

Face the future as a sheep farmer



Tomas Olsson
Norrby Gård

Have Finnish sheep industry a future?

- I ask Chat GPT

Forecast

In the medium term (5-10 years) I would assess that the conditions could be stable, but a lot depends on how both the market and politics develop. A major production explosion is unlikely without changes

Lets talk about changes!



A world in change



Sheepfarmer, part of the future



Tomas Olsson

- Who am I:
Sheepfarmer, working with sheep for 35 year
Run Norrby Farm with 1000 ewes.
- President for LRF Mälardalen, The Federation of Swedish Farmers in Mälardalen
LRF Mälardalen is 1 of LRFs 17 region in Sweden
- Board member for Sweden's Lambproducers Association.
I have been President for 25 years
for commercial farmers.
-knowledge between farmers.
-have discussions with government about our terms.
- I will talk about:
My experiences in developing the
Sheep industry in Sweden and
My experience of run one of the biggest sheep flock in Sweden



Norrby Gård

- **Our Vision**

To deliver lamb of the highest quality at the right time with solid knowledge and experience!

- **Our target**

-To supply customers with lamb of the highest quality at the right time.

Our breeding should satisfy Sweden's lamb producers with animals that have a good functional exterior and good animal health.

Our production is innovative and attractive with good animal care and it keeps the landscape open and alive.



Norrby Gård



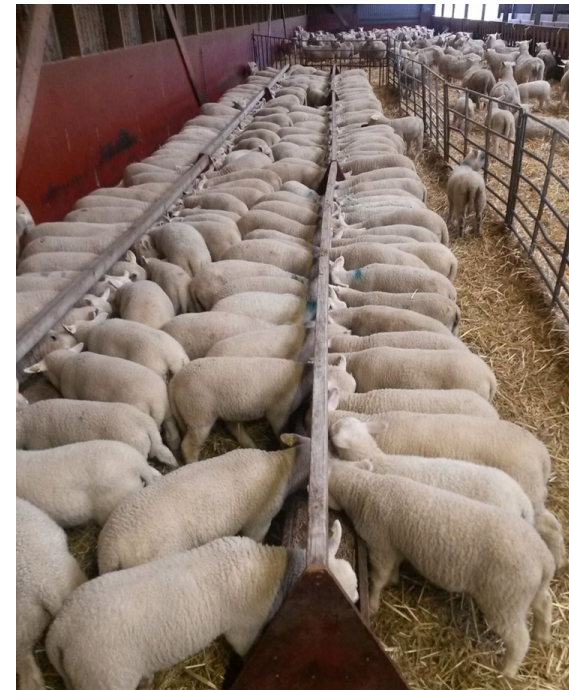
Norrby Farm

- **Business**

- Sheepfarming 1000 ewes
- Cattle 20 cows with calves
- Cereals and grass on 200 ha
- Semi-natural grassland 150 ha
- Contracting with, baling, lime and manure spreading
- Woodland

- **Production**

- 300 FinnDorset cross for winter lambing, indoor production
- 400 FinnDorset Spring lambing
- 200 Pedigree Dorset, Texel Suffolk spring lambing



Norrby Gård

- **Staff**

Three fulltime
One shepherdess.
One tractor driver
One Combine trackor and sheep driver

A lot of parttime from family members
and one extra during lambing.

- **Our Costumer**

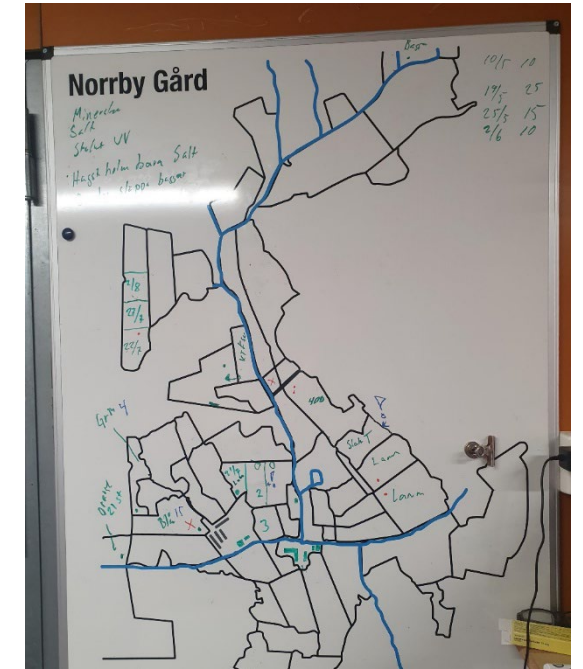
- We delivery to a wholesaler in Stockholm since 1997.
- High quality and delivery in time is important.

