

DAWN DIRECT



AS OUTLINED in our previous edition, we reaffirm our commitment to supporting efforts aimed at stabilising Ireland's national sheep herd. Our goal is to help sheep farmers rebuild a durable, efficient and sustainable sheep industry.

Following a series of exploratory discussions with key stakeholders we have launched a new initiative – Future Flocks – in collaboration with a group of 30 sheep breeding farmers aged 18–40 who supply our Ballyhaunis and Kildare sites.

The group has already held two regional meetings in Connaught and Leinster. The first included introductions, a plant tour, and an on-site veterinary talk and demonstration on sheep health, alongside an overview of the Irish sheep industry presented by Bord Bia.

Our second round of meetings took place on the farms of Martin Shaughnessey (Galway) and William Hutchinson (Kilkenny). These sessions featured a pre-breeding farm walk by our hosts and presentations from vets, MSD and sheep handling specialists.

Looking ahead, we are planning further meetings throughout the autumn and winter. These will be developed in collaboration with our farmer groups and stakeholders including Teagasc, Bord Bia, DAFFM, Sheep Ireland and AHI.

Sheep farmers are encouraged to follow our progress online.



Tipperary Demonstration Farm update



BUOYED BY THEIR recent All-Ireland victory, the team at our calf-to-beef demonstration farm in Tipperary were delighted to welcome members of the North Cork IFA in recent weeks. The visit brought annual footfall at Ballyvadin to its highest level to date.

Of the 381 calves purchased this spring, 378 remain alive and well. As of the last weighing, on August 15th heifers averaged 151kg and males 161kg – an increase of 36kg in both in a month.

A dry spell in July prompted the feeding of silage to the 315 strong 2024 crop. Notably, 46 animals have remained housed on a diet of 4kg of meal and silage, with the potential to be factory-ready by September.

Thankfully, the rainfall returned to normal patterns, with 67mm recorded over the course of the following week.

On 15th of August, the 2024-born males and females weighed in at 492kg and 448kg respectively – an increase of 60kg and 43kg compared to the same time last year.

Due to the dry conditions, we have harvested our 24 acres of spring barley early on 27th July. The yield was encouraging, with 3.1 mt/ac and 220 bales of straw. Following the early harvest, this land is now being prepared for a crop of Westerwold – a short-term grass variety that will be grazed over winter before being replaced with barley next spring. ■



Show Time

AS SUMMER MORPHS into autumn, we continue our involvement in many of Ireland’s premier livestock shows around the country. We look forward to meeting many more of you at the Ploughing in September at the Angus Beef Ireland stand.

Our teams were out in full force engaging with attendees throughout the events. The HR team shared insights into our graduate programme and career opportunities, while the procurement team connected with farmer suppliers. Meanwhile, our agri team discussed key initiatives including our demonstration farms in Tipperary and Newford, as well as our newest initiative, Future Flocks. A fantastic summer of engagement, celebration, and a chance to showcase our ongoing commitment to Irish agriculture – thanks to all who came to see us.



Tullamore Show 2025: Dawn Meats Team



Ossory Show 2025: Dawn Meats Champion Heifer Winner – Tadhg and Aoife Hannon from Crogh, Limerick pictured with Pat Hally from Dawn Meats



Ossory Show 2025: Dawn Meats Champion Bullock Winner – Oliver and Jason Stanley from Oldcastle, Co Meath; shown by Jason Stanley and pictured with Pat Hally from Dawn Meats.

Beef Farm Walk

DAWN MEATS was proud to support the recent Irish Grassland Association ‘Beef Farm Walk’, hosted on the farm of our valued supplier Tim Meagher in Roscrea.

On a beautiful summer evening, over 150 beef farmers gathered to explore Tim’s fields, admire his impressive continental cattle, and hear directly about his sustainability initiatives. Tim has made remarkable strides in grassland management, achieving yields of 12mt/ha through the strategic use of white clover and just 50 units of protected urea. Well done Tim and thank you for hosting us!



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
Steven Kelly	Slane	087 2131866



WEATHER CONDITIONS in the west have been very favourable, especially during the breeding season, supporting strong grass growth. All cattle are thriving at grass with no health issues reported. The annual herd TB test is scheduled for this week.

Maiden Heifer Scanning Results

On 9 July, 31 Newford maiden replacement heifers were scanned. All were synchronised and artificially inseminated on 18 April 2025, with breeding continuing for six weeks. 100% AI was carried out using a teaser bull and Moocall heat collars.

24 heifers scanned in-calf	4 to second service
19 held to first service	1 to third service

All beef animals at Newford were recently faecal sampled and treated for worms and lungworm based on the results. Summer 2025 has been exceptionally favourable, with cattle thriving well on grass—particularly the bullocks, which have shown excellent performance under the strong seasonal conditions.

