

THE CUD

Worth Chewing Over



WHAT'S
INSIDE...

p2



An update from the August 2019 Council Meetings

All the most important updates and developments from Council and the Society's sub-committees off the back of our most recent meetings.

p6



Latest news from the Irish Aberdeen-Angus Association

All the latest news from the Irish arm of the Society, including key show and sale news and upcoming events.

p10



Herd Health update

A Herd Health and disease update covering all key discussion points, brought to the members from the Chairman of the Health Committee, Angus Stovold.

Plus much more...

The process for late registrations is changing

From the **1st November 2019**, the registration process is changing with regards to any late fees payable. The current procedures within the office come with a great deal of manual inputting of information when completing late registration fees.

There is a cost related to dealing with the late registrations, which is reflected in the fees that have been agreed as part of our Articles of Association and Bye-laws for a number of years. This cost is in place to encourage the registration of animals or upgrading to fully registered in a timely manner.

All registration charges and late fees remain unchanged. However, the following late fees will be applied automatically by the accounts system on completion of the animal's registration and added to the member's invoice.

A reminder of the fees that will be applied:

Age groups	Additional late registration fee
Male and female at 4 months	£25 + VAT
Male and female at 5 months	£35 + VAT
Male and female at 6 months	£45 + VAT
Male and female at 7 months	£55 + VAT
Male and female at 8 months	£65 + VAT
Male and female at 9 months	£75 + VAT
Male and female at 10 months	£85 + VAT
Male and female at 11 months	£95 + VAT
Male and female at 12 months	£105 + VAT
Male and female at 1 - 2 years	£175 + VAT
Male and female at 2 - 3 years	£275 + VAT
Male and female at 3 - 4 years	£375 + VAT
Male and female at 4 - 5 years	£475 + VAT

Upgrade intimation to full registrations
(must be previously intimated within 27 days):

Males £25 + VAT	Plus additional late registration fee
0 - 6 months	no extra charge
6 - 12 months	£25 + VAT
1 - 2 years	£175 + VAT
2 - 3 years	£275 + VAT
3 - 4 years	£375 + VAT
4 - 5 years	£475 + VAT

Females £25 + VAT	Plus additional late registration fee
At 4 months	£25 + VAT
At 5 months	£35 + VAT
At 6 months	£45 + VAT
At 7 months	£55 + VAT
At 8 months	£65 + VAT
At 9 months	£75 + VAT
At 10 months	£85 + VAT
At 11 months	£95 + VAT
At 12 months	£105 + VAT

There are many reasons why people register or upgrade to registered animals late, and it takes up a great deal of time and resource in the office dealing with these. There will be no exceptions to this process and we thank you for your co-operation.

Welcome to The Cud

Cattle can have over 40,000 jaw movements a day chewing their cud. It's a sign of a happy, healthy herd, ensuring they get the most benefit possible from their food.

That's what we want to achieve with The Cud; to get everyone's jaws moving.

We believe a happy, healthy society is one that chews over the important issues; drawing out the opinions of members and the wider industry for the greatest possible benefit to the breed, the brand, and beyond.

The Cud contains plenty to chew over; offering key breed news and hot topics, in the form of bitesize articles that are manageable, informative, and engaging.

We hope you enjoy our second issue and look forward to hearing the ideas and discussions it generates.

Contents

Council update	2
Liley Herd profile	4
Cheerbook Herd profile	5
An update from Ireland	6
Review 2020 advertising	7
Borderway Agri Expo preview	9
Herd Health update	10
Zootechnical certificate changes	12
Your Council needs you!	13
Aberdeen-Angus through the years	14
A YDP update	16
Sire Verified Aberdeen-Angus	18
New Society phone system	20

A note from the President, Paul Jeenes

Well, here I am, now six months into my second tenure as President. Thanks to everyone for their continued support and this opportunity! As a breed, we are now positioned rather well, but still have a lot of work to do in a number of fields, as you will see by the notes from the Council meeting later in The Cud.