Spring lamb

600 lambs 1 march to 1 may
Born in January and housed all time.

Autumn lamb

1100 lamb from mid august to mid November.
Born indoor in april
Grass fed only.



Let's talk about:

Climate impact

Storytelling

The Ewe

Meat quality

Resource use

Meet the future – Meat Quality

- Meat quality.
- The consumer is king.
- It is the consumer who chooses what is good quality, the important thing is that they like the product and buy it again!
- What is the eating quality?



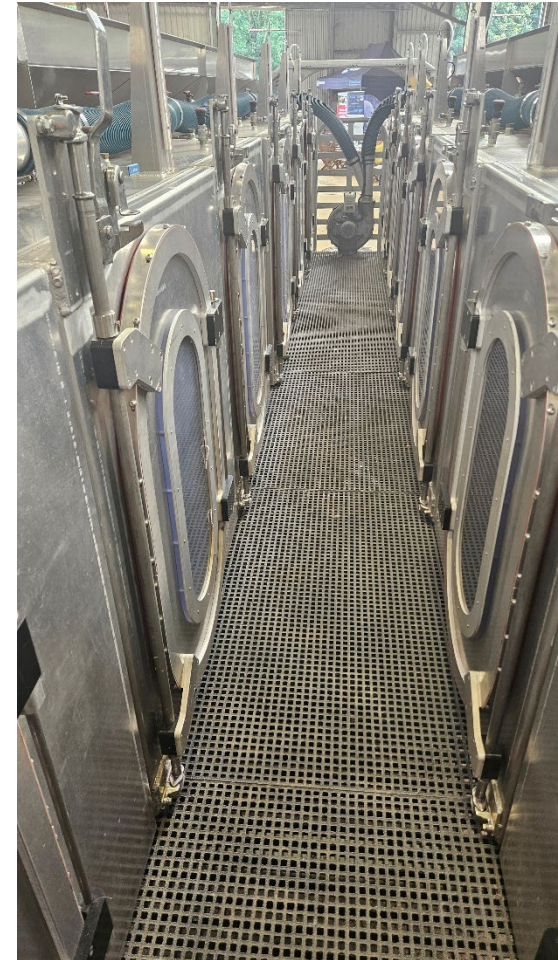
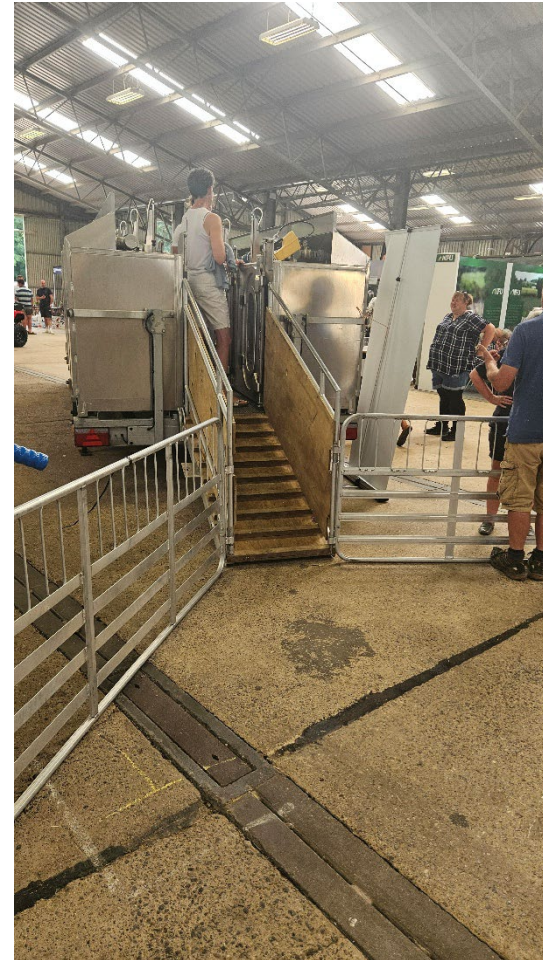
What affects - Meat Quality

- 85% of the market (EU) wants a lamb in R – E lamm 18-22 kg, fat class 2-3
- What affects?
 - Age
 - Sex
 - Feed
- Is breed important?
Different breed has different properties that affect parts of it, for exemple intramuscular fat
- And perhaps most importantly, how it has been handled at all levels.



