

DAWN DIRECT



New Horizons

WITH THE addition of the Kildare Chilling plant, Dawn Meats has become a significant processor of Irish lamb for both the domestic and international markets which are supplied from both our Kildare and Ballyhaunis sites.

Whilst our farm suppliers have benefited from robust market returns during the period, we are keenly aware of the need to stabilise and rebuild national output and are engaging with all those involved to drive toward efficient, durable and sustainable enterprises throughout the country.

We at Dawn Meats are currently in discussions with our stakeholders to identify areas for improvement and technical input and look forward to updating our suppliers in our next edition of Dawn Direct in mid-Summer. We look forward to meeting many of our suppliers at Sheep 2025 in Athenry on June 21st.

**In the meantime, thanks to our suppliers
– we appreciate your custom.**



*Newford
Update*



SPRING HAS COME and gone on Newford Farm for another year with all cows calved and out at grass. The 10-week calving period began on January 31st and saw 84 % of the herd calve down over the first 6 weeks. This is typical for the Newford herd with a 6-week calving rate of between 80 % and 90 % for the last several years. The compact calving period makes for easy grouping of animals for jobs such as vaccinating and disbudding. Interestingly, this year saw a 3 kg reduction in calf weight at birth, to 42 kg, along with an average 2-day reduction in gestation which meant there were no hard calvings this year.

The weather this Spring has also been in our favour with cows and calves turned out to grass since February 14th. Yearlings were turned out the first week of February with heifers weighing 380 kg and bullocks weighing 400 kg. They achieved an ADG of 0.75 kg over the winter period.

The first of this year's fertiliser was spread on March 1st in the form of 23 units of protected urea per acre. Slurry was also applied at a rate of 1800 gallons per acre and as fields were grazed

throughout the Spring. This would supply the ground with approximately 15 units of Nitrogen, 8 units of Phosphorus and 50 units of Potassium.

Spring overall saw slower grass growth rates, but growth has really picked up in recent weeks with a weekly growth of 26 kg DM/ha recorded on the first week of April and our first grazing rotation was completed on April 6th.

The breeding season commenced on April 21st, so all cows have been prepared in recent weeks with their annual leptospirosis booster and mineral boluses. Heifers will be synchronised this year for the first time in a number of years and we'll report back on the success of this later in the year. The fact that all replacement heifers for Newford Farm are bought as calves and we breed no replacement heifers makes bull selection here an easier task with our sole focus being on the terminal traits of bulls. We like bulls to have a calving difficulty under 8%, a carcass weight figure of over 30 kg and a conformation figure over 2. This year's list of bulls includes Shannon Stan, Magister, Drumline S (Limousines) and Remus, Whitecliffe Orwell, and Kinnard Ronaldo (Charolais).

Newford Farm facilitates group visits throughout the year, so follow us on Instagram @dawnmeatfarm, or contact anyone on the Dawn Meats team to arrange a group visit. ■



Farm Walk and Talk

THE AGRI AWARE FARM WALK and Talk series has returned again this Spring. The series demonstrates and shares knowledge of the practical elements of modern agriculture to secondary schools students throughout the country. Dawn Meats was delighted to partner with Agri Aware again this year with Paul Nolan representing the meat sector at Mountbellow College and Kildalton respectively. The series of events provides a unique opportunity to interact with potential industry participants and leaders of the future, while offering students real insight into the opportunities available in the agri-food sector, Ireland's largest and most important indigenous industry. ■

Spring Season

Discover more from our
DEMO FARMS



FOLLOW OUR pages dedicated to sharing the latest updates directly from our Demonstration Farms – Newford Suckler Beef in Athleague and Tipperary Dairy Calf to Beef in Fethard. Operating to the highest level of technical efficiency and best practice, the farms demonstrate the deployment of best technologies in sustainable beef production. Join the conversation and discover the latest from our two demo farms #NewfordDemo and #TipperaryDemo

@DawnMeatsDemonstrationFarms | @DawnDemoFarms

High-Quality Calves: The Key to Profitable Dairy-Beef Production

A KEY STEP in successful dairy-beef integration is improving calf quality. This means breeding high beef merit calves that have good weight for their age and that are of high health status. High-quality calves don't happen by chance; they result from careful planning and management by dairy and beef farmers.

