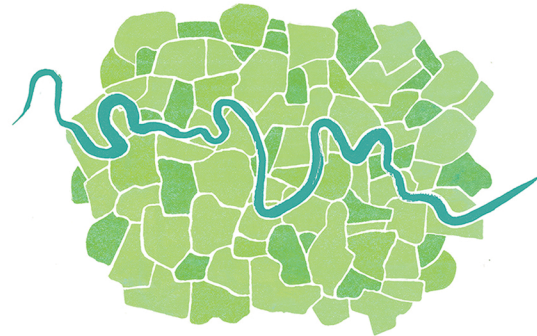


“My family have been farming at our Herefordshire farm for four generations. We understand the needs of the land and livestock that graze on these pastures. Over this time we have developed a very efficient and ecologically friendly business And we have more wildlife on our farm than at any time I can remember.

The soil is in fantastic condition and we use hardly any artificial fertiliser, and no chemicals are used on our grassland. This soil quality and biodiversity has been 4 generations in the making.”

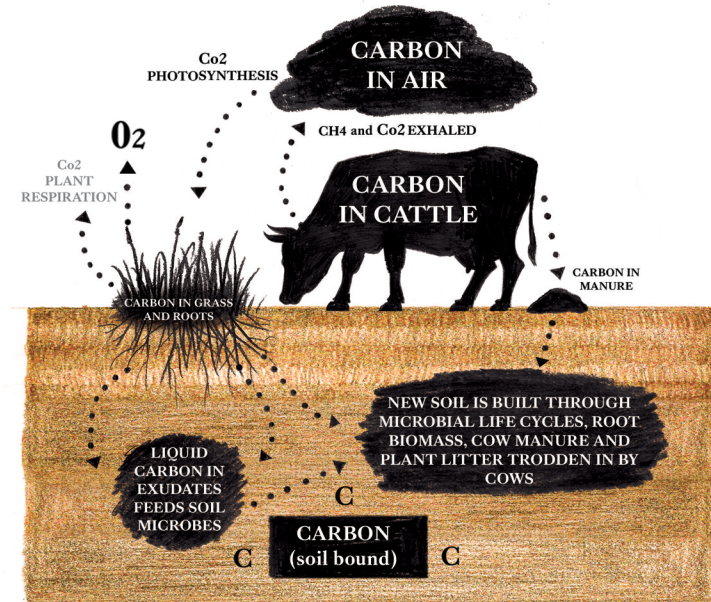
Johnny Morris, Herefordshire farmer



www.neilpowell.co.uk

Printed on 100% recycled stock

CARBON SEQUESTRATION

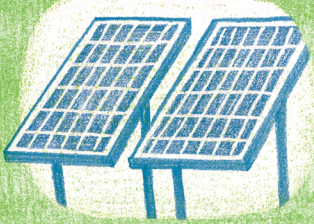


Carbon Sequestration is the natural process by which carbon dioxide is removed from the atmosphere and held, long term, in solid or liquid form. Triggered by grazing cattle, carbon is taken from the air by plants and pumped into the soil, allowing it to be stored by soil microbes that utilise it as energy. Up to 40% of all carbon entering the soil on pasture land is bound and stored in this way.

The environmental benefit of carbon sequestration is that it can help mitigate climate change by preventing carbon dioxide from being released into the atmosphere.


our CARBON FOOTPRINT

SOLAR PANELS




Our plant is partly powered by environmentally friendly photovoltaic panels. Solar energy is a good alternative to replace fossil fuels because it is green renewable energy that doesn't release any harmful carbon dioxide or other pollutants into the atmosphere.

TRANSPORT MILES



Transportation from Johnny Morris's farm, Herefordshire to Leintwardine (traditional family run abattoir):
24 miles*
From Leintwardine to Ewyas Harold (Herefordshire):
36.5 miles*
Transportation: 50.5 miles/15 cattle:
3.4 miles*
per 300kg beef + by-product
*Approximately

HEAT RECLAMATION



A by-product of cooling cold-storage rooms is heat; this is utilised to heat water that is required for washing the plant for hygiene regulations. On a sunny day, due to the low ampage energy requirement of well insulated cold rooms and the power produced by the sun, our plant operates with no external energy.

a BIT of BEEF
the
LOCAL FOOD CYCLE
and
ENVIRONMENTAL
RESPONSIBILITY