Projections are showing that Aberdeen-Angus is set to become the country's most popular beef breed by the end of 2020. The Sire Verified Aberdeen-Angus programme - in which we have invested in excess of £100,000 to date - is very much to the fore in relation to the Certified Aberdeen-Angus Beef Scheme. It is vital that we protect our market premium and brand in what is currently a period of instability in the cattle industry. The number of registered Aberdeen-Angus and Aberdeen-Angus cross animals continues to rise year on year, with 2018's total accounting for 17.49% of the beef industry total - a figure that is projected to rise to as much as 20% by the end of 2020, placing the breed in its strongest position for decades.

We are currently breeding and selling more into the market, when not too long ago we were flirting with 'rare' breed status. The popularity is driven by the consumer demand for Aberdeen-Angus sired cattle, which is well-known for its taste, succulence and consistency. Producers are also very attracted to the significant efficiencies that the breed offers within the breeding and feeding of cattle. We must continue to build our breed and brand and protect it through providing DNA tools to ensure that beef which says 'Aberdeen-Angus' on the label, is in fact Aberdeen-Angus in the pack. I mentioned this in my AGM speech back in February 2011, so we have been working away on this subject for a considerable time.

The Sire Verified Aberdeen-Angus programme has been building up for a significant amount of time and strengthening our database in the process. The programme is a tool for retailers and processors that allows them to ensure the integrity of the products they produce. The programme goes a long way towards ring-fencing UK and Irish produced Aberdeen-Angus beef and protects our domestic market against potential imports from third parties that may be lacking product authenticity.

As of January 2019, the Society has continued to invest in the programme, funding the required DNA testing included in the registration fee for all sires entering the herd book. This step will strengthen the historic sample-tested database that we have and will continue to strengthen the DNA Sire Verified programme - this step is our contribution to the protection of the breed and brand. There will be a very busy time ahead on this project for Barrie, who has been well received by the membership and now needs to focus on delivering in his role as CEO of the Society.

The Youth Development Programme (YDP) has been through a major restructure, with the focus now lying on making best use of the local areas and continuing to grow the participation levels. With one national and four regional co-ordinators now in place, we have the necessary skills and experience to deliver a top-class programme going forward. Participation has increased significantly over the past 10 years, making our YDP the most popular in the country.

As the economic uncertainty of the beef industry unfolds and people look at ways of strengthening the viability of their beef enterprises, Aberdeen-Angus naturally offers many traits that can improve financial performance. One of the Aberdeen-Angus Cattle Society's key projects this year is to work on how to best measure this financial impact and demonstrate to the wider industry that Aberdeen-Angus has a female that is low-cost and can work hard to deliver economic, sustainable beef to the sector.

I hope that you enjoy the rest of The Cud.

**Paul Jeenes,
President**

A round-up from the August 2019 Council meetings from Society Chief Executive Barrie Turner

Youth Development Programme

We're delighted with how the YDP has run this year under the supervision of National Co-ordinator, Tina Russell and the four Regional Co-ordinators Steph Dick, Jess Musk, Niall Lynch and Ruth Perry. The 2019 finals weekend in Drumshanbo in Southern Ireland was taking place at the time of print of The Cud. The final event is always highly anticipated and provides a great chance for everyone involved in the industry to get excited about its future and the capable youngsters who will be driving it forward.

Tina is very keen to make the scheme work and is a determined and creative character, with lots of new ideas coming to the fore to make the programme even better than ever. We have engaged with the City and Guilds vocational learning to have a bespoke package of modules ready for next year which will include topics such as tele-handling, health and safety and ATV training as well as the livestock disciplines – a brilliant new path to produce young stockpersons who are ready to work on farms and develop good careers in agriculture.

