Supply
- Reared Calves
- Nutrition



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## Introduction

**Blade Farming has been in operation since 2001 and was developed to find a solution for beef farmers that are focused on the long term profitability of their business after direct beef subsidy payments were removed. The business has focussed on developing strong links with key retailers and other customers, always striving to produce a top quality product which meets our customers' expectations.**

We now operate the Blade Farming contract calf rearing model throughout the UK, and our calves are reared to exceptionally high standards to meet the demands of our contracted beef finishers; our finishers then follow our finishing protocols to produce high quality beef which is very specific to our customers' requirements.

Blade has developed a blue print for quality beef production that delivers on tenderness, taste and most importantly consistency. This is the key to our success and the long term profitability of our beef producers.

In summary we are committed to the long term production of beef and we offer business solutions to our producers and our customers.

Our objective is to continue to develop and improve the supply chain and to improve our contracted producers' financial returns by delivering to meet the customers' needs.

### Meat Quality Program

Blade beef is a premium quality product due to the consistent quality beef our farmers produce. Our business has developed a blueprint production program following extensive research.

We have been fortunate in travelling all over the world and looking at how other red meat producing countries produce high quality beef and Blade has used scientific data to produce beef at exceptionally high standards with UK beef farmers.

We can now be proud that our business is the only beef producing operation that can offer customers large volumes of high quality and consistent beef through a network of UK farmers following a production program which offers our customers the same good quality eating experience time after time.

I would like to welcome you to our business and please feel free to get in touch with me or the team at any time to discuss how Blade can offer you a long term business solution.



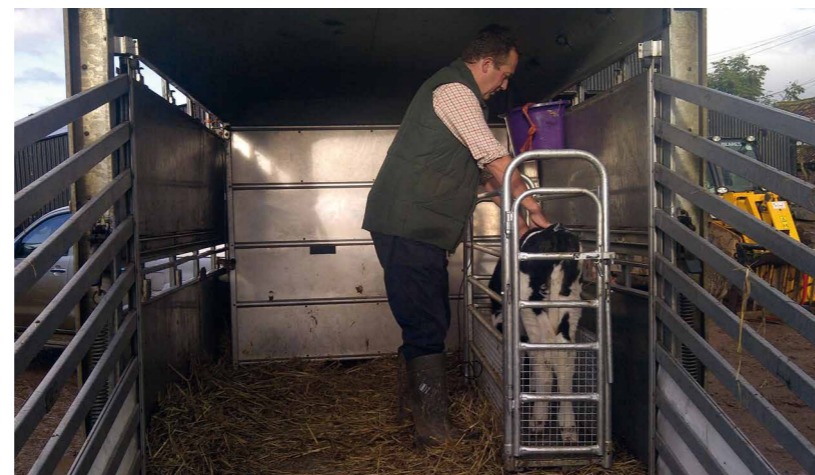
**Richard Phelps**  
Managing Director

[www.blade-farming.com](http://www.blade-farming.com)



## Advantages of the Blade Farming Production System

- Competitive forward pricing contracts for the lifetime of the cattle
- A fully sustainable beef operation with clearly defined targets for production
- A reliable supply of quality weaned calves, supported by health certificates, DNA breed verification and a BVD screening programme
- A system to suit your farm, whether for semi-extensive or indoor housed cattle
- A team of trained professionals and support from our partners in the industry to help you achieve optimum performance from your enterprise
- Full IT recording package with Blade Farmworks to monitor and record your enterprise, with Electronic Identification ear tags (on request) to further improve cattle management
- Breeding schemes with dairy farmers to improve quality and performance of calves, resulting in more cost effective finishing of cattle and increasing profitability



## Beef Contracts

Beef production is one of the few businesses where farmers produce a product without a guaranteed end price! Blade recognizes that if a product is produced to a required standard then you should know how much you get rewarded for it. We have a number of different forward pricing mechanisms to suit a range of farm production systems. The contracts are available for intensive bull beef right through to semi extensive systems - as long as the cattle reach the specification then a forward price is available. Our forward price contract for Aberdeen Angus cattle now offers a significant premium for our producers who follow the Blade production system and produce cattle to satisfy our customer's expectations.



## Reared Calf Supply

Blade Farming is a farm franchise business and as with all successful franchises we make sure that you have the right products to produce the finished article for us. Blade buys young calves from dedicated dairy farmers who we know and trust, through our collection centres in Devon and Shropshire. We can also collect calves direct from farm with our fleet of collection vehicles and trailers. Calves are reared through our dedicated contract rearing units to a strict protocol using one Veterinary practice to manage all of our calves the same way. All calves coming through the units are screened for BVD, with problem calves being removed from the system, and if appropriate are DNA tested for breed verification. The reared calves are measured throughout the growing process to ensure they meet growth rates and are healthy at all times.

The result is that our finishers have a good quality animal that has the potential to grow into a profitable finished animal.

## Young Calf Supply

Some beef producers prefer to rear and finish their animals - no problem! Blade uses a network of dairy farmers to supply good quality young calves at 14 days of age. We have breeding schemes in place using the best genetics available and encourage our calf suppliers to take advantage of these genetics to produce calves that will command a premium in the marketplace.

More recently we have secured Aberdeen Angus genetics using DNA tested sires that are proven to have some of the best growth potential and eating quality in the world.

Whatever finishing contract you choose, we have the right genetics and calf supply to help you achieve your goals.

## Support

The Blade system has a production manual to help our finishers and rearers through the whole process, and we have a sales team, calf rearing team and calf purchasing team on hand to give help and advice. Blade has a dedicated supply base for feeding the animals and our own Nutritionist is available to give independent advice and prepare rations for our Beef Finishers.

Our partners in the Agricultural Supply chain have a vast range of help and support in other areas to assist you with your farm enterprise. In addition to this on farm support we are able to offer all our Finishers access to the 'Blade Farmworks' recording software from Shearwell data.

This farm management package enables you to record all the relevant information to fully monitor your beef enterprise and produce 'close out' reports for each batch of cattle.



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