Climate impact

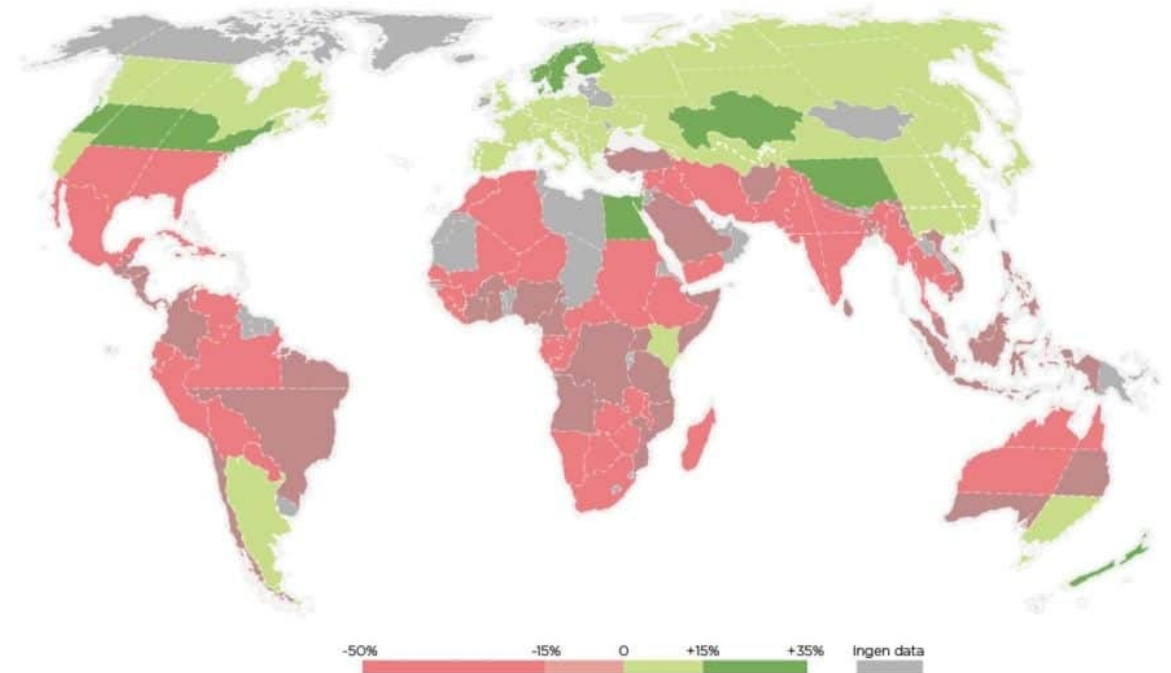
- Are the sheep the problem, no they are part of the solution!
- The number of sheep is decreasing in the world; we have high demand with record prices.
- What can we do?
 - Fast growth.
 - Keep them alive.
 - Good animal health
 - Use systems that also store carbon, grassland.
 - **Breed for lower emissions?**
 - **Feed supplements?**
- And of course, take care of your soil, your ditches and drainages and use the latest fertilization technology.



How to meet the climate change

- We will see greater fluctuations in the climate.
- We have 30 days longer grazing period on 30 year!
- We can get more diseases.
 - biocontrol safety.
 - Parasite controle
- We need animals that are more resilient to warmer climat.
- We need to secure feed supply

FÖRÄNDRINGAR I JORDBRUKETS PRODUKTIVITET ÅR 2080 TILL FÖLJD AV KLIMATFÖRÄNDRINGAR



What we do on Norrby.



Resource use

- What resource do you have?
- Houses
- Kind of land, Semi-natural grassland.
- Solar parks
- Grass seed grower
- The right sheep in the right place!
- Use the wool.



How we use our resource

- We have developed our grazing system over 15 year.
- We have increased from 5-6 ewes per hectare to 10 ewes per hectare.
- Large investments in fencing and water
- Our goal is to have the sheep on grass as long as possible. April- Nov
- Everyday in the shed is more expensive.