We will shortly be sharing details of how to apply for the youth competition team at the 2021 World Forum which is open to senior YDP competitors. We will be looking to assemble at least one or two teams to travel to Australia and compete against their peers from around the world, creating contacts and making lifelong friends along the way. Of all the breeds in the world, Aberdeen-Angus offers a huge opportunity to travel. The YDP continues to be a very important part of the Society and offers great opportunities for individuals and organisations to sponsor many of the events that we run in the UK. If you know of any potential sponsors, don't hesitate to put Tina in contact and she will do the rest!

Breed Promotions Committee

We were delighted to engage the services of Isla Campbell on a recent photography mission to Orkney, obtaining a set of assets that we will be able to use in our publicity material. Thank you to Raymond Flaws, Alistair Froubister, William Harcass and Colin Davidson for opening their doors on the island to let us do this and compile an article on Aberdeen-Angus on Orkney for the Review. The article provides great insights into farming on the island, with a range of highs and lows I'm sure!

The planning for the January 2020 Review is well underway, with timing and page plans progressing well. We are looking to introduce further pages of trade advertising and seek help from the membership to achieve this. Simply contact michael.chan@denvirmarketing.com if you'd like to have your company featured in the Review and he will send out forms and details. Booking for herd adverts will as usual be welcome, with a tear-out form available in this publication for booking (page 7). We hope to group all club and herd adverts by region which will make referencing herds much easier.

We are also pulling together a new show and sale handout that will be ready for next year and will include a membership form to encourage people to join the Society. It will also include case studies and demonstrations of what Aberdeen-Angus can do for you.

The new website is constantly developing as a resource for breeders with new information being added at a rate of knots! Keep visiting the site for the latest news and views from the Society. Social media continues to be popular and growing, showing peaks in activity and engagement during key events with some impressive statistics. Instagram and Twitter feeds are also being developed so keep your eyes open

when trawling the media for news from the Society. We are set to test a paid-for social media post in the lead up to the Worcester Sale and also the Stirling October Sale, testing the method's effectiveness against print advertising.

It was agreed that the sub-committee should revisit last year's option for an Open Day and perhaps visit a further two or three venues with a view to having things finalised for inclusion and promotion in the Review.

For Society sales, we will have to move forward closing dates for entry. This is to ensure that we can get back all the parentage information and Myostatin results that we need prior to the sale, so that any animal sold at a Society sale is what it says it is!

Watch out Wales - the Aberdeen-Angus is coming! Our three-year plan to improve our market share in Wales is underway, with opportunity for some television coverage also being approved. Well done and thanks to Council member John James for heading that up.

After the success of the photo competition that we ran, it's going up again! Keep your eyes on the website and social media for the next instalment.

The Irish Aberdeen-Angus Association brought some ideas to help promote Aberdeen-Angus over the water. These were discussed and some enhancements to the ideas will be brought to Council in December.

Our elder statesman Willie McLaren has been working for some years on recording his vast experiences with the Aberdeen-Angus breed. We will be developing this work into a history of the breed presentation that will highlight the changes that breeders have made over the years to suit the market.

Health Committee

We are developing a health programme that will take our breed and our members to the forefront of Herd Health, bTB and Neospora. The programme will include methods available to avoid and manage these conditions in simple terms. We would encourage membership to join the CHeCS scheme for Neospora. We are looking to adopt an enhancement to the TB scoring system and include a further CHeCS enhancement with 1 – 10 year score and clear testing period.

Due to a specific opportunity arising from exporting Aberdeen-Angus beef to a customer in Italy, we have been asked by a processor to raise the profile of broken needles as an issue. This is covered by Farm Assurance, but we have been asked to reinforce to our members and this will be added to the website.

We have been working on an update to the health booklet that is a clear and simple reference to all the disease challenges that cattle herds can face. The economic impact of your herd contracting a disease can be catastrophic and we are very focussed on ensuring that our membership is kept fully informed of all methods of disease avoidance and control.

Technical Committee

We continue to work with our suppliers to improve our success rates in our handling of DNA samples and testing. A great piece of work was contracted by Past President Angela McGregor on a sample trial. The samples were split and basically subjected to abuse before testing. It is important that the Society shows all due diligence in this field to enable us to keep to our obligation to protect the purity and integrity of the Aberdeen-Angus breed.

