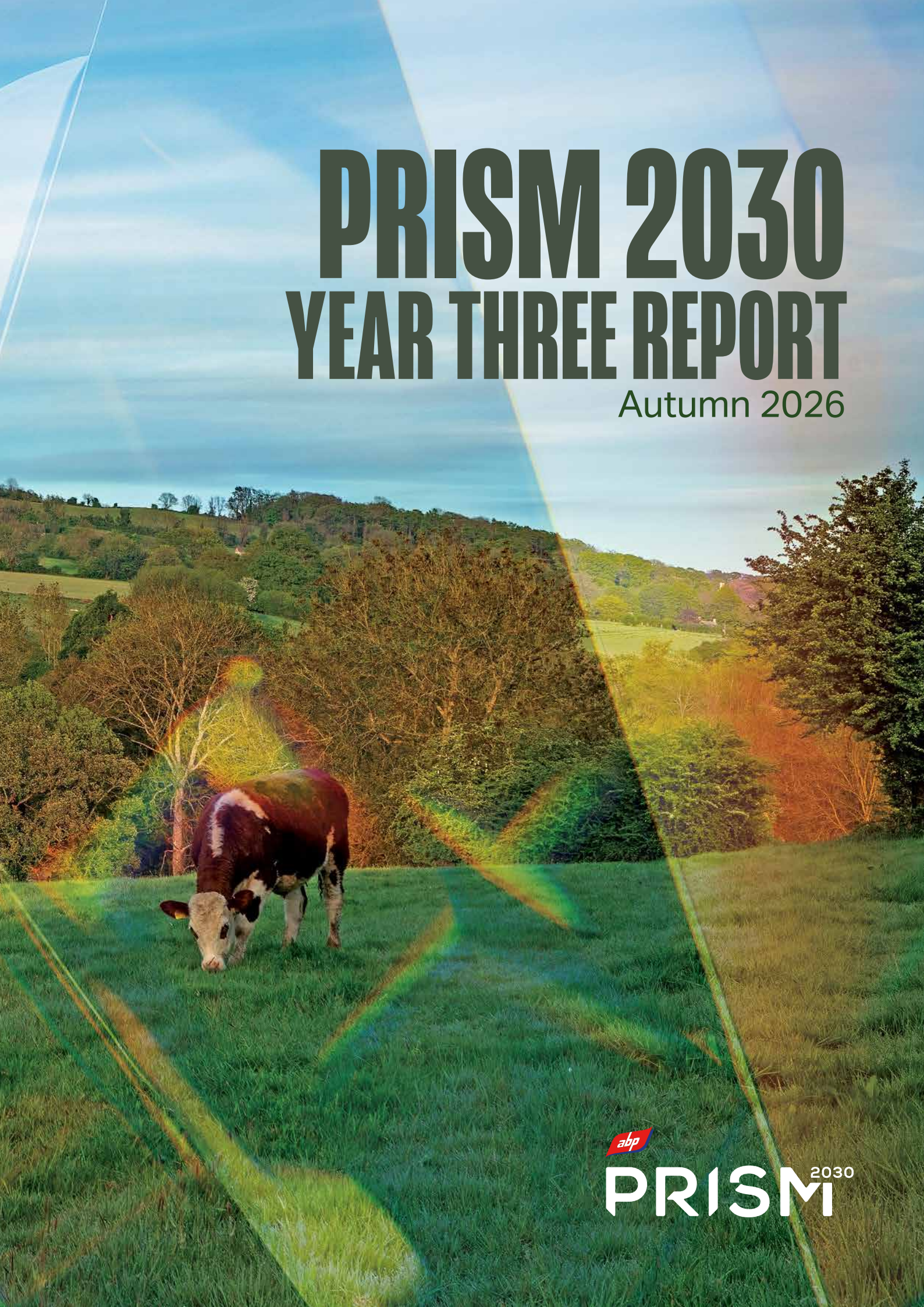
PRISM 2030
YEAR THREE REPORT
Autumn 2026



abp PRISM 2030

FOREWORD - PHIL HAMBLING

ABP Director of Agriculture and Sustainable Sourcing



ABP is one of the largest processors in the UK and its future business success is intimately connected to the future success of British agriculture. We remain a family-owned business that has evolved, adapted and grown over seven decades of change and challenge. We now process one in four cattle and one in eight lambs, and our 6,000 colleagues strive to ensure beef or lamb features as the highest quality highlight of some 20 million meals per week.

We are proud of our market position, and we remain heavily invested in the future of our sector. Our confidence comes from knowing that consumers love our product, that protein demand outlook remains strong and that UK farming starts from a great position of sustainability. However, our position in the market also confers a position of responsibility. A responsibility to help navigate some of the biggest challenges the sector faces while dealing with the very same headwinds impacting farm businesses.

With more than 15,000 supplying farms, hundreds of farming partners involved in integrated livestock schemes and our own farming operations, we understand very well just how much pressure farmers face. This summer drought is materially impacting what we hoped would be a year of recovery from prolonged dry weather in 2025 - and at a time where input inflation and market volatility conspire to inject risk and cost of capital.

The farming industry faces intense scrutiny on a complex environmental agenda and we are committed to further reducing our own factory emissions as well as farm emissions. However, it remains paramount that farm and factory resilience and profitability is maintained or improved wherever possible. This principle has underpinned our PRISM 2030 programme since its inception in 2022 and remains core to how we engage with our farmers and the supply chain.

History shows countless column inches and social media coverage on food and farming drawing on emotion over science but as is key to our reputation and business success, we must all make decisions based on facts, data and insight. PRISM 2030 gives us much improved data, our partnership with farmers gives us huge insight, and our supply chain reach means we have a huge opportunity to support both the sector's commercial success as well as continuous improvement in sustainability.

This PRISM report shows the journey that ABP has been on with over 300 farmers. We've identified examples of great progress and opportunity, as well as future investigation to understand carbon flow on farm and ensure farm investments in carbon reduction have material impact and return.

We're immensely grateful for the time and trust given by our participating farms, and some of their stories are illustrated here. Without them, this programme could not be possible but with their contribution, we hope to help many more farmers and we aim to expand our understanding and impact in future years.