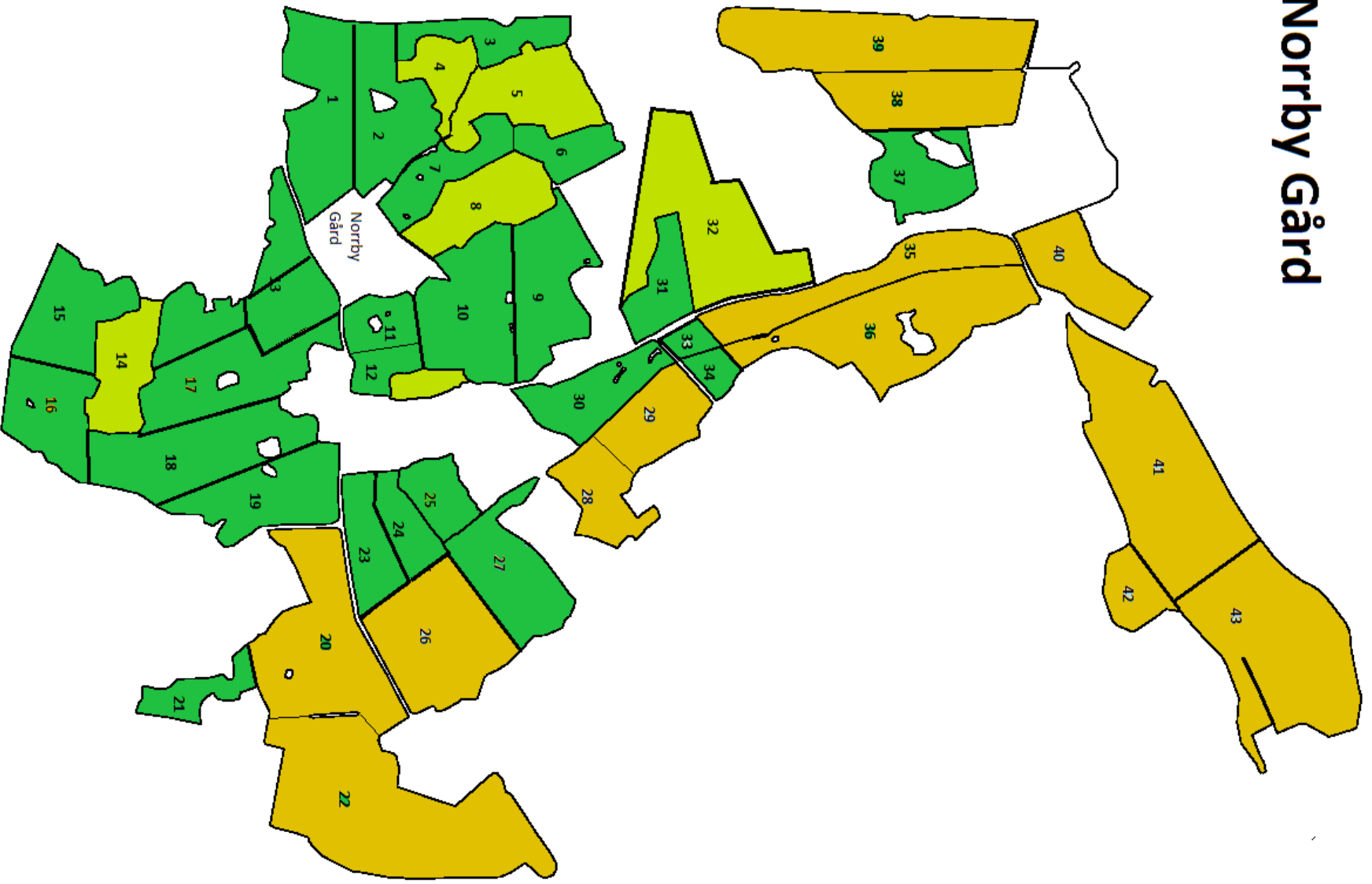


Grazing strategi

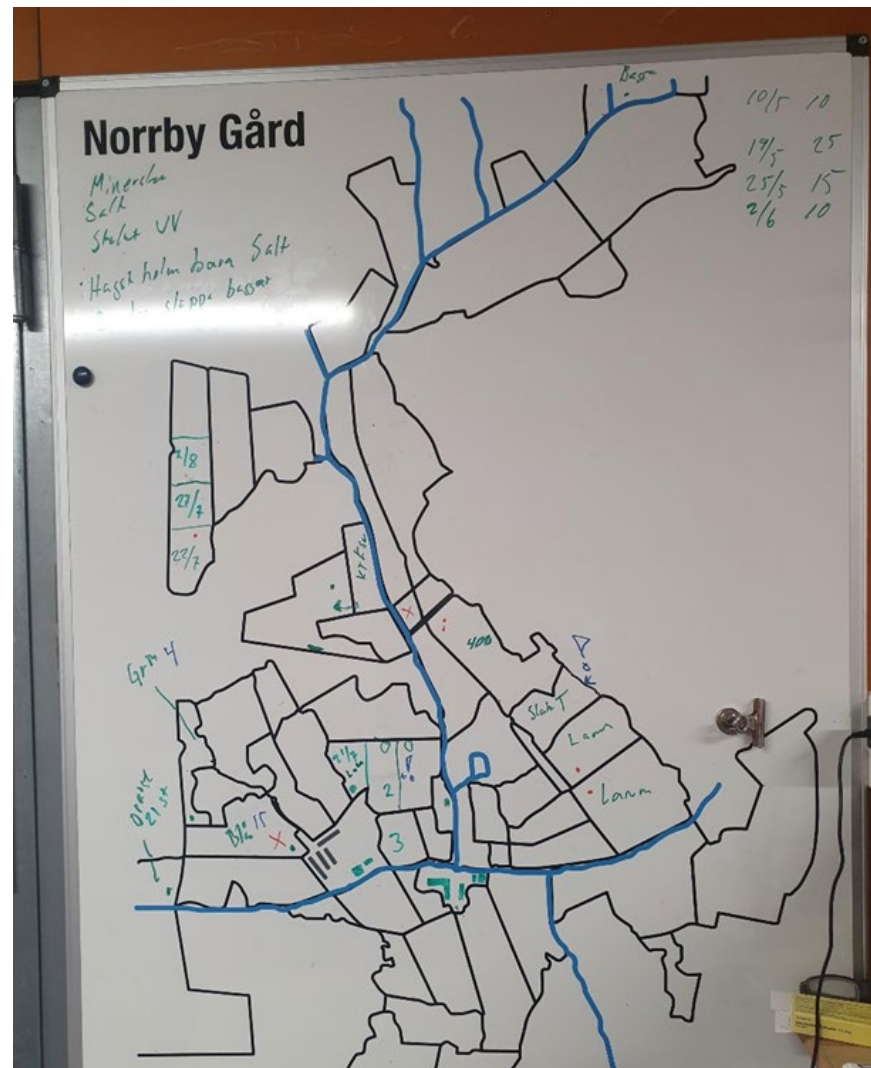
- Out on grass early, above 4 cm
- Sheep on all grass, low stocking rate, 2-4 ewes/ha
- When lambs are 4 weeks and when grass grow fast, early may we start rotation grazing. Mob size 150 ewes with lamb.
- Paddock size around 5 ha all with net and we split with electricfence.
- Start grazing at 8 cm and move at 4 cm, target in 3-4 days.
- First sheep then Cattle
- Control grass with Fertilizer and silage
- Regular FEC testing



Norrby Gård



Tools!



Fattning lamb



Fattning lamb



Tools



Tools

The screenshot displays the Pasture.io web application interface. The browser address bar shows the URL `norrby-g-rd.pasture.io`. The application header includes the logo 'Pasture.io', the location 'Norrby Gärd', and navigation icons for 'Paddocks', 'People', 'Herds', and 'Feed'. A sidebar on the left lists various farm metrics: Grazings (0 Herds out of 2 have grazing records), Pasture (Latest Reading: 1773 KgDM/ha), Growth (Last 7 Days Avg: 10.0 KgDM/ha.d), Leaf Emergence (Forecast Days to Leaf Emergence: MAINTAINING), Temperature Humidity Index (Forecast Risk: LOW STRESS), and Weather (10°C Molnigt).

The main content area features a satellite map of the farm with several paddocks outlined in green. A modal window titled 'Martallbacken' is open, displaying the following data:

- Area: 4.5 Utilisable ha
- Average Cover: 1,941 KgDM/ha = 8,773 kgDM Total
- Growth Rate: +13 KgDM/ha.d = +57 kgDM.d Total
- Latest Note: [New Note](#)
- Add Task: [Add Task](#)