A meeting was held where the final parameters for our Maternal Index were discussed. This has been forwarded to ABRI to have a trial run against the animal population and review the results. This unfortunately had not been completed by the time of our meeting, but would be circulated to Technical for consideration when it has been.

Although genetic defects are not a huge problem within our domestic herds here, there are rules in the Bye-Laws that

govern their presence in animals. The Technical Committee has been working on this issue for some time and seeks to employ some specialist help on the subject to ensure that we can manage any presence of these defects in our herds to best effect.

To keep our Society compliant with zootechnical regulations, the pedigree certificate format will be changing to include extra information that is necessary.

For some time, we have been evaluating options for grading systems as our current method rewards meat yield with no regard for the taste, texture and succulence that Aberdeen-Angus beef is famed for around the world. A good reference for examples of this can be found at Meat Standards Australia and USDA grading where further systems of grading carcasses are employed to ensure good quality meat is delivered to the customer time and time again.

Finance Committee

We met with our brokers who provided an insight into their thoughts on the financial markets as we move forward. Some interesting insights were revealed, but we are satisfied that they are looking after our reserves to best effect.

We are currently investing heavily in our DNA programme as you are aware, with all 2019 bull calves being tested and not just sampled prior to certificates of pedigree being issued. The importance of this investment and its value to the membership going forward cannot be stressed enough. We are keeping a watchful eye on the spend and ensuring that we are achieving value for money by the asset the database gives us. Finance Manager, Angela Cumming brought us up to date with the core accounts which are, apart from a few timing issues, in line with expectations and budget.

We are a little behind this year with registrations, but we have a lull in the incomings at this time of year, which presents a chance to catch this up and get in line. This has been caused in some way by the extra administration that DNA takes that adds a little extra time to process each registration. Going forward, we will be able to allocate a bit more resource at busier times to be able to keep up at peak registration times.

Other matters brought to Council

Ongoing costs of keeping the Royal Show pavilion at Stoneleigh were discussed and it was agreed that this should be demolished, and the lease relinquished. On the subject of infrastructure, a sub-committee was established following a revisit to plans submitted five years ago to work on our facilities at Pedigree House.

We welcomed 82 new members since March to our ongoing membership, reflecting the popularity of Aberdeen-Angus cattle and its standing in the industry.

The redevelopment of the Certified Aberdeen-Angus Beef (CAAB) scheme is continuing and is being well received in the wider field as a very positive move ahead in protecting the breed and the brand going forward. The scheme cannot exist without the help of all our membership, ensuring our market's future will benefit everyone.

The Society is in good shape with BCMS figures reflecting an increase in registered Aberdeen-Angus and Aberdeen-Angus cross cattle of just over 1% year to date, taking our numbers for July over the 200,000 mark for the first time.

The Society and Council is here to serve the membership. Our Council members are the link to your area, so make sure that you know who they are and make use of their role on Council. If you have any suggestions or matters to raise to help improve what we do, please don't hesitate to contact your local Council member. Their details and contacts are on the website, where you can also find all the news and information that we are updating on a daily basis.

Our next Committee and Council meetings will be held on the 4th and 5th of December 2019.

Barrie Turner,
Chief Executive

For and on behalf of Council

Liley Aberdeen-Angus Herd to go under the hammer after a decade of success

The upcoming Stirling Bull Sales at United Auctions in Stirling in October will feature the total herd sale of Ben Marsden's Liley Herd of Aberdeen-Angus, 10 years after its initial establishment.

The decision to sell the herd has come as Marsden Farms look to raise and manage funds to concentrate on other areas of their enterprise for now, with an existing pedigree Texel flock that plays a large part in the business' operation, alongside finishing around 150 Angus-sired calves per year for Scotbeef which will continue into the future. Speaking of the sale, Ben Marsden said:

"The decision to sell isn't one that was taken lightly. We've quite deliberately ensured that this goes down as a total herd sale and not a dispersal. I don't want to give up the Liley prefix just yet, especially with my seven-year-old daughter Hettie's obsession with Aberdeen-Angus – there's no reason why she couldn't be the catalyst for the re-emergence of the Liley Herd in the future, something I'd love to see!"