STEPHEN DOBLE

"PRISM 2030 has helped me find practical ways to reduce my carbon footprint without reducing production."

EXECUTIVE SUMMARY

ABP's PRISM 2030 programme represents a long-term commitment to understanding and reducing emissions across the beef and lamb supply chain. PRISM 2030 is an ABP programme partnering with The Andersons Centre (Andersons) and Harper Adams University (HAU). Over the past three years, we have worked with more than 300 of our beef and lamb suppliers to measure and implement on-farm changes to reduce scope 3 – farm-generated - greenhouse gas emissions. ABP has invested £1.5 million in this endeavour.

Since its launch, PRISM 2030 has:

- Established one of the most robust primary datasets on UK livestock emissions
- Demonstrated measurable progress across participating farms
- Enabled targeted, practical on-farm action through data-led insights
- Built a platform and community to scale impact across the wider supply chain

Overall, PRISM 2030 recorded an 8.3% reduction in beef emissions and a 1.3% reduction in lamb emissions.

	PHASE 1	PHASE 2	% CHANGE
Beef	21.8	20.0	-8.3%
Lamb	23.5	23.2	-1.3%

Table 1 – Summary of beef and lamb emissions for the phase and percentage change (kg CO_2e/kg dwt)

How PRISM works:

PRISM collected farm data and inputted it into the Agrecalc carbon tool for two full assessment cycles, a baseline (Phase 1) and re measurement (Phase 2).

The data was independently analysed by Harper Adams University (HAU). The farmers received bespoke reports with recommendations for their farm from The Andersons Centre and HAU.

Over the duration of the programme we have hosted a series of peer to peer sessions for all farmers to share knowledge, findings and hear from sector experts on a range of topics.

PRISM 2030 has identified five key areas which our suppliers can focus on for improvements.

- Pasture
- Age at slaughter
- Livestock health
- Fuel and fertiliser
- Use of by-product feeds

It is clear there is no 'one size fits all', every farm is different in terms of their size, their enterprises, their system and how these elements interact and complement each other; the data has enabled them to identify and implement management and systems changes needed.

BACKGROUND & PROGRAMME OVERVIEW

PRISM 2030 was established to build a clear baseline and measure the reduction of greenhouse gas emissions across more than 300 ABP beef and lamb supplying farms. The programme is a key part of ABP's commitment to lowering scope 3 emissions, supporting farm businesses and strengthening the sustainability of our supply chain.

ABP has already made substantial progress in reducing emissions within our processing sites. With almost 90% of modelled beef and lamb emissions occurring at farm level, working directly with farmers became essential to driving meaningful change and supporting the long-term sustainability of the sector.

Reducing on-farm emissions presents a significant opportunity: delivering red meat with a lower carbon footprint while developing practical, scalable approaches that can be adopted across a wide range of farming systems. This is why ABP has invested £1.5 million in PRISM 2030.

Alongside national efforts to reduce emissions, PRISM 2030 is helping define what sustainability looks like in practice for the red meat supply chain. The programme focuses on identifying interventions that genuinely improve environmental performance and can be replicated in commercially viable ways.

Sustainability, however, extends beyond carbon. Water use, soil health, biodiversity, forage quality and resource efficiency all influence farm resilience. PRISM 2030 supports farmers to understand the data behind their businesses, enabling informed decisions that strengthen performance for the future and for the next generation.



JAMIE PRICE

"Seeing our farm's carbon statistics compared to the UK average has been interesting and encourages me to do more to reduce our emissions. We are looking to tighten up on fertility and improve Daily Liveweight Gain to reduce days to slaughter. Longer term we will be looking at improving biodiversity across the farm too."

SUSTAINABILITY

Driven through profitability and efficiency

INNOVATION

Through scalable solutions that work for farm businesses

IMPACT

Through farm relevant data and continuous measurable improvement

DATA DRIVEN

Improving farm data and supporting farm decision making

REDUCTIONS AND ENVIRONMENTAL GAINS MADE IN ABP'S PROCESSING PLANTS

ZERO waste to landfill

60% reduction in single use plastics

47% reduction in water usage

SWITCH to renewable electricity

40% reduction in greenhouse gas emissions from ABP's energy use

METHODOLOGY



Farm data for PRISM 2030 was collected across two assessment phases and entered into the Agrecalc carbon assessment tool by independent consultants. Phase 1 involved 352 beef and/or lamb farms, recruited between November 2022 and May 2023. Phase 2 took place from September 2024 to June 2025 and included 310 farms, seven of which were new to the programme. Across these farms, consultants assessed 292 beef and 176 lamb enterprises. The distribution of farms between Great Britain (GB) and Northern Ireland (NI), along with their share of ABP's supply base, is shown in Table 2.

	PHASE 1	PHASE 2
Assessments GB	300	260
Assessments NI	52	50
% Beef Supply	20.0%	16.5%
% Lamb Supply	15.0%	13.0%

Table 2 – The number of farms involved in each round of assessments and the percentage of supply.

Between the two phases, Agrecalc introduced updates to its methodology and reporting format. As a result, Phase 2 assessments allowed farms to separate their enterprises - for example, suckler herds and finishing units - so emissions could be evaluated at enterprise level. This provided a clearer understanding of where emissions were generated within each farm business.

Enterprise results below 5kg CO_2e/kg deadweight or above 75kg CO_2e/kg deadweight were removed from the dataset. These values typically occurred when livestock sales were unusually high or low in a given year, and therefore did not represent normal farm performance.

PRISM 2030 includes small, medium and larger suppliers to ensure the programme represents the diversity of ABP's supply chain. Figures 1 and 2 show the number of farms and the volume of livestock supplied to ABP in 2024.

To ensure the dataset reflected the geographical spread of ABP's supply base, farms were recruited from across the UK, encompassing all of its diversity of land types, topography and climate. The map (Figure 3) highlights the locations of each farmer involved.