At the bottom of the modal, there are three buttons: 'Select Paddock', 'Show More Details', and 'Edit Details'. The map below the modal shows a specific paddock highlighted in white with a red location pin and a label 'Martall'. The bottom of the screen shows the Windows taskbar with the search bar and various application icons.

Take control of your parasites

- One of the biggest challenges for the sheep industry is the increase in resistance to worm drenchers.
- Care is needed to delay resistance.
- We have the beginnings of resistance.
- Our tool is Fecpak, Cattle and management

Results Report



Submitted By:

Client Details:

Tomas Olsson
Not Specified
46706870861
norrby-gard@telia.com

Company Details:

Techion (UK) Ltd
Rep/Field Staff Details: Eurion Thomas
eurion@techiogroup.com

FECPAK Provider:

Company Name: Techion Group Ltd UK

Submission Details:

Date Submitted: 26 Aug 2025
Lab ID: 175139

Submission Comments: Not Specified

Treatment Guide: <https://u.fecpak.com/treatment-guide-uk-sheep>

Animal Type:

Sheep

Service Type:

Sheep FEC

Results Summary:

Sample Name	Light lambs
Sample ID	585435
Sample Type	FEC
Date Collected	26 Aug 2025
Stock Class	Lambs
Breed	Crossbreed
Paddock	Ugglebo
Performance Concern	No
Stock Condition	Moderate
Date Treated	
Treatment Used	Valbazen
Strongyle FEC	455 epg
Nematodirus FEC	210 epg
Total FEC	665 epg

Decision Support:

Sample Name: Light lambs
Total FEC: 665 epg

Please refer to the Treatment Guide, linked above, for Decision Support Guidelines. If you require any further advice, please

