



For information on the exciting  
new technology we are already  
planning visit:

[germinal.com/zero](https://germinal.com/zero)

Contact:

Paul Billings, Managing Director, Germinál GB

[paul.billings@germinal.com](mailto:paul.billings@germinal.com)

Professor Ian Donnison, Director of IBERS

[isd@aber.ac.uk](mailto:isd@aber.ac.uk)

Germinál GB,  
Camp Road,  
Witham St. Hughes,  
Lincoln, LN6 9QJ  
T: 01522 868714

 **Germinál**  
Sowing future seeds

# HELPING FARMERS ACHIEVE NET ZERO

Bringing cutting edge science and the agricultural  
industry together to ensure a greener, more resilient  
future for ruminant livestock agriculture.

[germinal.com/zero](https://germinal.com/zero)



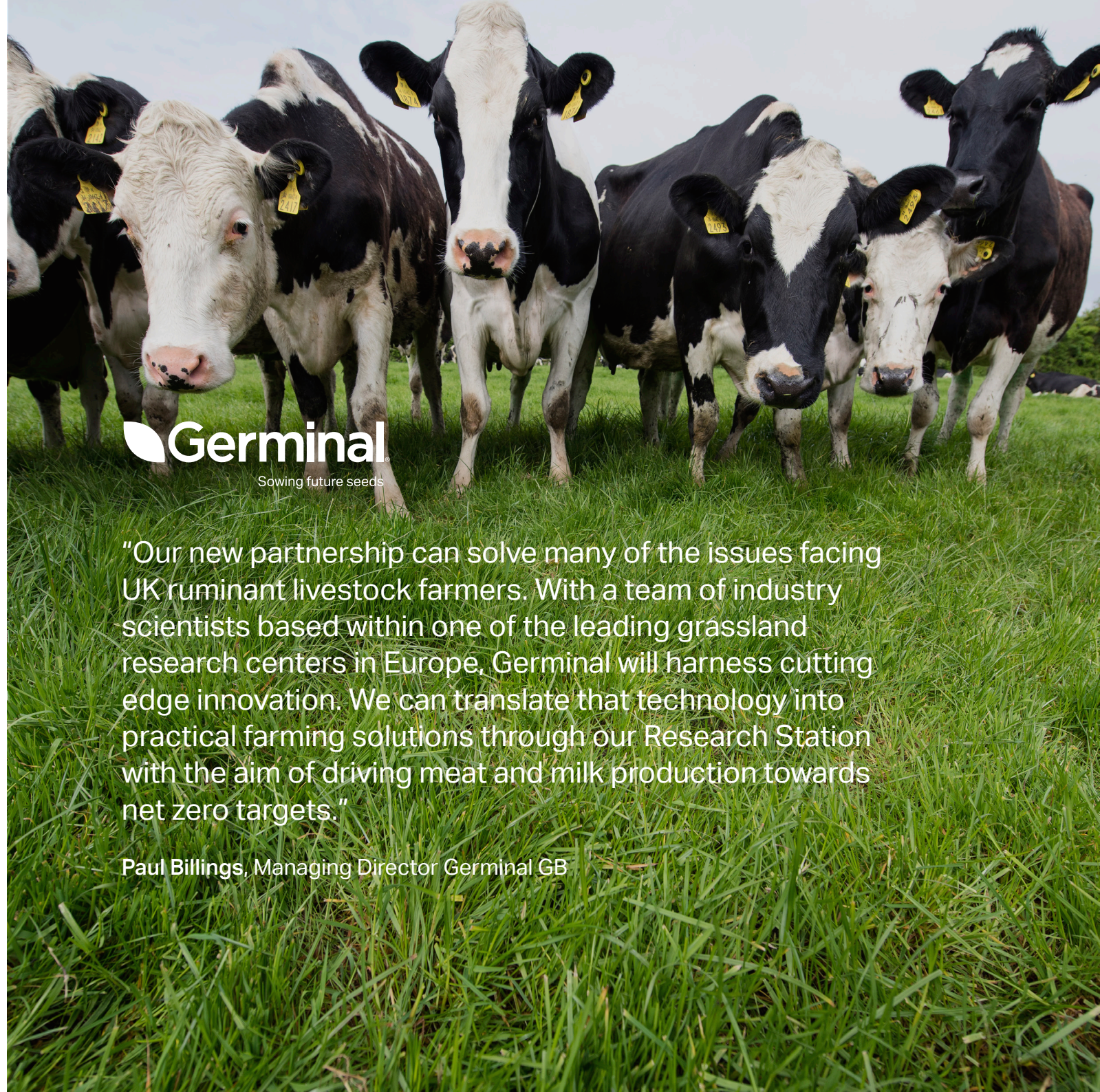
Germinal's new research team embedded at Aberystwyth University brings together a unique collaboration of science and agriculture to address climate challenges and enhance agricultural productivity.

Germinal and Aberystwyth University have formed a new long-term research partnership to promote sustainable farming.

The new partnership, which builds on nearly 35 years of collaboration between the two organisations, will see Germinal employ and direct a core team of forage and grassland researchers at the institute, as well as sponsoring a Chair of Innovative Grassland Research.

The team will build on the achievements of the award-winning Aber High Sugar Grasses that reduce emissions from livestock farms. They will also seek new developments in the lipid content of grasses, nutrient use efficiency and exciting novel protein crops to achieve net zero from productive ruminant livestock production.

Germinal and the Institute of Biological, Environmental and Rural Sciences (IBERS) at Aberystwyth University will establish and lead an industry Net Zero from Productive Grassland group. This will see leading academic institutions, farmers, advisors and government collaborate to ensure a greener, more resilient future for ruminant livestock agriculture.



"Our new partnership can solve many of the issues facing UK ruminant livestock farmers. With a team of industry scientists based within one of the leading grassland research centers in Europe, Germinal will harness cutting edge innovation. We can translate that technology into practical farming solutions through our Research Station with the aim of driving meat and milk production towards net zero targets."

Paul Billings, Managing Director Germinal GB



"We are delighted to confirm this new, strengthened relationship with Germinal. Our new partnership builds on a proven track record of collaboration, delivering even greater integration. It combines the resources and expertise here in Aberystwyth with the knowledge and commercial market access of Germinal, allowing us to accelerate research that will help meet the Government's target of net zero from 2050, whilst retaining a thriving food and farming industry."

Professor Iain Donnison, Director of IBERS