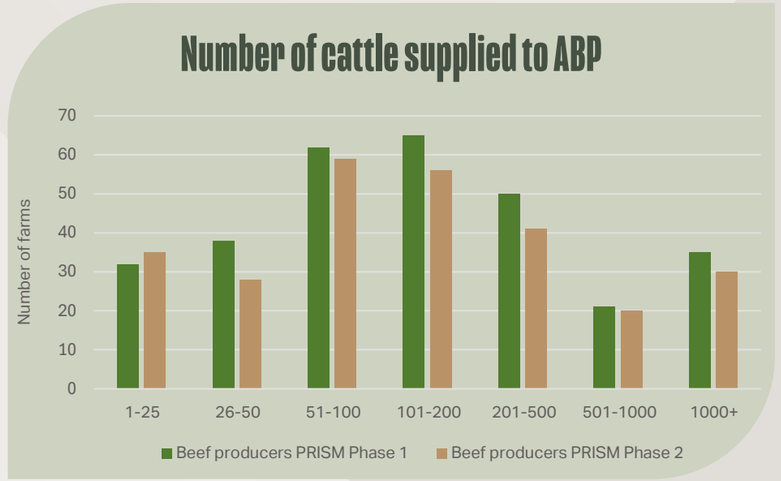


Figure 1: Profiling of beef farms and the number of cattle they supplied ABP in 2024

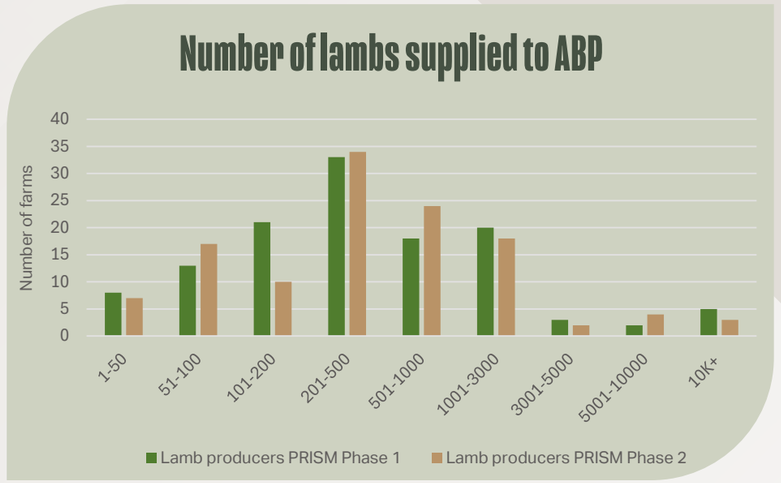


Figure 2 - Profiling of sheep farms and the number of lambs they supplied ABP in 2024

Map Index

- Beef only (187)
- Beef & Lamb (86)
- Lamb only (33)
- Calf rearer (4)

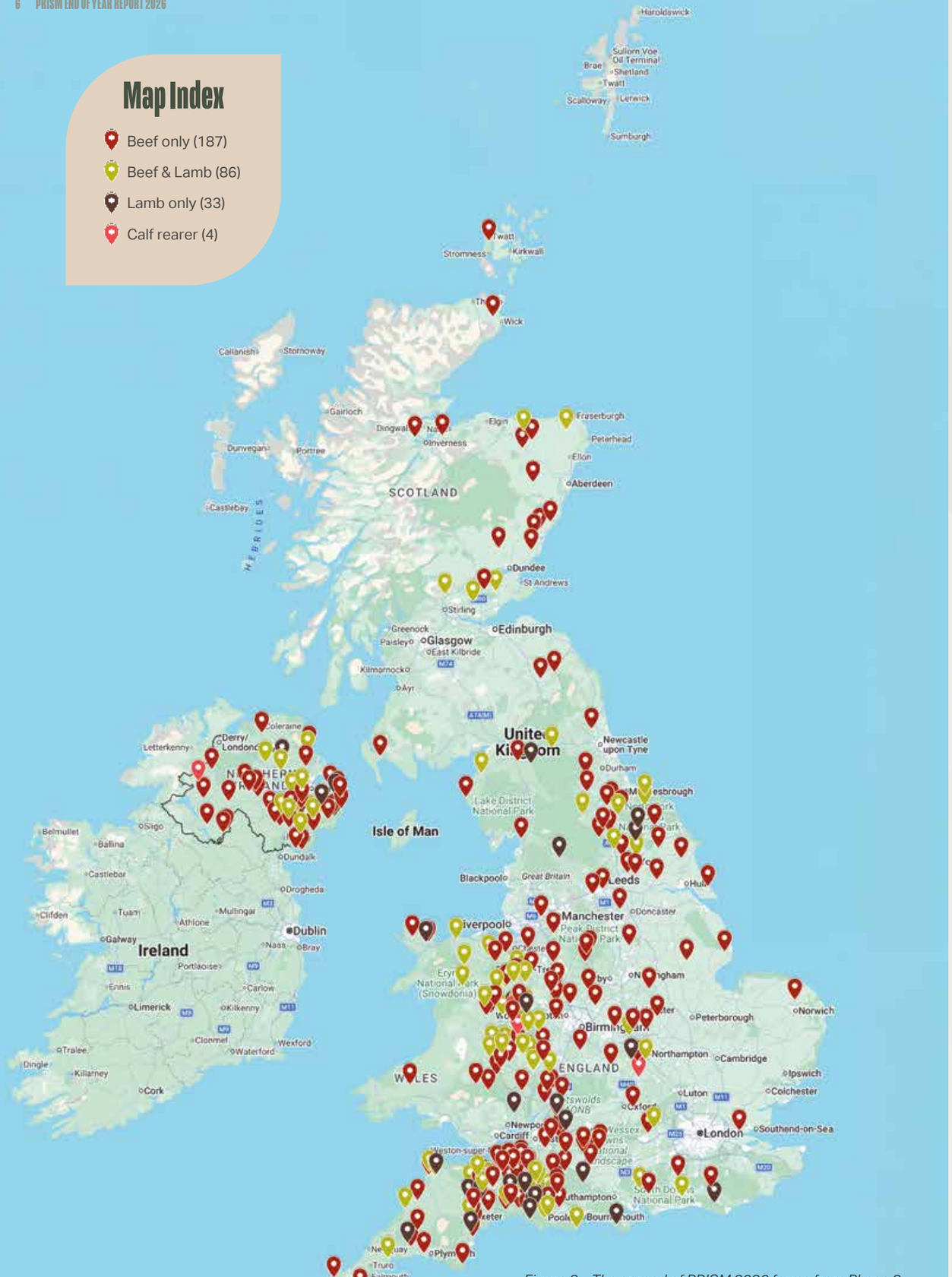


Figure 3 – The spread of PRISM 2030 farms from Phase 2



KEY PERFORMANCE INDICATORS

During each farm visit, assessors collected a core set of key performance indicators (KPIs). These data points provided Professor Jude Capper, Chair of Sustainable Ruminant Production at HAU, with measurable values for the individual HAU reports issued to farms for each assessment year. In turn, they helped identify priority areas where improvements could be made.