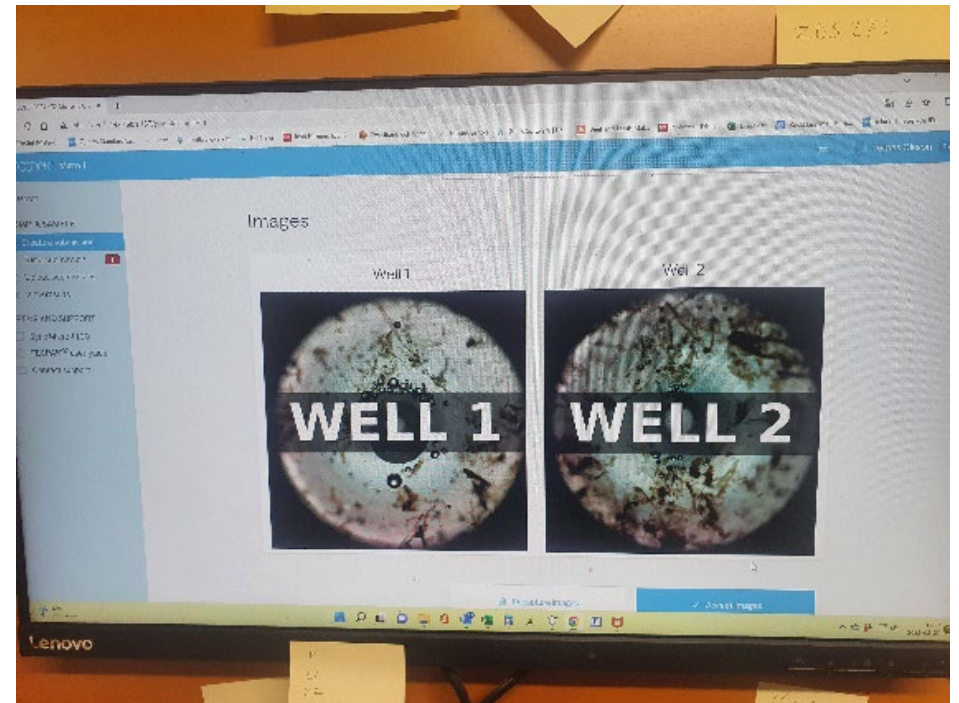
Parasite controle FecPak



Fecpak G2 process



Fecpak G2 process



Storytelling

- Own your story
- Many want to give a different picture, use social media and farm visits.
- Many of today's and tomorrow's consumers have no contact with agriculture



Now to the most important part



Ewe size/weight



2.5% Bodyweight

80kg ewe = 2.0kg/day 730kgDM/year

65kg ewe = 1.6kg/day 590kgDM/year

140kgDM/year 1euro/kg DM = 14 euro/ewe

14,000 euro over a 1,000 ewe flock

Reducing production costs

- Reducing labour
 - at lambing
 - for crutching/shearing
 - for treatment
- Direct costs
 - Vet & med – disease resistance
- Replacement costs
 - Ewe longevity



The ewe, Our stars!

- The perfect ewe!
- Depends on the farm.
- Our demands
 - 2 sold lambs/ewe
 - Lambing out of season.
 - Fast back in condition
 - max 75kg
 - Good udder
 - Good feet, no foot trimming.
 - Good mother, no babysitting!
 - Easy lambing
 - Easy handling
- Our solution is Finnsheep cross Dorset.
Good mother from the Finn and out of season from Dorset



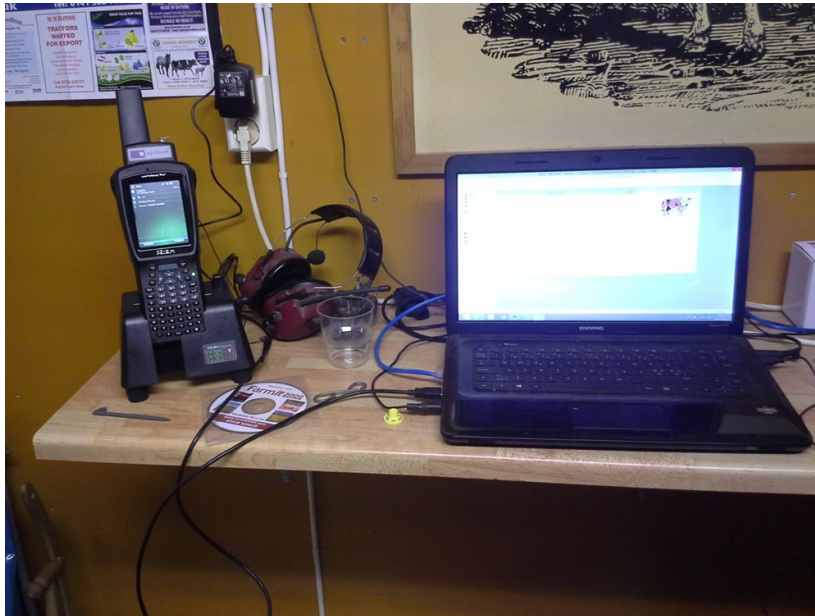
The ewe, What do we measure?

