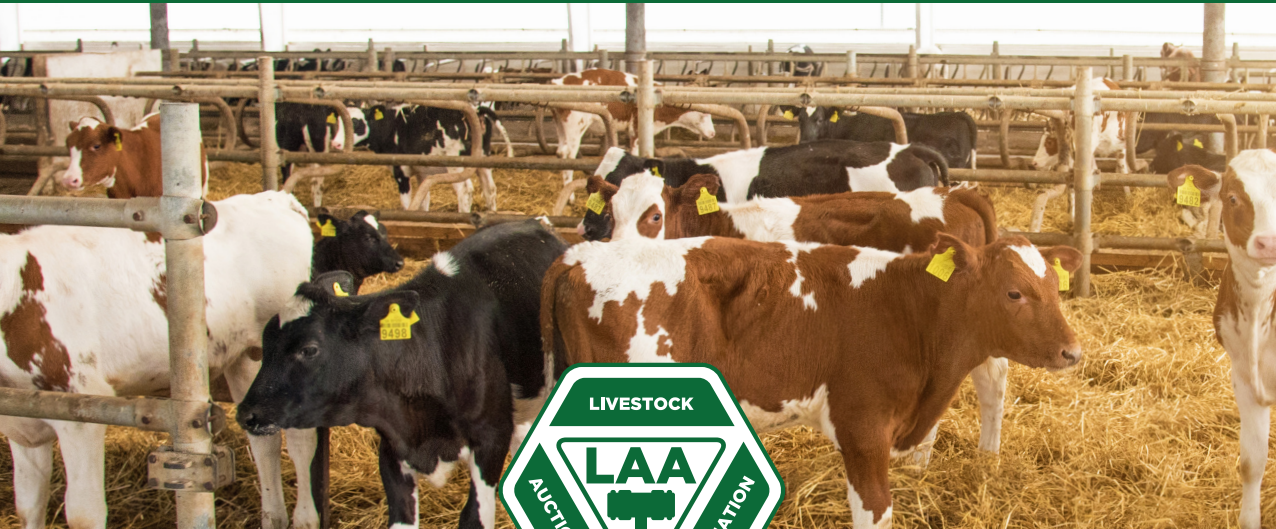


# GB DAIRY CALF STRATEGY



The LAA supports the GB Dairy Calf Strategy 2020 – 2023 to rear all calves with care and eliminate the routine practice of euthanasia of calves. As an industry we are committed to promoting the highest standards of animal welfare, meeting consumer expectations and ensuring profitability across the supply chain.

As the GB Dairy Calf Strategy seeks to identify and develop outlets further, the live auction system continually adapts to re-shape marketing opportunities to ensure calves are utilised in the food chain.

## LARGEST VIABLE MARKETPLACE FOR DAIRY BRED CALVES

Livestock markets are the largest viable marketing route on offer to producers for dairy bred calves, selling in excess of 200,000 calves each year across England and Wales, successfully marketing all breeds, ages, sizes and sexes of calves to a wide-ranging ring side of buyers from across the dairy and beef supply chain.

Livestock Markets continue to see growth in calves entering the live auction ring, with an increase of over 10% in 2020, and no difficulty finding purchasers for the increased numbers of calves forward.

## UTILISING THE LIVE AUCTION RING

The Livestock Market provides a competitive and transparent marketplace, offering a fair price representative of current market trends. There is no other marketplace that works for the farmer, rather than the buyer, as the live auction ring does.

Operating outside of an integrated supply chain, utilising the live auction ring, provides the producer with complete freedom and ownership of the use of genetics and sale of stock. The agreed protocol for the sale of Arla producers calves through the live auction ring ensures producers requirements are met.

## ACCESSIBILITY AND CONVENIENCE

Since the COVID-19 pandemic, markets have adapted operations enabling producers to drop their stock at market, leaving the Auctioneers to sort and present their stock for sale, achieving optimum prices.

The Livestock Auctioneers Association (LAA) continue to work with DEFRA and Welsh Government to ensure that the marketing of both dairy bred, and beef bred calves through Orange Markets is a successful and meaningful outlet for calves from TB restricted herds.

## HIGH WELFARE

Livestock Markets operate the highest standards of animal welfare and bio-security measures in accordance with national and Red Tractor standards and are at the fore front of livestock traceability systems and animal health status.

The health and welfare of all livestock in markets, especially calves, is of paramount importance to all LAA members.