When KPI data were compared against emissions results, a clear pattern emerged. Lower emitting beef farms tended to run lighter stock, with a mean liveweight of around 360kg. Higher emitting farms, by contrast, averaged 72kg heavier animals. Larger cattle require more resources - including bedding, feed, electricity and fuel - which contributes to a higher carbon footprint. Farms with suckler cows also showed higher mean liveweights than finisher units, reflecting the presence of mature cows within these systems.

To ensure fair comparison across enterprises, HAU standardised the dataset so that all farms had zero change in livestock stocked and sold. This removes variation linked to the number of animals marketed within the 12-month period and isolates the farm's underlying biological efficiency – essentially, how well it converts feed and other inputs into liveweight gain and timely finishing.

Under this method, low emitting farms demonstrated three times the efficiency of higher emitting farms.



FRED MURPHY

"PRISM 2030 is giving me the opportunity to look at the beef production on my farm and compare it with colleagues to improve together and proudly share our journeys with our customers."

FINDINGS

We are immensely grateful to all participating farmers for the time and care taken to provide detailed information for the assessments. The time invested has allowed Harper Adams University (HAU) to analyse the PRISM 2030 beef and lamb datasets using a robust statistical model.

Across both assessment phases, farms showed a wide range of emissions results. Some suppliers reduced their emissions, while others saw increases or little change between rounds.

The key variables included in the analysis are summarised below.

PHASE (reporting round)
Phase 1 and Phase 2 data submissions

REGION

ENTERPRISE TYPE

BEEF ENTERPRISES
Dairy bred stores; Dairy bred finishers; Beef bred finishers; Lowland sucklers; Upland/Hill sucklers.

LAMB ENTERPRISES
Store lambs; Early lambing flocks; Late lambing flocks; Crossbred flocks; Hill flocks.

REPORTED MANAGEMENT CHANGE
Yes - Change reported
No - No change reported or single round participation

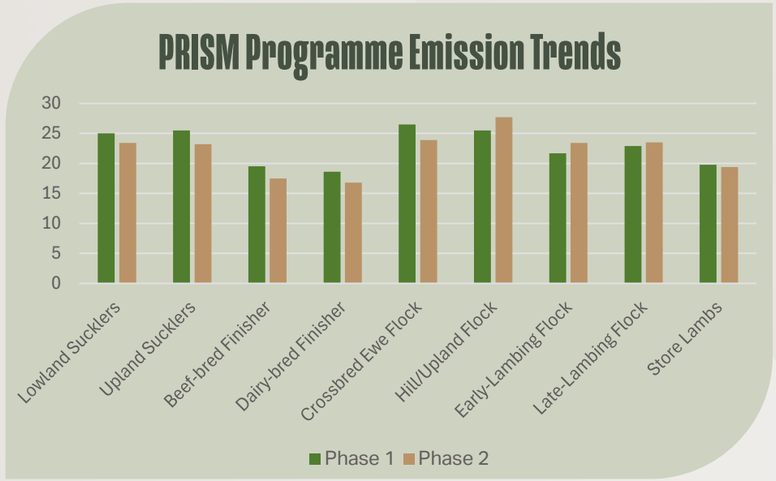


Figure 4 – Beef & Lamb enterprise emissions for both Phases (kg CO_2 e/kg dwt)

ENTERPRISE	Bottom Third	Mid Third	Top Third
BEEF			
Dairy-bred Finisher	24.64	14.96	10.49
Beef-bred Finisher	24.42	17.33	11.12
Upland Sucklers	35.22	20.93	13.07
Lowland Sucklers	31.20	22.40	16.07
LAMB			
Store Lambs	29.97	16.11	11.80
Early Lambing Flock	31.24	21.98	16.71
Crossbred Ewe Flock	30.18	23.50	17.84
Late Lambing Flock	29.59	22.92	18.01
Hill/Upland Flock	35.40	27.59	20.12

Table 3 - PRISM 2030 enterprises showing the carbon footprint for the bottom third, middle and the top third (kg CO_2e/kg dwt)

Overall, PRISM 2030 recorded an 8.3% reduction in beef emissions and a 1.3% reduction in lamb emissions, as shown in Table 1.

The reduction in beef emissions was driven by improvements in productivity. Between Phase 1 and Phase 2, productivity increased from 1.10 to 1.60kg produced per kg stocked. This was accompanied by a decrease in mean livestock weight on farm (from 409 to 295kg) and an increase in concentrate use (from 3.31 to 3.90kg per kg stocked). These shifts contributed to lower emissions per kilogram of deadweight produced.

Average emissions for each enterprise type across both phases are shown in Figure 4. As expected, enterprises without breeding stock - such as finishers or store lamb systems - reported lower emissions.

As with any dataset, there is variation. Table 3 presents the full PRISM dataset split into thirds based on emissions levels, allowing farmers to benchmark their Agrecalc results against others within the same enterprise type.

During the second assessment phase, farmers were asked whether they had made any management changes since their initial assessment. Farms that reported making changes showed a noticeably lower carbon footprint. For beef enterprises, emissions were 8.2% lower, and for lamb enterprises they were 13.9% lower, as shown in Table 4.