- BCS 4 times a year
- Wight
- Number of lambs
- Lamb survival from scanning.
- Assistants at lambing
- Birth wight
- Foot trimming
- **Weaning wight of lambs compare to ewe wight**
- Longevity
- Easy care
- Vigour
- 60 and 110 days wight



Toolbox for mangement

- All have EID
- Almoste everything is electronic registered
Lambing
Scanning
Weighing
Condition scoring
- Use FarmIt 3000 to make analys of all data!



Norrby Gård



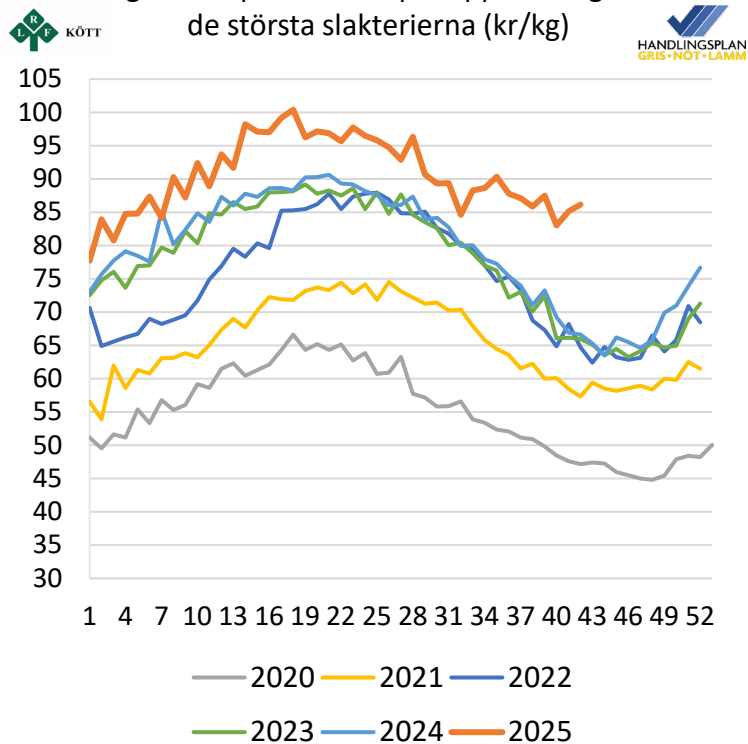
Norrby Gård



Marketprice lamb

Sverige veckovis 2020-2025

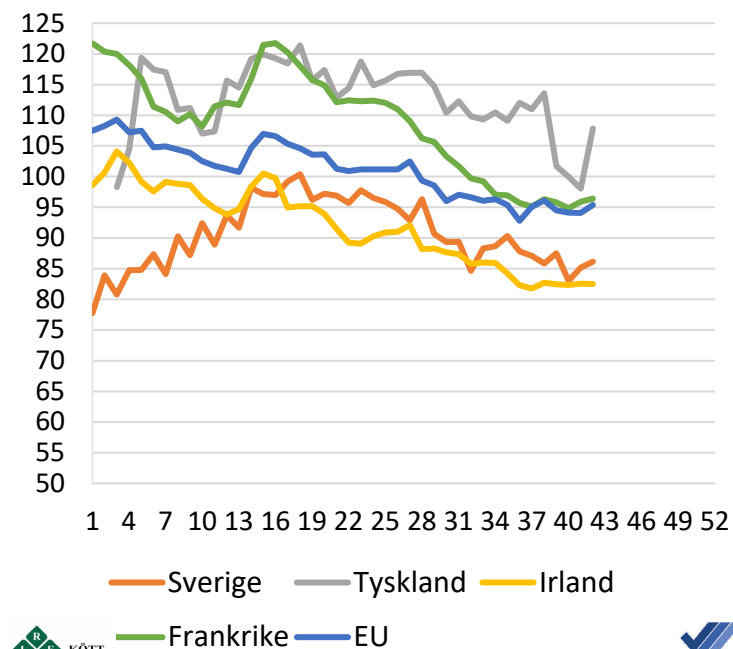
Vägt medelpris baserat på rapportering från de största slakterierna (kr/kg)