On the Tipperary calf-to-beef farm, several strategies are in place to optimise calf quality:

- » A recommended panel of high beef merit AI bulls is agreed with dairy farms.
- » Pneumonia vaccinations are administered at the farm of origin, to maximise calf immunity from arrival on the beef farm.
- » A progressive calf pricing model that rewards higher Commercial Beef Value (CBV) and greater live weight at arrival on the Tipperary calf-to-beef farm.

The panel of bulls selected for the 2025 breeding season is designed to reflect the breed maturity profile of calves born to the national herd. As a result, approximately 60% of the calves born and purchased by the Tipperary calf-to-beef farm will be sired by early-maturing beef breeds (Angus and

Hereford), while the remaining 40% will come from late-maturing breeds (Aubrac, Charolais, and Limousin).

The selected bulls are predominantly highly proven sires with high reliability for calving and carcass traits. However, around 25% of the recommended sires will be high Dairy Beef Index (DBI) test sires enrolled in the Gene Ireland progeny test program. The panel includes suitable options for breeding across all categories, from heifers to mature cows. Sires selected have a minimum DBI Beef sub-index of €100.

To maximise the Commercial Beef Value (CBV) of resulting calves while minimising calving difficulty, the Beef Sire Advice facility on HerdPlus is utilised. This tool optimises sire and dam pairings to ensure the best possible breeding outcomes.



PROVEN SIRES TO BE USE BEEF GENETIC MERIT (NOVEMBER 2024 EVALUATION).

Bull	Breed	Name	DBI	Rel	Beef sub-index	Calving sub-index	Carcass kg	Con.	Age
AA4089	AA	Intelagri Matteo	€174	95%	€104	€60	9.7	0.81	-19.32
AA4631	AA	Gabriel Pat	€160	92%	€100	€49	10.7	0.65	-23.39
AA2309	AA	St Aodain L Master	€118	95%	€103	€10	13	0.79	-19.54
HE6841	HE	Gouldingpoll Zoro	€131	92%	€108	€19	8.7	0.86	-21.45
AU4683	AU	Turloughmore Magnificent	€174	94%	€161	€15	19.6	1.79	-6.79
LM5443	LM	Brooklands Marco	€160	92%	€186	-€16	28.1	2.28	3.8
LM7416	LM	Powerful Proper	€154	89%	€163	-€1	23.9	2.3	0.38
CH6292	CH	Knockmahon Opel	€132	82%	€159	-€20	29.8	1.66	-1.48
CH4321	CH	Lapon	€139	95%	€194	-€43	43	2.29	1.2

25% Gene Ireland test sires



IGA Beef 2025

DAWN MEATS will attend this year's Irish Grassland Association (IGA) Beef Event on the farm of our suppliers Tim and Shauna Meagher, on June 10th.

Farming a short distance from Roscrea, Co. Tipperary, Tim, is no stranger when it comes to producing top-quality Irish beef cattle with a store-to-beef system. Looking at the stock present on the farm, it's evident that Tim has a keen eye for quality. Heifers and bullocks are bought in September and

October each year weighing in the 500-520kg range. These are then finished the following year from July to October as they come fit for slaughter; all cattle are slaughtered under 30 months-of-age.

Tasty and Quality Assured Irish beef burgers will be served at 6:00pm, with the event kicking off at 6:30pm sharp and concluding at 8:30pm (Eircode E53 V054); this is a free event and all farmers are welcome to attend. **We look forward to meeting you there.** ■

Junior Achievement Ireland

DAWN MEATS is proud to support Junior Achievement Ireland in its mission to inspire and equip young people with the skills needed for future success.

We were thrilled to have colleagues participate in the recent work-to-school day Employability Workshop at Abbey Community College, where they worked alongside students from the fifth-year LCVP classes.

The workshop was an invaluable experience for the students, helping them identify their skills, interests, and values while exploring potential career paths.

Our HR team facilitated mock interviews, giving students hands-on experience and providing constructive feedback to enhance their employability skills.

