



“accepted as a charity by the Inland Revenue under reference [REDACTED]”

Breed Secretary, [REDACTED]

07th October 2019

To whom it may concern,
Please find attached the recommendations of the Irish Moiled Cattle Society for the upcoming CAP reform.

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Biodiversity

The Department of Agriculture and the marine currently recognise the following native Irish Cattle breeds. The society recommends that the Native Breeds be continued to be supported through the various Agri- Environment Schemes with some recommendations in the design of the scheme.

Indigenous Breeds (current)

- Irish Moiled Cattle
- Droimeann Cattle
- Dexter cattle
- Kerry Cattle

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Recommendations

Recommendation 1

Retention of Agri-Environment Scheme

The society recommends the following within any new Agri-Environment Scheme.

- Increase the capped headage payment of 10 to at least 25 breeding animals.
- Ensure adult females must be mated to a purebred male of the same breed at each mating.

Note

The Society also recommends that only Native Irish Cattle Breeds be included within any new Agri-Environment Scheme and recommend that any new Agri-Environment Scheme continue to target Native Breeds exclusively and not to expand the option to "Traditional Breeds" as ultimately this would be detrimental to Native Breeds.

Recommendation 2

Marketing and Premium Outlet

- The society also recommends that in conjunction with the Agri-environment scheme that some **financing and support within CAP be set aside to help the various Native Cattle breeds develop a marketing strategy and premium outlet for their produce.**
- The society would also recommend financial and other supports within CAP to determine whether the breed would be able to achieve a **PDO or PGI certification mark** covering the island of Ireland similar to other breeds such as the Maine Anjou Breed in France or Manx Loaghtan Sheep Breed in the Isle of Man.

Regenerative Farming Ireland have produced a document titled "**Farm2Fork 2030**" where they have highlighted an opportunity for Native Breeds to develop a Niche Products. **Regenerative Farming Ireland** have recommended the following for their vision of agriculture pertaining to Native and Traditional Breeds

- ♣ promote the creation of specialist foods using traditional breeds as a core characteristic
- ♣ connect the specific food products to landscape or high-nature-value land management
- ♣ kick-start upland foods with on-farm or local artisan-scale food-processing facility grants
- ♣ a network of small-scale local abattoirs and butchers is an imperative for upland regions
- ♣ grant aid should be considered to link food products to agrotourism with visitor centres

The Society have recognised that they have a very good product and have recently launched an "***Irish Moillie Beef***" Scheme to encourage Wholesalers and Retailers.

To that end, The Irish Moiled Cattle Society has recently submitted a ***joint application for Native Irish Cattle Breeds*** with the Droimeann Cattle Society and Irish Dexter Cattle group to the Department of Culture to be recognised as part of "***Irelands Intangible Cultural Heritage***" in an effort to develop and market the breed as

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being linked definitively with the Island of Ireland and with Irish culture which hopefully if accepted, the societies will be able to use as a marketing tool.



Figure 1: Logo for recently launched Irish Moiled Beef Scheme

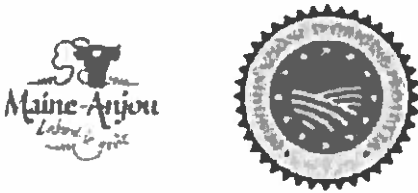


Figure 2: Maine Anjou Brand and PDO certification label

Recommendation 3

Conservation Grazing Partnerships

The society also recommends that the tracts of land currently in State or Semi State ownership be opened up for restoration grazing to the Native Cattle Breed Societies including the Irish Moiled Cattle Society. The society proposes a “National Conservation Grazing Partnership” in conjunction with various departmental, local government and semi-state bodies similar to the grazing animals project (GAP) already established in the UK. A Partnership project with the Irish Moiled Cattle Society would also fulfil the requirements of the National Biodiversity Plan 2017-2021.

“Objective 4: “Conserve and restore biodiversity and ecosystem services in the wider countryside”

Action 4.1.1 Development and implementation of Agri-environment schemes (AES) under the current and next rural Development Programme.

Action 4.1.7 Implement the National Genetic Conservation Strategies for animals and Plants.

Benefits

- *The land will be extensively grazed to maintain these environmentally sensitive areas at their optimum and to prevent scrub encroachment.*
- *Reduced risk of Wildfire and the cost implications of these Incidents.*
- *Reduced need for Chemical and Mechanical maintenance of these landbanks and the associated environmental and cost benefits associated with such a scheme.*
- *The meat from this native breed animals coming from top tier ecological land Management systems can be marketed as a truly sustainable premium product helping to sustain local communities.*

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Why use Irish Moiled Cattle ?

Tradition has it that they are "big bellied" to consume and digest large quantities of poorer quality forage which was their traditional diet. They are ready browsers, especially of willow ash and ivy, which makes them ideal in extensive or conservation grazing situations.

In the dairy ,yields of up to 5000 litres are being recorded on these extensive systems. In the suckler herd the cow will "milk off her back" to give the calf the best start in life.

They are sound in hoof and leg and at home on most types of terrain. Moileds grow a thick winter coat and out-winter happily, additionally not being a heavy animal they will not 'poach' soft ground.. Silage/hay will be needed for out-wintering in most situations. Mineral supplements are advisable although concentrates should not be required unless cows start winter with no fat on their backs. The Breed is ideally suited to areas of high environmental value where they have an advantage over other traditional and continental cattle, considering that they are typically lighter and have ability to digest rough pasture.

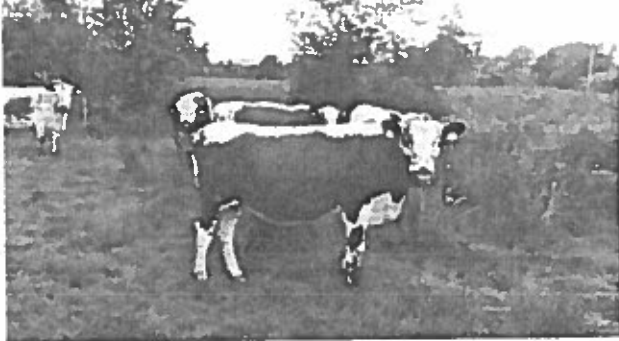


Figure 3: Irish Moiled Cow on rough pasture

Yours Sincerely

Brian O'Kane

Brian O'Kane
Chairperson

Seamus Holmes

Seamus Holmes
Vice Chairperson

Tom Hourigan

Tom Hourigan
ICBF Liaison Officer

President; John Strange,
Chairperson:
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