



Levy FAQs

FOR CERTIFIED PRODUCERS

LEVY FAQs

What is the levy?

Levies are paid on all certified animals that are slaughtered and sold through a Pfl route to market, which includes direct sales.

CURRENT LEVY RATES

£5

per beef carcass

50p

per sheep

In the mainstream market, a number of levies will be taken off the carcass value by the abattoir. As a newer entrant into the market, we currently do this ourselves. The levy is currently the only way Pfl makes any money on our certification, so it's vitally important to help us invest in our growth.

Why do you need my information?

We need to collect information on slaughterings and livestock numbers more generally, to help us work out what levy you should be paying and also to ensure we have an accurate picture of our certified producers. This is important in conversations we enter into, with the government or the supply chain, to help them understand what we're doing and its relevance.

To make things as easy as possible, we've created a simple Google form. Just answer a few quick questions, and we'll send you your invoice. Prices are indicated in the form.

PLEASE NOTE

All certified producers are required to complete the levies form, even if you have not sold any animals through a Pfl route to market.

Why are the levies so important?

Currently, Pasture for Life does not carry out the certification process itself: it is outsourced to OF&G, and we generate no revenue from certification beyond the modest levy you pay. That levy income is vital in enabling us to invest in the growth of our collective, brand visibility and to amplify the pasture-fed message nationally.

Your levy payments directly fund essential work, including:

WHAT YOUR LEVY FUNDS

Maintaining certification standards

Protecting the integrity of the Pasture for Life mark and ensuring that the produce you work so hard to create is trusted and valued by shoppers.

In 2024, we published a major update to the Standards (Version 5.0). In 2025, Version 5.1 introduced minor refinements. In 2026, we will issue a further minor revision to reflect updates to the new website and livestock recording system.

Promotions and public awareness

Raising the visibility of certified producers and increasing consumer understanding of the benefits of pasture-fed products.

Our new website, launched in late 2025, includes significant improvements for producers and has been redeveloped to improve reach and usability for all users and consumers. This strengthens the profile of certified farms and supports greater consumer engagement. Many of our certified farms who sell direct report that many of their customers came to them via our website, so it's a channel worth investing in, both for us and you.

(Please see the additional document for important information about activating your account and adding your business to the "Where to Buy" map.)

Market development

Creating new routes to market and supporting direct sales and brand visibility. Our new Chair, Adrian Carne, is focused on driving market growth through national partnerships. We regularly have discussions with larger businesses about the viability of our offer in more mainstream markets in both meat and fibre.

Organisations are approaching us because Pasture for Life is seen as a credible and trusted partner for delivering environmental commitments. Our certification is audited, evidence-based, and delivers measurable biodiversity and carbon outcomes, though we do increasingly need to document them at a farm level for traction.

Research

Pasture for Life continues to work with partners on many projects which provide evidence of the benefits of the farming practices that Pasture for Life certification requires, as well as opportunities for you all to work with academics and get paid for doing this. It's inevitable that to crack bigger markets we need a strong data story and, increasingly, data on each of our farms wanting to sell into such a market.

Research currently being published shows that Pfl farms had over eight times the net farm profitability when compared to the UK national average for beef farms. This increased profitability was mostly due to these farms having lower feed, energy, fuel and fertiliser costs leading to much higher profit margins, as well as large average farm sizes (3.5 times larger than the average UK beef farm) leading to substantially higher total farm profit.

THE NUMBERS

8x

Pfl farms had over eight times the net farm profitability of the UK national average for beef farms.

GET IN TOUCH

SHARE YOUR VIEWS

Please contact Jenna at certification@pastureforlife.org to share your views.