	Made a Change	No Change	% Difference
Beef	19.65	21.26	-8.2%
Lamb	23.83	27.15	-13.9%

Table 4 – Effect of change on carbon footprint (kg CO_2 e/kg dwt)

The trend is encouraging but the farmer-declared actions do not yet help pinpoint specific changes that have unlocked these reductions. The data is statistically significant and further work is needed to fully understand the data and farmer feedback. Its possible that a combination of small management changes and attention to detail in the farm enterprise have been a contributing factor. Changes reported by farmers are summarised in table 5.

GHGe mitigation changes made on-farm between Phase 1 and Phase 2	Number of farms that decreased total on-farm GHG emissions between Phases 1 and 2	Number of farms that increased total on-farm GHG emissions between Phases 1 and 2
Plant herbal ley	27	26
Reduce cattle numbers	23	4
Change beef enterprise	18	13
Increase rotational grazing	13	7
Change in beef breed	16	9
Change in arable rotation	11	10
Reduce/stop fertiliser	8	5
Increase rotational grazing	10	22
Feed more homegrown	9	4
Reduce age to slaughter	10	2
Increase sheep numbers	5	8

Table 5 – On-farm GHGe mitigation changes made between Phase 1 and 2 and the number of farms that implemented that change according to whether their total GHGe decreased or increased.



CASE STUDY - BILLY CUTHBERTSON, FIFE

Billy Cuthbertson farms 400-acres at Balcanquhal Farm in Fife with his wife Anne, running a predominantly grass-based system. The business finishes around 500 cattle annually, combining a spring-calving suckler herd with bought-in dairy-cross calves and continental stores, all taken through to finishing.

Through PRISM 2030, the focus has been on understanding and improving carbon efficiency within a relatively intensive system. Initial benchmarking showed that, despite high stocking rates, emissions were lower than expected, driven by strong output per hectare and kilos of beef produced.

A key area of progress has been forage and input management. Greater emphasis on younger, more productive grass leys, alongside the use of clover and improved silage quality, is helping lift protein levels and reduce reliance on bought-in feed. Fertiliser use has also been reduced by around 20 tonnes, supported by improved grass utilisation.

Cattle performance remains central to the system, with a focus on maintaining growth rates while reducing finishing age. The aim is to keep cattle moving through the system efficiently without compromising carcase weight or output.

The approach has been to focus on steady, practical improvements across the business, using PRISM benchmarking to measure progress over time.

Billy's PRISM 2030 recommendations:
- Reduce slaughter age and weight
- Re-examine your herd health plan
- Improve suckler cow feed efficiency and use by-product feeds in the ration
- Improve pasture and grazing performance

BEEF ENTERPRISE RESULTS

The type of beef enterprise had the greatest influence on emissions which is a reflection of the fact that agrecalc is a farm assessment, not a product assessment. This means for example, if the farm is carrying breeding stock, the emissions from them are counted in the farm assessment whereas these would not feature in a finishing system.

Its important to judge farm emissions by comparable enterprise type for this reason. Farm location, size and stock numbers did not meaningfully affect emissions per kilo. We did see a significant difference between Phase 1 and 2 but the significant variation across farms remains a key feature of our results. Around 50% of beef farms emissions were between 15-25kg CO_2e/kg dwt in both phases. See Figure 5.

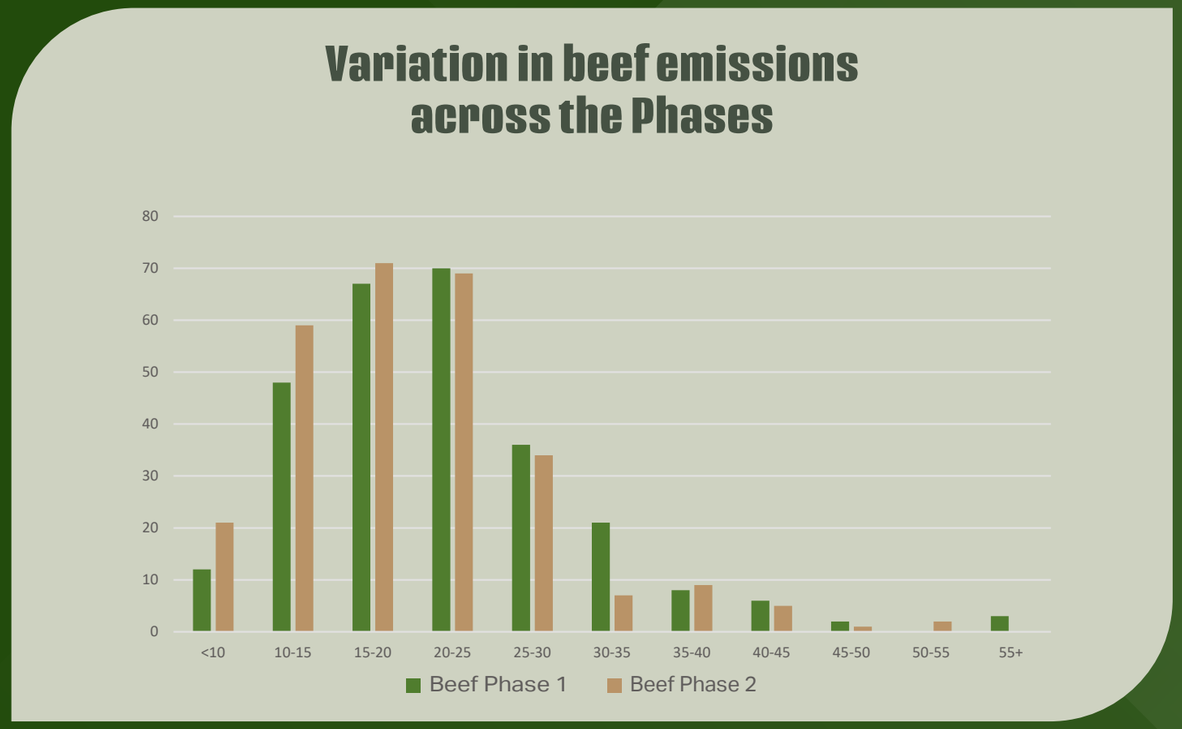


Figure 5 – Beef farm carbon footprint (kg CO_2e/kg dwt), with the number of farms in each category

LAMB ENTERPRISE RESULTS

For the lamb enterprises, two factors were significant within the analysis. Reported management change had the strongest influence on emissions, followed by enterprise type. There was no measurable effect linked to the two PRISM 2030 assessment years.