Ben Marsden established the Liley Herd ten years ago in 2009 when he saw the Aberdeen-Angus as the number one native breed, an opinion that he still feels strongly about today. In the early days, the number one focus for the Liley Herd was to ensure a good female head



Ben Marsden with Liley Kinannie at the 2019 Royal Norfolk Show, where she took the native interbreed championship.

whilst working towards optimisation of all the breed's key characteristics. As the herd became more established, the key influence on the breeding policy was to produce bulls that suit the commercial market. Whilst ensuring easy calving, strong performance recording statistics and daily liveweight gains, the core focus was the commercial market's interests and ensuring these demands were met.

Over the years, the Liley Herd has made successful use of embryo transfers and dabbled in foreign genetics, all to the herd's benefit, which showcases one of the ways in which the industry has developed over recent years. In relation to the industry's changes during his time working with the Aberdeen-Angus breed, Ben Marsden comments:

"We notice buyers becoming more and more reliant upon EBVs and other performance recordings – they want all the information available and this is how it should be in my opinion. We've always run our herd in a genuine and open manner, which is important for the reputation and authenticity of the national herd and overall industry. That said, the data-based detail isn't the be all and end all. People still demand strong conformation and breed characteristics – it's about having the correct balance."

The Liley Herd has featured some interesting and renowned family lines over the years. In recent times, Liley Kinannie is an animal that Ben Marsden highlights as his idea of the perfect Angus. Ben strongly believes that she ticks every box, and if he was starting out a herd now, he'd purchase Kinannie and build the full operation around her. Sure to be sought after at Stirling in October, Liley Kinannie is a multiple show champion who most recently took the female reserve championship at the 2019 Great Yorkshire Show.

The Liley Herd is currently accredited BVD, Johnes risk level 1 and TB4 having



Presentation by HRH The Countess of Wessex to Ben Marsden at the 2019 Royal Norfolk Show.

never had TB on the farm. They don't vaccinate specifically for IBR, but have never experienced any problems. Health Status is something that Ben and the team at Marsden Farms have always taken very seriously, ensuring the operation runs as cleanly and risk-free as possible.

The upcoming sale at Stirling in October presents an opportunity to attend one of the main events on the UK agricultural calendar and purchase from this established, successful and trusted herd. There will be around 65 head of cattle from the Liley Herd forward at the event, with the reduced number coming as a result of 20 heifers already being sold to a new herd in Staffordshire. This is a great opportunity to purchase some genuine fleshy cattle from an honest herd with no unwelcome surprises. The genetics and pedigrees are right, and herd health status has been good from day one, having only ever bought from Hi Health herds too. An opportunity not to be missed!

Total herd sale of the Liley Aberdeen-Angus Herd will take place at Stirling Bull Sales on Monday 21st October 2019



Total herd sale of Cheerbrook Aberdeen-Angus after almost two decades

For just shy of two decades, **Andrew Shufflebotham** has been at the helm of the **Cheerbrook Herd of Aberdeen-Angus** whilst also running the family's successful farm shop with wife Sarah. At the **Stirling Bull Sales** on 21st October, the **Cheerbrook Herd** will go under the hammer, providing breeders from around the country with the opportunity to make a purchase from this established herd which has been a regular on the **National Calf Show** circuit for many years. Prior to the sale, Andrew has provided us with all the need-to-know information along with the background to the herd.

"I have had a life-long interest in native beef breeds, starting with the family herd of **Polled Herefords** in the earlier days. When the family decided to go their own way, the herd was dispersed and this gave me the opportunity to try something new. I had always admired the strength of the **Aberdeen-Angus** brand not only in the UK, but worldwide. The eating quality is second to none and this was the obvious path to take for our farm shop.



