



News Release

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‘Flying Flock’ able to keep moving

Nottinghamshire Wildlife Trust, the county’s leading conservation charity is delighted to announce that Cerebrus Associates is continuing their Business Partnership with the Trust for the third year. The Trust is delighted to be one of several organisations that Cerebrus supports.

Cerebrus is passionate about supporting the Trusts’ ‘Flying herds’ of conservation grazing cattle and sheep, as they move to nature reserves across the county. The Trust’s Conservation Grazing programme is a successful way to manage habitat for wildlife and now includes the plan to add beavers into the mix at Idle Valley Nature Reserve which will soon welcome the introduction of the new animals. The beavers will be kept in place, managing the wetland area north of the reserve. Both the beavers and livestock will contribute amazingly to creating incredibly diverse habitats for wildlife to thrive. Giving back is a key philosophy of the Cerebrus Associates directors, Jon Day & Heleen van de Weerd; “Many businesses owners start giving only when they feel they can afford to. We believe that businesses should give back in proportion to their earnings, from day 1.”

Cerebrus Associates are internationally renowned scientists who have practical knowledge and experience in the Agri-food sector, especially in the field of farm animal welfare. They connect industry partners with the most relevant and useful research and expertise for their business and interpret academic knowledge into commercial language. In doing so, they aim to achieve satisfying results for partners, as well as making an impactful and lasting difference for the betterment of the world.

Cerebrus has recently worked in partnership with another consultancy, ICF, to conduct a study to support the evaluation of the European Union Strategy for the Protection and Welfare of Animals. The outcomes of the evaluation will inform future policy-making on animal welfare within the EU. For example, the evaluation will be used to inform revisions to European legislation that affects all farmed animals (and that directs the legislation of all the member states). This covers rearing on farm, as well as transport and slaughter. Post Brexit, the UK is also revising its farm animal welfare legislation.

Nottinghamshire Wildlife Trusts’ Business Partnerships Officer, Emily Patrick commented “Cerebrus Associates are an impressive company in the way they give back to a wide range of organisations, we are delighted to be associated with a company who are ambassadors for improving animal welfare in the farming and food sectors using the latest scientific research and agricultural practices.”

Nottinghamshire Wildlife Trust



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Heleen van de Weerd, Cerebrus Associates Director, added: "Cerebrus are really passionate about animal welfare and developing policies for businesses and the government based on scientific research. We believe that our area of work compliments the wildlife conservation work carried out by the Trust."

For further information about Business Partnerships, go online to nottinghamshirewildlife.org/support-us/business-partnerships and contact Emily Patrick, Business Partnership Officer on 07933 681 798 or email Epatrick@nottswt.co.uk

-Ends-

PHOTOS



A few of the Trusts flying flock of rare breed Herdwick sheep, conservation grazing for wildlife. credit Agnes Kiemel



Rare breed Lincoln Red cattle conservation grazing at the Trusts Besthorpe Nature Reserve credit Agnes Kiemel

Nottinghamshire

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Beaver at Cornwall Wildlife Trust credit Nick Upton

For further information or to request interviews please contact Erin McDaid on 07734 573862 emcdaid@nottswt.co.uk or Rachel Rutherford on 07519 633236 rrutherford@nottswt.co.uk

Notes for Editors

1) The Nottinghamshire Wildlife Trust, a registered charity, manages dozens of nature reserves throughout the county. It advises local authorities, community groups and landowners on nature conservation issues, and makes a major input into decision-making on planning matters and other issues.

2) The Trust is part of a nation-wide network of local Trusts which work to protect wildlife in town and country - The Wildlife Trusts. The Wildlife Trusts now boast almost 800,000 members. For more information please see our website: www.nottinghamshirewildlife.org

3) Cerebrus Associates are passionate scientists who have practical knowledge and experience in the Agri-food sector, especially in the fields of consumer science and animal welfare science. Having worked in both academic and commercial environments, we are the bridge between scientific research and industry. We connect our industry partners with the most relevant and useful research and expertise for their business, and interpret academic knowledge into commercial language. In doing so, we aim to achieve satisfying results for our partners, as well as making an impactful and lasting difference for the betterment of the world. For more information go to their website <https://www.cerebrus.associates/>