Lamb emissions were more variable than beef, with fluctuations between years and across enterprise types. As shown in Figure 6, there was wide variation across the dataset. In Phase 1, 74% of sheep farms recorded emissions between 15–30 kg CO_2e/kg dwt, compared with 77% in Phase 2.

Lamb Enterprise Type						
Change	**Store Lambs**	**Early Lambing Flock**	**Late Lambing Flock**	**Cross-bred Flock**	**Hill Flock**	**OVERALL**
No	20.67	23.78	29.32	28.43	36.66	27.15
Yes	19.86	21.98	22.94	26.36	24.93	23.83

Table 6 - Effect of making a change on the sheep enterprises emissions

The sheep farms that reported making a management change also recorded a significantly lower carbon footprint compared with those that reported no change. Table 6 breaks this down by enterprise type. The most common changes are listed in Table 5; these covered a wide range of actions across different systems.

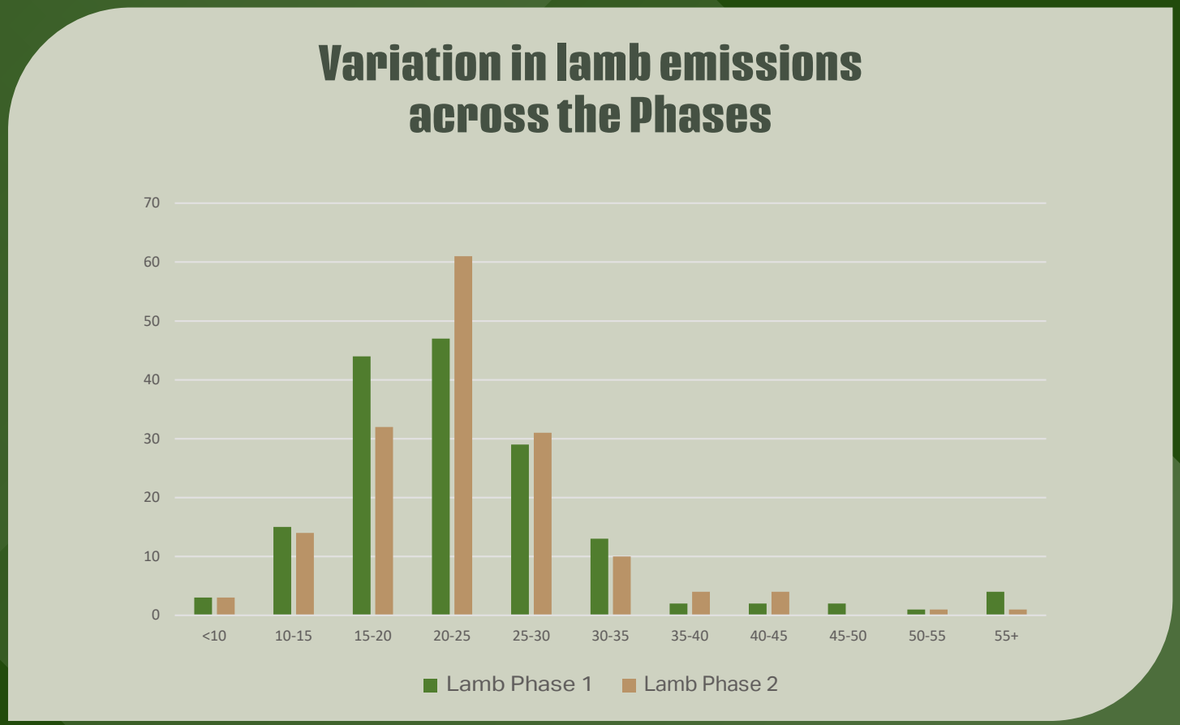


Figure 6 – Sheep farm carbon footprint (kg CO_2e/kg dwt), with the number of farms in each category



CASE STUDY - NEIL BROWN, SHROPSHIRE

Neil is a third-generation farmer at his 300-acre (121ha) family-farm in South Shropshire. The pasture-based farm grazes 35 suckler beef cows with followers finished and 800 ewes lambing to a terminal sire from mid-March, with progeny going to ABP.

Neil buys-in Angus x and Simmental x heifers for breeding and bulls to easy-calving Angus or Limousin genetics for first calvings before running with a Charolais terminal sire thereafter. Calves grow well off milky cows, supported by herbal leys planted across the farm with seed purchased with his PRISM 2030 Sustainability Grant. Neil recently invested in a small herd of milky Shorthorn breeding cows, with a bull, to reduce his mature cow weights as part of his PRISM 2030 recommendations. His recommendations also suggested calving at an earlier age to improve herd output, so Neil is trying to reduce his age at first calving and heifers are growing on well. More of Neil's finished cattle have been hitting spec thanks to growth monitoring, something that he will continue doing and is seeing the benefits of.

Neil also runs a commercial flock of Suffolks, and Suffolk x North Country Mule ewes, mainly put to a Texel x Charolais tup. Since joining PRISM 2030, he has tightened his flock health plan and ensures all sheep are fully vaccinated including for Bluetongue disease, which is ensuring his flock remains healthy and productive. He feels it's important to continue with these measures even when the flock is free of illness, to maintain the health status.

The herbal leys have proven valuable through the drought conditions when plants have remained viable after grass has stopped growing, allowing him to graze ewes and lambs out without supplementary feeding. Giving pastures rest periods has also proven helpful when needing grass during these dry conditions. Neil is also part of RamCompare, offering new genetics to try on his flock, backed up by figures which he hopes will provide lambs that grow and finish well, for ABP.

Neil's PRISM 2030 recommendations:

- Reducing mature cow weight
- Calve heifers younger
- Revise and revisit the flock health plan regularly
- Hitting finishing spec more regularly



PRISM Farmer's Performance Improvements

Farmers are exceptionally busy, and finding time to step back, analyse the business and set new actions can be challenging. For many, continuing with familiar routines feels easier - whether because those approaches have worked in the past, or because they reflect long standing habits and expectations within the family business.