Cheerbrook Luther

"Cheerbrook Angus was established in 2000. Not having done any ET work before, I took the opportunity to start my herd this way. I chose embryos from leading Canadian herds as I admired many of the prominent cow families and saw these easy fleshing, mobile ranch cattle as a great base to start from. The resulting calves exceeded expectations and have been the foundation of the herd today. Over the years, select cow families have been added. These cows have always been acquired not only on their attributes, but on their families' achievements and performance.

"Since the herd was first established, I have always endeavoured to produce females with volume, femininity, good udder structure and good performance. My belief is that a beef animal should have beef, but should also be easily managed, not only in temperament, but in other traits both maternal and structural. Throughout our time, herd selection has been strict and culling has always been dictated by phenotype before pedigree. I feel this has resulted in a consistent type of animal. In my opinion, just because it has an impressive pedigree doesn't necessarily mean it's right for our operation. If the animal does not perform, there is no place for it in the Cheerbrook Herd. The **Miss Essence** family from **Miller Wilson DMM Angus** is a prime example and has consistently bred this type of animal.

"Sires have been selected on performance, always keeping in mind maternal traits. These sires include our previous stock bull **Penguin Henry** and the current sire **Cheerbrook Luther**. Luther is by **Gretna House Blacksmith** and is out of the **Royal Highland Show Champion Female**, **Haughton Laura**. Luther was one of the fastest growing calves we have ever had at Cheerbrook, with a pedigree to complement our females. His first crop of calves are really impressive and he is the current service sire.

"Performance recording has been embraced from the start and not only the EBV, but



Cheerbrook Elysium

the actual scan and weight statistics are shown in the catalogue for all animals. Showing has been kept to the **National Calf Show** because of time constraints, always being in the top cut - the highlights being **Heifer Calf Overall Champion** in 2015 with **Cheerbrook Errila** and **Reserve Bull Calf Champion** 2017 with **Cheerbrook Luther**.

"I have thoroughly enjoyed my time within the **Aberdeen-Angus** breed and I'm extremely proud of the cattle I have bred. It will be sad to see them go, but it will be rewarding to see them flourish within new herds."

Already one of the most anticipated events on the UK agricultural calendar, the **Stirling Bull Sales** in October presents a great opportunity to purchase from this well-run, established and successful herd. Make sure to head along on **Monday 21st October** to avoid disappointment in what is likely to be a packed sale ring.

**Total herd sale of the
Cheerbrook
Aberdeen-Angus
Herd will take place at
Stirling Bull Sales
on Monday 21st
October 2019**



An update from The Irish Aberdeen-Angus Association



Summer Show News

The first major showing title of the summer season was won by Birches Lady Julie U507 from the Matchett family, Portadown, Co Armagh who stood supreme Aberdeen-Angus breed champion at Balmoral last May. The Matchett family also scooped the 2019 Ulster Provincial Trophy at Antrim Show with their junior two year old cow, Birches Lady Holly T301 whilst SJ Smyth, Newtownstewart, Co Tyrone reigned supreme at the Ulster Aberdeen-Angus Summer Championships, taking the top spot with their three year old cow, Glen Cowie Jackie Erica F096. Moving to the southern half of the country, Albert & Jennifer DeCogan, Killamuckey, Castlemartyr, Co Cork secured the annual Munster Provincial Trophy with their senior stock bull Cheeklaw Jake Eric R535. Meanwhile, Mogeely Pru U600 (also from Albert & Jennifer DeCogan) and Castlough Mister Bert U196 from Edward Dudley, Dovea, Thurles, Co. Tipperary took the top spoils in the Munster Aberdeen-Angus Calf Finals at Nenagh over the August Bank Holiday weekend.

Several other major events (including the All-Ireland Championships) are taking place around the time of this publication going to print and we encourage all members to continue to visit the Society website for all the very latest from the Irish show circuit as it happens.