Priset är ett vägt genomsnitt för ekologiska och konventionella djur. Ekoslakten uppgår till 22 procent för lamm. I priset ingår även andra kända tillägg och avdrag samt en schablon för transportkostnaden på ca 2 kr/kg (priset anges fritt slakteri)

EU-länder veckovis 2025

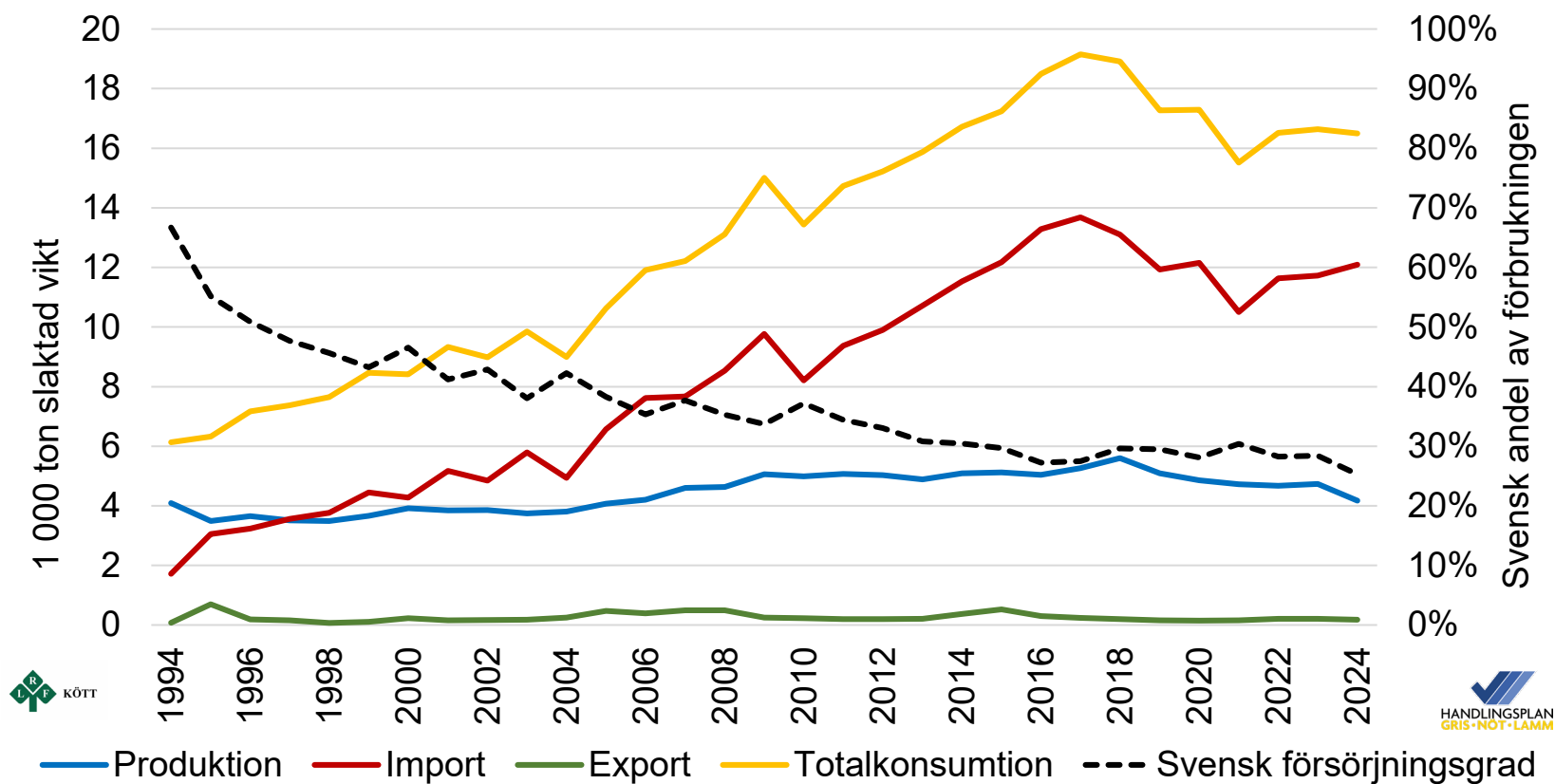
Vägt medelpris baserat på rapportering från de största slakterierna omräknade från euro till sek med Riksbankens växelkurs (kr/kg)



Källa: Jordbruksverket

Swedish market balance sheep

1 000 ton slaktkroppsekviv alenter



Källa: Jordbruksverket



Take home message!

- Take control over your grass.
- Take control over your soil.
- Take control over your parasite.
- Take control over your genetic.

And remember!

- If you don't measure it, you can't control it



Thanks!