As with any enterprise, regular review is essential. Identifying opportunities, setting clear actions and making use of the best available knowledge, technologies and equipment can improve day to day efficiency and overall performance. The aim is to collect enough meaningful data to support good business decisions, without creating an overwhelming volume of information that becomes difficult to use.

Change on farms rarely comes from a single intervention. There is no simple formula or "silver bullet". Progress usually comes from a series of small improvements made consistently over time, shaped by the individuals running the business and the realities of their system.

Sustainable practices and innovation often bring both environmental and financial benefits. When changes reduce emissions and improve efficiency, they can strengthen resilience and deliver cost savings - creating a clear win win for the farm business.

PRISM 2030 IN NUMBERS

SINCE PROGRAMME LAUNCHED IN 2022

1360 days since PRISM launch

Phase 1 **352** — **Farms engaged and then retained in Phase 2** — Phase 2 **310**

48% of PRISM farmers interacted with knowledge exchange events

1.4 MILLION data points

16.5% Beef supply coverage

13% Lamb supply coverage

48,054 views of YouTube clips

THANKS FOR WATCHING

100 YouTube clips including 33 farmer case studies

45 Newsletters

2,140 average number of PRISM 2030 newsletter readers

96,500 total reads of newsletter

70 Webinars

17 Events

INVESTMENT **£1.5M** TO DATE

further investment over the next 4-5 years

Your business, your choice.

Improving business performance goes hand in hand with reducing emissions.

AWARD RECOGNITION

PRISM 2030 and its participating farmers have received several awards and recognitions across Northern Ireland and the wider UK.

ABP was recognised at the Responsible Business Awards in Northern Ireland, receiving the Collaborative Action award in 2024 for its work with farmer suppliers to reduce the carbon footprint of red meat. The judging panel highlighted ABP's commitment to supporting farmers and delivering environmental improvements beyond core business activity.

Two PRISM 2030 farmers in Northern Ireland were also acknowledged for their achievements at the Farming Life Awards:

- **Dale Orr**
  Sustainable Farm of the Year 2025
- **William Wilson**
  Farmer of the Year 2025

PRISM 2030 was a finalist in the Northern Ireland Food and Drink Awards 2026 in the Most Sustainable Supply Chain category.

ABP's Agri Sustainability Manager, Katie Thorley, who led the PRISM 2030 programme, was shortlisted for Sustainability Champion of the Year at the Women in Agriculture Awards 2026.

Most recently, PRISM 2030 has been shortlisted for the Sustainability Initiative of the Year at the Grocer Gold Sustainability Awards.



SAM CHESNEY

"We have a duty as farmers to help dispel some of the myths about how beef is produced here in the UK. Farmers are a major part of the solution, as potential carbon mitigators, and the PRISM process will enable us to demonstrate and measure that potential. The green lands of the UK are second to none when it comes to supporting high animal welfare, boosting biodiversity and producing low carbon beef, but British beef and lamb is too often broad brushed with the rest of the world."



TIM BAKER

"PRISM 2030 is a good platform to discuss new and sometimes old ideas with other farmers, it enables you to think about the positives and negatives of your own system and to make changes accordingly. Having online meetings with guest speakers covering a range of topics allows you to have a more in-depth discussion around the sustainability and profitability of different farming systems."

COMMUNICATION

Ongoing engagement has been central to the PRISM 2030 programme. We have communicated directly with participating farmers and the wider supply base throughout, supported by:

- Monthly newsletters
- On farm events
- Social media updates
- Coverage in the agricultural press

A broad range of topics has been covered, with speakers including independent consultants, industry specialists and international livestock experts. This mix has helped bring fresh perspectives, practical guidance and up to date knowledge to farmers across the programme.



FARMER ENGAGEMENT

Continued engagement with all farmers

48%

Of participating farmers who attended one meeting

35%

have attended at least two meetings

KNOWLEDGE TRANSFER

87 events, of which

14 in person events

70 onine events

3 conferences and including

19 discussion group meetings

2,700 *attendees engaged*

Programme developed for 2026/27



IAN NORBURY

"My aim is to finish stock on grass and forage alone. I stopped using fertiliser and grow herbal leys with red clover. I also stopped wrapping bales and use haylage to support outwintered cattle. My average cow weight has lowered by over 100kg, their maintenance feed requirement is reduced, and they perform better off grass. It is all about the little wins, but these add up over the cattle and year."

PRISM 2030 TIMELINE

A Journey Towards a More Sustainable Future

SUMMER 2022

PRISM 2030 idea

The concept and initial idea for PRISM 2030 was developed

NOVEMBER 2022

PRISM 2030 launch

Official launch of the PRISM 2030 programme

2023

Momentum Building

Assessments, and engagement

MAY 2023

352 carbon assessments completed

SEPTEMBER 2023

PRISM Grant Scheme Launched

AUTUMN/WINTER 2023-2026

Webinars and events

A series of webinars and events held with key industry speakers

MAY 2024

PRISM 2030 Programme Overview Report

The PRISM 2030 Programme Overview Report was published

MAY 2024

PRISM Community Event held at Bromstead

2025

Insight & Impact

Reporting results and deepening our impact

SEPTEMBER 2025

PRISM 2030 Year 2 Report

Report published and top line results released from the first year's data

2025

310 second-round carbon assessments completed

OCTOBER 2026

PRISM 2030 Year 3 Report

The PRISM 2030 Year 3 report published

FUTURE CARBON ASSESSMENTS

2027

Next round of carbon assessments

2029

Further carbon assessments planned

2031

Final planned carbon assessment cycle

FUTURE AMBITION TO 2030

PRISM 2030 has helped translate science into practical on-farm insight. It has provided tailored recommendations for participating farmers and highlighted five key areas to focus on to help lower their carbon footprint. We recognise that change is rarely straightforward. Having data or knowledge does not automatically lead to action; progress depends on the people within each business and how they choose to engage with new information. Every farm is different, and there is no single approach that suits all systems or all individuals.