YDP Final

Planning is at an advanced stage for the annual finals of the Youth Development Programme that will take place over the weekend of September 28th and 29th at the Lough Allen Equestrian Centre in Drumshanbo, Co Leitrim. The Irish Aberdeen-Angus Association is very much looking forward to hosting the event in Ireland this year and would like to wish all of the young people involved in this year's competition the very best of luck for the finals.



Birches Lady Julie, Supreme Champion at the Balmoral Show

Irish Aberdeen-Angus Association Autumn Premier Sale

The 2019 Irish Aberdeen-Angus Association Premier Autumn Sale will take place at The Showgrounds, Carrick-On-Shannon, Co Leitrim on Saturday 16th November. Please note the date has been changed (by one week) from last year and will run on the third Saturday in November. The Irish Aberdeen-Angus Association is delighted to announce that one year's free membership to The Irish Aberdeen-Angus Association will be awarded to the purchaser of any heifer that is not an existing member of The Irish Aberdeen-Angus Association on the day of the sale. Entries must close by Friday 20th September and there is also a small increase in the entry fee for bulls entered for this year's sale. For more details and entry forms, please contact irishabernangus@eircom.net or call 071 9632099 immediately.

Tomriland Aberdeen-Angus Reduction Sale

Louis Byrne of the Tomriland Aberdeen-Angus herd will be putting forward a selection of pedigree in-calf Aberdeen-Angus cows with calves at foot, in-calf and maiden heifers and young bulls for a herd reduction sale at Carnew Mart, Co Wicklow on Saturday 5th October at 2pm. The mart is located at Y14 NN72, please contact Louis on 087 6426780 for more details.



Munster Provincial Trophy holder, Cheeklaw Jake Eric

Upcoming Events:

27th September

Munster Aberdeen-Angus Club Open Day on the farm of Eustace & Deirdre Burke, (Clontead Aberdeen-Angus Herd) Ballyginnane, Carrigaline, Co Cork

28th – 29th September

Aberdeen-Angus Cattle Society YDP Finals, Lough Allen Equestrian Centre & Hotel, Drumshanbo, Co Leitrim

5th October

Tomriland Aberdeen-Angus Reduction Sale, Carnew Mart, Co Wicklow

12th October

National Aberdeen-Angus Calf Show, Carrick-On-Shannon

26th October

Multi-breed Autumn Sale of Pedigree Bulls and Heifers, The Showgrounds, Carrick-On-Shannon

2nd November

Northern Ireland Aberdeen-Angus Club Calf Show, Dungannon

16th November

Irish Aberdeen-Angus Premier Autumn Sale, The Showgrounds, Carrick-On-Shannon

3rd December

Northern Ireland Aberdeen-Angus Club Autumn Sale, Dungannon



REVIEW

BOOK YOUR
ADVERT BY
29TH NOVEMBER
2019

To secure your advertising space in the January 2020 Aberdeen-Angus Review, complete this form, cut it out and return it to Denvir using the contact details provided overleaf.

Advert size Artwork specification provided upon booking	Media booking only	Media booking + amends	Media booking + design and artworking
Quarter Page 127mm h x 83.5mm w (no bleed)	£200	£250	£500
Half Page 127mm h x 177mm w (+3mm bleed)	£275	£325	£575
Full Page 297mm h x 210mm w (+3mm bleed)	£350	£450	£650
DPS 297mm h x 420mm w (+3mm bleed) or 2x 297mm h x 210mm w (+3mm bleed)	£500	£600	£1000
Inside front cover 297mm h x 210mm w (+3mm bleed)	£1000	£1100	£1300
Inside back cover 297mm h x 210mm w (+3mm bleed)	£1000	£1100	£1300

Advertorial opportunities are also available and can be discussed if desired.

Media booking only:

This is the cost for providing an advert that is already fully designed, correctly artworked and meets the specification indicated in the advert size column of the table.

Media booking + amends:

This is the cost if you require amends to be made to existing artwork. 'Amends' constitutes changing up to 4 images that can be provided and small text changes.