Maiden Heifer



Sire	CH 8262	LM 4185
Born	19th February 2024	4th February 2024
Birth Weight	50 Kg	42 Kg
Weighing Date (2nd July '24)	608 Kg	572 Kg
ADG from birth	1.12 Kg	1.03 Kg

Newford 2025 Calves Update

Following a brief setback due to coccidiosis, all calves are now thriving at grass—performing significantly better than during the wet summer of 2024. Concentrates will be introduced shortly as part of the SCEP programme to prepare them for weaning. As of 30 July, calves are averaging 1.32 kg ADG per day at grass. Castration is scheduled for the first week of August with veterinary support. All calves have received their pneumonia vaccination, with booster shots planned for mid-August.

Newford Calves



Sire	LM 2014	CH 6271	LM 8619	CH 6271	AU 1170
Born	23rd February 2025	24th March 2025	14th March 2025	1st February 2025	9th February 2025
Birth Weight	41 Kg	44 Kg	41 Kg	46 Kg	40 Kg
Weighing Date (30th July '25)	219 Kg	247 Kg	259 Kg	346 Kg	256 Kg
ADG from birth	1.13 Kg	1.59 Kg	1.58 Kg	1.68 Kg	1.26 Kg
Gender	Female	Male	Male	Male	Male

Grassland Update

OVER THE PAST three weeks, Newford skipped a round of fertiliser, but plans to apply 23–27 units of protected urea per acre in the coming days. As we move into August, the farm will begin building grass cover to support autumn grazing.

Additionally, 8 acres are scheduled for reseeding using 14 kg per acre of ‘Top 5 Extend High Clover’ mix, followed by 3 bags of 10–10–20 fertiliser per acre to support establishment.

Grass cover measurements for 28 July are being finalised and will guide grazing and feed planning for the weeks ahead.

Newford Suckler Calf to Beef Farm	21st July
Farm Cover (Kg / DM / Ha)	806
Growth / Ha (Kg / DM / Ha)	24
Estimated DM	19%
Farm Demand / Ha (Kg / DM / Ha / day)	33
Days Ahead	24
Current Stocking Rate LU / Ha	2.1
Grazing Area	36.11

Stephen Frend, Newford’s farm manager, has recently taken up a new role within Dawn Meats as a procurement officer. Stepping into the role of farm manager is Roscommon native Shane McGuinness, a past student of Ballyhaise College. Newford extends its best wishes to both Stephen and Shane as they begin exciting new chapters in their careers. ■





All Things Sustainability

AS ALWAYS, Dawn Meats were delighted to have a stand at the National Livestock Show in Tullamore on August 10th.

The weather was perfect, livestock entries were up, and a huge crowd flocked to the venue – keeping our procurement, sheep and careers teams busy throughout the day.

For the third consecutive year, the Sustainability Livestock Village was a tremendous success. From the official opening by Mr Barry Cowan MEP at 10am to the engaging and highly relevant demonstration by all participating stakeholders, the village remained bustling with activity. One of the highlights was the lively discussions at the “Speakers’ Corner” featuring Ireland’s next generation of farmers. Topics ranged from sustainability strategies to succession and succession planning. The young farmers left audiences inspired with their commitment to agriculture, their knowledge and awareness, and their ability to maintain a healthy work-life balance through smart and efficient practices.

For many attendees, the activities and demonstrations in the Sustainability Village left no doubt that the future of farming in Ireland is in capable hands—provided the right support is in place.

In the Spotlight – Graduate Series



NAME:

Sasha Lavin

ROLE:

Operations graduate

DEGREE:

Animal and Crop Science

UNIVERSITY:

ATU Donegal

SITE:

Ballyhaunis

START DATE:

October 2024



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

I'M CURRENTLY in my first year of the graduate programme at Dawn Meats, and it's been a great support in helping me find my feet in a large industry. Leaving college and starting out can be daunting, but the structure—especially monthly mentor meetings—has made the transition much easier.

I began as an operations graduate in the lairages, which I really enjoyed. Meeting farmers and being part of the traceability process sparked my interest. I also gained experience in cattle payments with procurement, which I found rewarding. I've since moved into my current role as a lamb planner, where I monitor production, prepare specification sheets, and work with European markets and Irish customers to fulfil orders.

The role is challenging but rewarding, with tight deadlines and the need to balance market

demands with production. I enjoy problem-solving, which suits this role well. I've been fortunate to progress quickly and gain valuable experience in the Irish sheep industry—something I've grown passionate about, especially since seeing the impact of declining flocks.

I recently completed the graduate accelerator programme, which helped me connect with other graduates in similar roles. It's been hugely beneficial for advice and support.

The graduate programme is a great bridge from college to industry, offering strong personal and professional development. Training, mentoring, and daily challenges make each day different. The application process itself is valuable, and opportunities within Dawn Meats open doors quickly—especially for those passionate about Irish agriculture and its future. ■



Graduate Roles

AVAILABLE IN:

Procurement & Supply Chain
Operations & Production
New Product Development
Health & Safety

Apply today!

DAWN MEATS

