



An Introduction

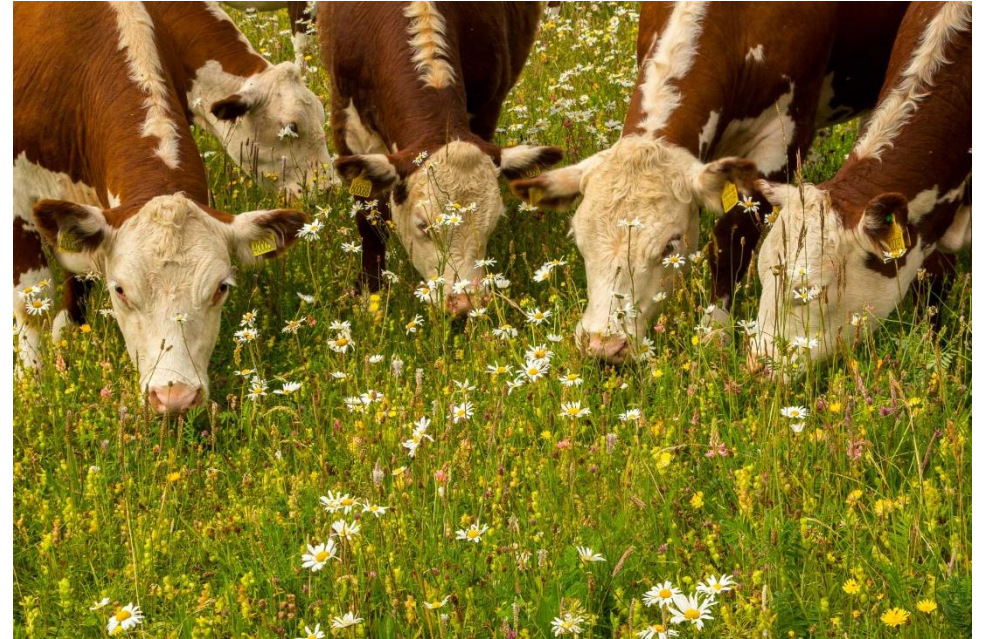
April 2023



Our Mission and Impact

Pasture for Life champions the restorative power of grazing animals on pasture and advocates for a future where grazing animals eat only their natural diet – pasture – and play positive ecological roles in our landscapes.

In transitioning farmers to these practices, we generate positive impact in the areas of environmental, animal and human health as well as supporting a thriving rural economy and wider sustainable food system.



Our Movement

Approximately three-quarters of our members are farmers, with the remainder butchers, retailers, chefs, vets, academics and others with a stake in and interested in supporting our mission and values.

Our membership of practitioners means we are, literally, grounded and sought after for our ability to deliver change, not just policy recommendations.

We operate a certification, which verifies food and fibre that has come from animals that have been fed wholly on pasture for their lives. Some have reached certification, but many are still on the journey, supported by the community.

1000

Members paying
£100/year

91%

Retention rate for
members

165+

Certified businesses



Our work is set out in three pillars

Credibility (Research & Advocacy)

Working with the academic community to build the evidence behind the Pasture for Life system.

Working with sector peers to ensure that pasture-fed thinking threads through all workstreams.

Working with policy makers to ensure the right supportive framework exists to take these solutions to scale

Community (Learning & Development)

Spreading awareness of the benefits of pasture-fed farming systems through peer-peer knowledge exchange, education, communications and events.

Bringing people into our network to develop communities of change.

Certification (Market Development)

Providing a set of standards that act as a benchmark and a 'north star' for farmers.

Communicating the story to the wider public, who provide the 'pull factor' needed for farm-level change.

