



An Introduction to our business

Forward contracts, calf supply,
reared calves, store cattle, nutrition



Forward Contracts

Beef production is probably the only business where farmers produce a product without a guaranteed end price! Blade recognises that if a product is produced to a recognised standard then you should know how much you should get for it. We have a number of different forward pricing mechanisms to suit a range of farm production systems. The contracts include intensive bull beef right through to semi extensive systems – as long as the cattle reach the specification then a forward price is available

Reared Calf Supply

Blade Farming is a farm franchise business and as with all successful franchises we make sure that you have the right products to produce the finished article for us. Blade buys young calves from dedicated dairy farmers who we know and trust. We rear the calves on our dedicated rearing units to a strict protocol using one vet to manage all of our calves the same way. The reared calves are measured throughout the growing process to ensure they meet growth rates and are healthy at all times.

The result is that our finishers have a good quality animal that has the potential to grow into a profitable finished animal.

Young Calf Supply

Some beef producers prefer to rear and finish their animals – no problem! Blade uses a network of dairy farmers to supply good quality young calves under a month old. We have breeding schemes in place using the best genetics available through Genus/ABS, the world's largest pool of quality beef and dairy genetics. More recently we have secured Aberdeen Angus genetics using DNA tested sires that are proven to have the best growth potential and eating quality. Whatever finishing contract you choose – we have the right genetics and calf supply to help you achieve your goals.

Support

The Blade system has a production manual to help our finishers and rearers through the whole process. We have a sales team, calf rearing team and calf purchasing team on hand to give help and advice.

Blade has a dedicated supply base for feeding the animals through BOCM Pauls and Mole Valley Farmers and with these partners they have a vast range of help and support in other areas of your farm enterprise to assist you.

We know that you are a good beef supplier and our aim is to help you to optimise your margin through your enterprise.



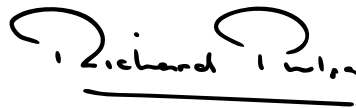
Blade Farming : letting you focus on what you do best

Blade Farming has been producing quality beef since 1999 and offering guaranteed forward prices since 2000. Our objectives are simple as we want produce the best quality beef through a fully integrated supply chain thus ensuring that each part of the production system is focused on health and of course profit. We achieve this by measuring and managing all areas of the production process. The key to the whole operation is commitment which has been unheard of in UK agriculture for a long time. We offer commitments because we know that if we want a great quality product that has been grown to our standards then we need to make sure that you know what you are getting for it – simple!

Blade is an independent business and we only supply beef processors that give us the commitment we need to offer you a bespoke supply chain with a forward price. We have a full understanding of what it takes to produce quality beef and take time and effort in engaging with science to prove that what we are doing with you is the best available to our customers. Blade

have short, medium and long term objectives to continually innovate our operation to make sure we stay ahead of our competition. Blade believes in working in partnership to ensure our operation is efficient and the right advice is available at all times – everything we do is backed up by professionals within the industry who know exactly what it takes to grow great quality beef. Our partners are on hand to help you through the process if you need them.

Finally I would like to welcome you to Blade and hope that you decide that joining our operation will improve your returns and let you focus on what you do best – FARMING!



Richard Phelps Managing Director



Our Partners



Summary of Benefits

- Competitive forward pricing contracts for the lifetime of the animals
- A fully sustainable beef operation by following the Blade blue print for beef production
- Supply of quality weaned and young calves consistent in age and weight with health certificates
- The right type of beef production system from indoor housed to semi extensive systems to suit your farm operation
- Support through our feed partners to ensure optimum growth rates
- IT support through Blade Farm Works to measure the performance of the beef operation
- A team of trained professionals to help you develop and improve your business with us
- Breeding schemes with dairy farmers to improve the quality of calves and reduce the days on feed in the finishing stages
- Electronic identification ear tags (on request) to reduce human error and maintain a fully integrated IT support system

CONTACT INFORMATION

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