We are committed to supporting the development of young talent and helping them achieve their goals. ■

We look forward to continued collaborations with Junior Achievement Ireland in the future!



Upcoming Shows

Tuttofood
Milan

5–8th May

Zoomark
Bologna

5–7th May

PLMA
Amsterdam

28–29th May

SIAL
Shanghai, China

19–21st May

Bloom
Phoenix Park

29th May – 2nd June

Procurement Contacts

Anthony Dowd	Ballyhaunis (Beef)	087 2625090
Roger Ryan	Ballyhaunis (Lamb)	087 2534327
Paul Mullaney	Charleville	087 9614323
Daniel Bergin	Charleville	087 9178779
Conor Howley	Charleville	087 9113953
Micheál Murphy	Charleville	086 2456413
Bernard Cullen	Kildare (Beef)	087 2563070
John Kennedy	Kildare (Lamb)	087 2605386
Shane Hanlon	Kildare (Beef & Lamb)	087 7669814
Peter Quinn	Rathdowney	086 2611816
Eoin O' Sullivan	Rathdowney	087 1956004
Sean Behan	Grannagh	087 2561836
Kevin Cullinane	Grannagh	087 4192123
Walter Cleary	Grannagh	087 7382295
John Neville	Grannagh / Charleville	087 2232469
Niall Grufferty	Slane	086 8937517
Sarah Gogarty	Slane	086 0485145
Steven Kelly	Slane	087 2131866



Food Safety & Quality Week

WE RECENTLY CELEBRATED Food Safety & Quality Week across all sites. Our annual celebration reinforces the importance of food safety and the role that each individual has in ensuring the production of safe food.

The week covered important topics:

- » Allergens & Hygiene
- » Livestock & Welfare
- » Documentation &
- Records
- » Pathogens
- » Health & Nutrition

Employees refreshed their knowledge whilst having fun through engaging posters, exciting games and challenging quizzes! **We look forward to the next Food Safety & Quality Week in 2026.**

In the Spotlight – Graduate Series



NAME:

Yulia Zadolynna

ROLE:

Strategic Procurement

DEGREE:

International Business (Honours)

UNIVERSITY:

SETU Waterford

SITE:

Grannagh

START DATE:

June 2024



Interested in a placement opportunity or our Graduate Programme? Apply Today: careers@dawnmeats.com

NO TWO DAYS are the same in Strategic Procurement. On a daily basis, the team conducts market analysis to understand trends and develop strategies for specific categories. Throughout the day, potential suppliers are identified and evaluated, terms are negotiated, and cost reduction strategies are developed. Supplier performance is monitored to ensure compliance with contracts, with contract management and supplier risk management being key responsibilities to mitigate risks.

Every day involves new experiences and networking opportunities, including communicating with suppliers, collaborating as a team to provide solutions, and managing different situations.

As part of the graduate programme at Dawn Meats, we attend monthly training sessions to build key professional skills such as goal setting and emotional intelligence. It also provides an opportunity to connect with

other graduates within Dawn Meats for networking and creating new friendships.

The graduate programme eases the transition from university to the workplace. It offers numerous events for graduates to get involved in, with continuous guidance and support from managers, mentors, and the learning & development team.

I am excited about gaining more experiences at Dawn Meats, which will help me grow both professionally and personally. I look forward to team-working with my colleagues, tackling new challenges, contributing to projects and providing value to the company.

If you are a graduate looking to apply to the Dawn Meats Graduate Programme, I would recommend you to be open to participate in opportunities given to you and always seek to build relationships with colleagues and mentors - networking can provide valuable insights and support throughout your career. ■

fast track

YOUR CAREER

Join our team at Dawn Meats, the supplier of choice to a range of leading supermarket and food service businesses

- + AGRICULTURE
- + ENVIRONMENTAL
- + ENGINEERING
- + FINANCE
- + FOOD SAFETY & QUALITY
- + HEALTH & SAFETY
- + HUMAN RESOURCES
- + OPERATIONS & PRODUCTION
- + SALES & COMMERCIAL
- + STRATEGIC PROCUREMENT
- + NEW PRODUCT DEVELOPMENT

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