



# GB Calf Strategy 2025-2030 Signatories

We have undertaken a collaborative approach to create the strategy, and as work to deliver the actions begins, we will continue to involve farmers in key decisions and consider the impact of the strategy's outcomes on the day-to-day life of stakeholders.

We thank all supporting industry partners for committing to this strategy and agreeing to deliver progress over the next five years.

• Calf To Cow Consultancy	• Norbreck Genetics
• Aberdeen-Angus Cattle Society	• Pickstock Telford Ltd.
• British Cattle Breeders Club	• Promar International
• Cargill	• RABDF - The Royal Association of British Dairy Farmers
• Cogent Breeding Ltd.	• Red Tractor
• Genus ABS	• SCCL
• Greenslade Taylor Hunt at Sedgemoor Auction Centre	• Synergy Farm Health
• Harper Adams University	• TB Advisory Service
• Hurst Animal Health	• The Cattle Information Service
• Hybu Cig Cymru – Meat Promotion Wales (HCC)	• The Livestock Auctioneers Association
• KEPAK	• VetPartners
• Kersia UK	• Warrendale Wagyu
• Livestock Information Ltd.	• Zoetis UK Ltd.
• MSD Animal Health	

## How to get involved with the GB Dairy Calf Strategy 2025-2030

Demonstrate  
your support  
of the strategy  
SCAN HERE



Signatories are organisations, businesses, and individuals who support the overall objectives, goals and actions of the strategy.

We are keen to hear from those who want to be involved in delivering actions; by providing technical expertise, funding for resources, and promoting the strategy throughout the industry.

@RuminantHW RuminantHW@ahdb.org.uk

[ruminanthw.org.uk](https://ruminanthw.org.uk)



# Rearing every calf with care and purpose

## INTRODUCTION

The British cattle industry stands at a pivotal moment, ready to build on the momentum and progress made with dairy-beef production. Since 2014, dairy-beef calf registrations have risen by 74%, and in 2024, dairy-beef made up 37% of prime age cattle slaughtered — a clear sign of the foundations laid by the

2020-2023 GB Dairy Calf Strategy in ensuring every calf is reared with care, purpose and value. You can read more at [ruminanthw.org.uk](https://ruminanthw.org.uk). Looking ahead, there is great opportunity to build on this success with further cross-industry collaboration, to drive continued improvement across the calf rearing supply chain.

The 2025-2030 GB Calf Strategy marks the next chapter. It will bring the industry together around a shared vision: to ensure that every calf born in Great Britain has the right genetics, the right start, and the right pathway, enabling a thriving, sustainable and high-welfare beef and dairy industry.

## WORKING TOGETHER

While real progress has been made, industry stakeholders have identified that further improvements within the calf-rearing supply chain are achievable. To thrive, the supply chain must be environmentally and financially sustainable. The beef industry's ambition to reach net zero by 2050 creates a clear incentive to boost productivity, health, and welfare. There is potential to build on the improvements seen in calf survival rates, which can be achieved through consistent high-quality management practices across all systems. Continued effort is also needed to mitigate the impact of bovine TB controls on calf health and welfare.

There is an opportunity to enhance the value of calves from smaller-framed dairy cows by ensuring they reach optimal carcass weights. At a time when beef imports are expected to increase, producing and promoting high-quality, home-grown British beef has never been more important.

These opportunities are not without their challenges, and progress will depend on collaboration across the supply chain. With greater data sharing from genetics, to on-farm health, and carcass performance, all stakeholders can be empowered to make informed decisions that support calf wellbeing, environmental sustainability, and farm business viability.

The 2025-2030 strategy will address these issues by focusing on three themes:

- Breeding the **Right Calf** fit for purpose from the start, either as a dairy replacement or for beef
- Ensuring all calves receive the **Right Start** with evidence-based rearing management
- Every calf has access to the **Right Route** to market, whether that is through an integrated scheme, direct sale, or an auction market



# Rearing every calf with care and purpose



**Objective:** Facilitate informed breeding decisions so calves born fit the requirements of the beef and dairy industry.

**Goal 1:** Information is available to support farmers to make proactive breeding decisions for both dairy and beef calf supply chains.

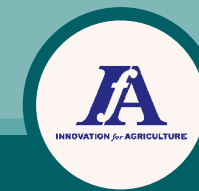
**Actions:**

- Create a template for an informed breeding checklist
- Industry to collaborate to develop a national register of beef sires for use in the dairy herd.

**Goal 2:** Information is available within the supply chain to incentivise proactive breeding decisions.

**Actions:**

- Enable named sires within cattle traceability systems
- Explore potential for national genomic testing.



**Objective:** Promote consistent delivery of best practice care for calves to ensure they have a good start and can reach their full potential.

**Goal 1:** Standardised and evidence-based advice to support management decisions is available for calf rearers.

**Actions:**

- Develop a peer network to share optimal management practices
- Create Standard Operating Procedure templates outlining these practices which can be individually tailored.

**Goal 2:** The value of calf stockmanship is recognised by the industry.

**Action:** Collaborate with calf rearers and industry to develop a fit-for-purpose qualification pathway for calf stockmanship.

**Goal 3:** Reduce the impact of bTB testing on calf rearing to improve safety, flexibility in onward movements, and weaning at an appropriate age to maximise growth potential and value.

**Action:** GB Calf Strategy bTB Subgroup to work with Defra and APHA to assess risk factors in order to extend the age at which calves are exempt from bTB testing from 42 to 90 days.



**Objective:** Promote a fair calf supply chain that enables productive and sustainable farm businesses.

**Goal 1:** Bio-secure routes to market are accessible to herds affected by bTB.

**Actions:**

- Develop a risk assessed approach to improve viability and access to TB Isolation Units
- Expand opportunities offered by Approved Finishing Units and explore alternative models to consider calves that require periods of grazing.

**Goal 2:** Engage with traceability systems to share health, productivity, and sustainability data across the calf supply chain.

**Actions:**

- Develop transparent, integrated statutory traceability systems which record Key Performance Indicators, allowing farmers to make informed decisions
- Align with the Dairy and Beef and Lamb Environmental Roadmaps to improve sustainability and marketability of calves.

**Goal 3:** Promote British beef and dairy and ensure a fit-for-purpose calf supply chain.

**Actions:**

- Support the local abattoir network to ensure minimal travel time for animals and availability of opportunities for producers
- Promote British beef and dairy to domestic and international markets while ensuring future trade agreements do not undermine British welfare standards
- Encourage farm assurance schemes to take on board recommendations from the Farm Assurance Review (Jan 2025) to deliver smarter audits, add value, and secure market access.

Scan to read more about the GB Calf Strategy 2025-2030