Data remains a crucial part of this picture. Understanding which information matters most for each business is essential for making effective decisions. Farmers work long hours, and it is common to hear that paperwork has slipped down the priority list. However, time spent in the office is not time wasted. It creates the space to pause, review performance and financial figures, and develop a clear action plan for the next six to twelve months.

Bringing everyone involved in the farm together to discuss progress and priorities can also make a meaningful difference. Regular conversations about weekly or monthly goals help ensure the whole team understands what the business is aiming for. Inviting staff to share ideas or suggestions can strengthen motivation and support wellbeing.

ABP's commitment to sustainability is reflected in the effort to collect robust data and use academic insight to demonstrate progress and meet future policy and procurement requirements.

Our ambition for PRISM 2030 is to continue building this evidence base. We plan to recruit up to 100 of the current PRISM farmers to continue the journey with us, collecting further years of data through to 2032. This will help ensure we have the strongest possible dataset to represent the industry.

We will also explore the social science behind motivation and behaviour change, alongside the economics of reducing emissions. A PhD student at Harper Adams University is investigating the social science behind farmers' behavioural change and the economic impacts of reducing carbon footprints, using the PRISM data. Driving change on farm is not just a technical challenge, there are other elements of social behaviour shaped by trust, risks, peers, policy and economics.

Looking ahead, we want to broaden our focus and are exploring a cost effective way to assess water, biodiversity and soil health. Water availability underpins long-term business viability and ecosystem resilience. Biodiversity supports sustainable agriculture and strengthens productivity through pollination, pest control, nutrient cycling and soil fertility. We recognise the challenges in assessing these areas and the need for simple, practical tools that farmers can use to take action.

We know that farmers face an overwhelming number of potential data points. Through the key performance indicators (KPIs) already collected, we aim to identify the metrics most closely linked to improved business performance. Establishing five essential KPIs for each enterprise would give farmers a clear set of measures to track annually and benchmark against peers.

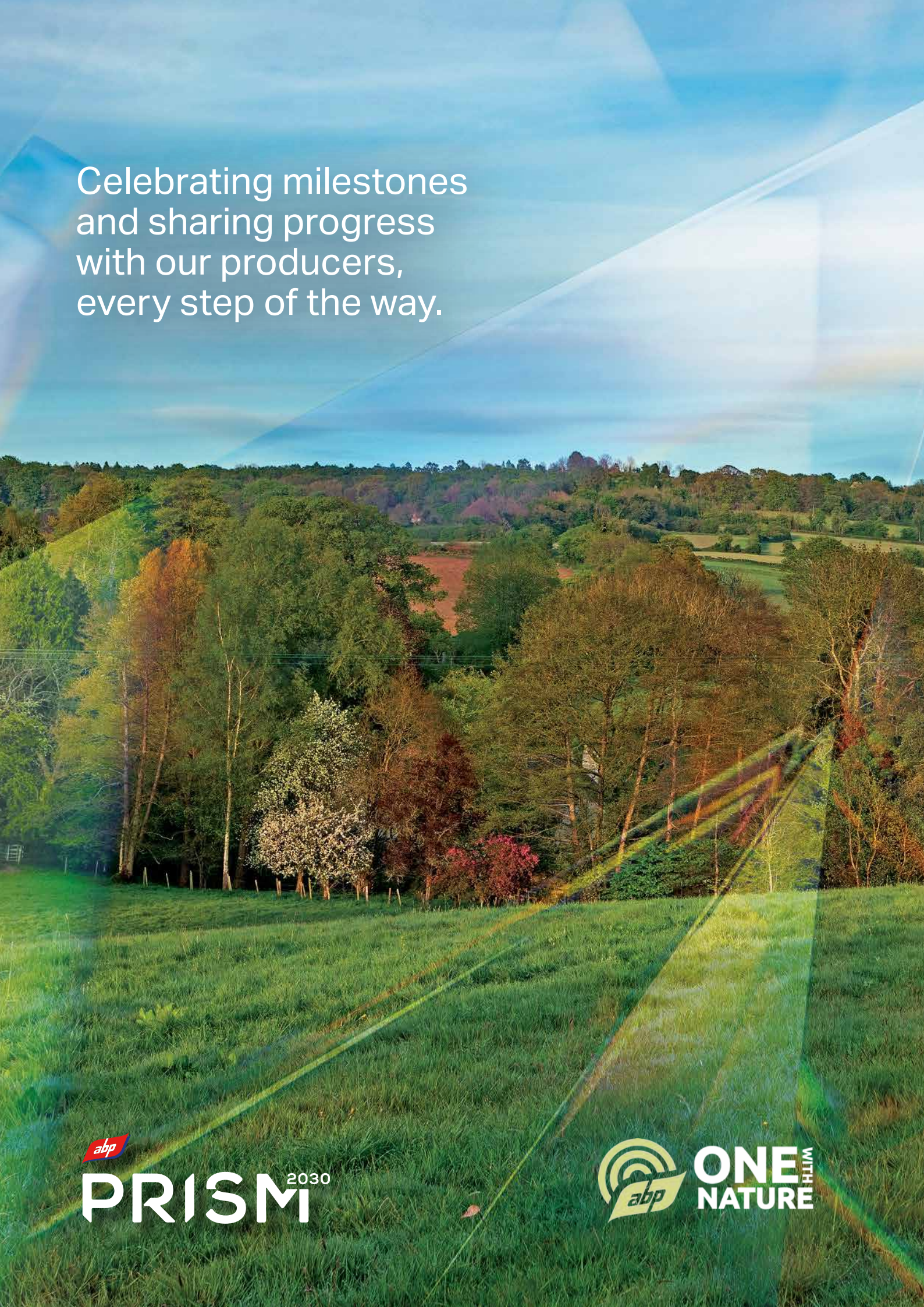
Finally, we will explore ways to capture and share best practice across the supply.



MIKE POWLEY,

ON LAUNCH OF PRISM

"PRISM will demonstrate how beef farming can work in tandem with the environment, especially in the face of a lot of negative press, and will provide a benchmark for how British beef and lamb compares to the rest of the world, sending a strong message for ABP to take forward in future."


Celebrating milestones
and sharing progress
with our producers,
every step of the way.
abp
PRISM 2030
abp
ONE WITH NATURE