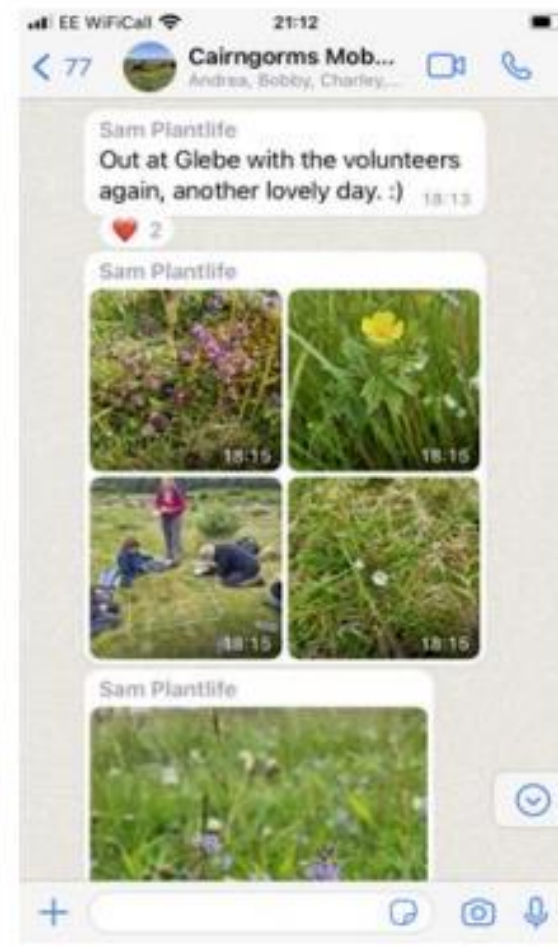
Developing market mechanisms so that farmers are fairly rewarded for their work.

Community



Nikki Yoxall (Pasture for Life) talking about dung beetles and Bobby Mackenzie demonstrating the solar water pump. Glebe of Deishar, August 2022. Photos: Clem Sandison

Community



Our Delivery

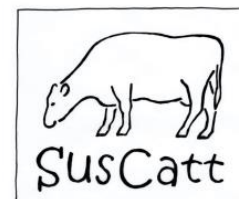
Farmers are at the heart of our delivery. We bring them into research projects, their enthusiasm and generosity are at the core of our learning & development provision, and their eagerness to farm sensitively is what we look to reward through our certification.

In order to best safeguard our community culture as we grow, we have set up 15 regional groups around the country, bringing our members together in a local or regional setting. This has improved our membership retention and generated 15x the service we were able to deliver as a national organisation.

We have also set up working groups, such as our Research Group, which facilitates two-way dialogue between agroecological farmers and academics and helps us shape relevant research projects.



Credibility (Research & Advocacy)



Vet Sustain and
Pasture for Life:
Support Document



SEEGSLIP

The research provides strong indications that the PFL approach to livestock production is resilient and viable, as well as contributing to wider public goods delivery, despite variability within and between farms

(Norton et al., 2022a)

Pasture for Life (PFL) plots were more species rich and contained more legume and forb species and lower proportions of *Lolium perenne* than those on Improved Grassland. Vegetation height was greater in PFL plots than in CS plots of either Improved or Neutral Grassland.

Our findings indicate that pasture-fed livestock approaches may be beneficial for grassland and wider ecosystems.

(Norton et al., 2022b)



SEEGSLIP

Breeding Sheep Flocks

The top PFL farms are making more Gross Margin at £106/head than the top FBS farmers at £93/head.

PFL farms based in the uplands have a much better Gross Margin at £41/head than the average upland farm in the FBS survey at £21/head.

Suckler beef farms

The output from the PFL suckler beef farms is almost double that of the benchmarked FBS farms at £1,158/head for the average compared to £516 and £540 for the FBS averages for lowland and upland systems.

Beef finishing output is lower on PFL farms, but costs sitting at £54/head compared to £309/head for the FBS sample.

<https://www.ceh.ac.uk/our-science/projects/seegslip>



SUSCATT

Nutritional Quality of Pasture Fed beef and dairy

Improved Omega 3:6 Ratio of pasture finished products.

Steaks from certified 100% pasture fed cattle, from both pasture and conservation systems qualified as sources of long chain omega-3 fatty acids under European Food Standards (Butler et al., 2021).

Meat produced from 100% pasture-based diverse vegetation diets is likely to be of superior nutritional quality with potential health benefits compared to beef from conventional systems (Butler et al., 2021; Davis et al., 2022)



Thank You.

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- [Bale Grazing @ Groundswell](#)
- Pasture for Life [Youtube](#) – MANY webinars!
- Pasture for Life and Vet Sustain: <https://www.pastureforlife.org/media/2022/10/Vet-Sustain-and-Pasture-For-Life-with-hyperlinks-Small.pdf>