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PRESS RELEASE

Outspoken journalist will praise grassland and IBERS at the Royal Welsh Show

An outspoken journalist and agricultural editor for Radio Four's The Archers will be one of the speakers at this year's Royal Welsh Show.

Graham Harvey will tell his audience how farming has been hijacked by international conglomerates and should return to its traditional grassland roots.

The journalist and author who is also the agricultural editor for Radio 4's The Archers will be taking part in a seminar facilitated by Organic Centre Wales, and organised by IBERS – Aberystwyth University's Institute for Biological, Environmental and Rural Sciences.

He has mentioned IBERS' grassland work in his latest book, The Carbon Fields – much of the Institute's research is aimed at improving forage crops for animals, making better use of grassland leading to higher productivity and higher quality produce on farms.

In his books and blogs, Graham Harvey explains how grass-based is best:

- It would lower levels of CO2 and help lessen erosion.
- Better food would lead to better health.
- Meat would be better – healthier fats come from animals raised on fresh herb-rich grass.
- Animals would have better living conditions and diets.
- Global food prices would be stabilised – pasture-fed means lower prices, grassland is solar powered.

Professor Nigel Scollan Deputy Leader of Animal and Microbial Sciences at IBERS said

"Much of the research work being done at IBERS is aimed at improving the performance of grassland and the relationship between better forage and feedstuffs and better produce at the farm gate."

"If we are serious about saving the planet, we need to put more of our farmland back into pasture," says Graham Harvey. "Grass-fed is the new organic; a return to grass-based farming is beneficial to us all."