



**AIB hosts launch of Irish Farmers Journal DVD  
24th August 2007**

**AIB hosts launch of Irish Farmers Journal DVD  
"Profit from Production - the complete beef and suckler guide"**

The Minister for Agriculture, Mary Coughlan T.D. launched a new Irish Farmers Journal DVD, at AIB Bankcentre entitled "Profit from Production" which was sponsored by AIB Bank. The DVD is presented and edited by IFJ beef editor Justin McCarthy. It explores topics such as calving the cow, breeding, grassland management, buying and selling, producing for live export, beef processing and financial management.

Michael Dowling, Head of Agri Strategy AIB Bank, said: *"Beef production, which is a tight margin business, can give a very reasonable return with the right system and good management. This DVD is intended to help farmers achieve such returns and AIB was very pleased to have had the opportunity to assist financially, and otherwise, in its production. We are grateful to the Journal, and in particular to Justin McCarthy, for the huge effort involved in putting it together."*

A unique feature of this production is footage of Justin McCarthy travelling in a convoy of five cattle trucks carrying over 300 weanlings destined for Italian feedlots.

Matt Dempsey, Editor of the Irish Farmers Journal commented: *"The production of quality weanlings is the foundation stone on which the future of the beef industry depends. In this special video produced with the help of AIB the Irish Farmers Journal team, and our Livestock Editor, Justin McCarthy in particular, capture the essential breeding and rearing points and follow the progeny to the Italian feedlots. These feedlots have a long term need for high quality weanlings to meet the needs of the largest beef importing nation in the world"*.

The DVD is available to purchase from the Irish Farmers Journal, Irish Farm Centre, Bluebell, Dublin12 (01 4199505). AIB customers can purchase the DVD for half price from the Irish Farmers Journal.

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