Media booking + design and artwork:

This is the cost if you require your advert to be designed and artworked by our marketing and design partners Denvir. The cost includes full design and two rounds of amends. Denvir will liaise with you to confirm advert content and completion to the specification indicated in the table.

Please turn over to complete
your booking details





Name

Herd prefix (if applicable)

Membership number (mandatory)

Herd/Company name

Address

Advert size

Telephone

☐ Media booking only

☐ Design and artwork required

Email

Signature

Date

Please complete and return this form by 29th November 2019 directly to our marketing partners at Denvir Marketing either **by post** to Michael Chan, Denvir Marketing, Pavillion 1, Castle Craig Business Park, Players Road, Stirling, FK7 7SH or electronically **by email** to michael.chan@denvirmarketing.com.

Please note, the 29th November date is the deadline for booking advert space. The deadline for supplying final artwork of your adverts is 13th December 2019.

All adverts in the January 2020 edition of the Aberdeen-Angus Review are subject to a first come, first served process. All advertising booking forms must be completed and returned to the above address/email address by 29th November 2019. Payment will be made through your regular Aberdeen-Angus Cattle Society invoices, with amounts being added to your account.

Borderway Agri-Expo 2019

Friday 1st November 2019

Borderway Mart, Rosehill, Carlisle CA1 2RS



The home of the Aberdeen-Angus Winter National Show

Judge: John McEnroe from the Liss Herd of Aberdeen-Angus in Oldcastle, County Meath, Republic of Ireland

ONLINE ENTRIES OPEN AT WWW.ABERDEEN-ANGUS.CO.UK

WINTER NATIONAL CLASS STRUCTURE

Class	Description
Bulls	
Class 1: Yearling Bull Classes may be amalgamated or split according to entries	Class 1A – Born 1st January to 31st July 2018
	Class 1B – Born 1st August to 31st December 2018
Class 2: Bull Calf Classes may be amalgamated or split according to entries	Class 2A – Born 1st January to 28th February 2019
	Class 2B – Born 1st March to 31st March 2019
	Class 2C – Born 1st April 2019 onwards
Females	
Class 3: Heifer	Heifer born 1st January to 31st December 2017 with first natural calf at foot
	Calf to be born in 2019 and within 26 months of the date of birth of the dam
Class 4: Heifer Classes may be amalgamated or split according to entries	Class 4A – Born 1st January to 31st July 2018
	Class 4B – Born 1st August to 31st December 2018
Class 5: Heifer Calf Classes may be amalgamated or split according to entries	Class 5A – Born 1st January to 28th February 2019
	Class 5B – Born 1st March to 31st March 2019
	Class 5C – Born 1st April 2019 onwards
Pairs	
Class 6: Pair Of Calves	One male and one female already shown in classes 2 & 5
Note: If less than 4 entries forward in any class, prize money will be halved.	

Trophies

GOLDOVERA S43 MEMORIAL

Calf Champion – classes 2 & 5

ARDGARTH TROPHY

Champion Bull Calf – class 2

EYNSHAM

Female Champion – classes 3, 4, & 5

WYCH CROSS

Best Pair – class 6

This year's Aberdeen-Angus Winter National is kindly sponsored by AK Stoddart.

www.akstoddart.co.uk: Offering a full range of Certified Aberdeen-Angus Beef with full DNA traceability.





A Herd Health and disease update

from the Chairman of the Health Committee, Angus Stovold

As Chairman of the Health Committee of The Aberdeen-Angus Cattle Society, it is my responsibility to improve and safeguard the health of the national Aberdeen-Angus herd. Like our CEO, Barrie Turner, I have a background in the pig industry. Subsequently, we both know the importance of biosecurity and disease prevention. In fact, I would put it as the number one consideration to any livestock farmer's business. Any successful business and all future farming businesses need to control costs, and there is no better way for a livestock farmer to

do this than by reducing or eliminating the disease burden on their operation. Our farming future will be about low cost farming systems. All livestock farmers have a responsibility to not spread disease, however this becomes more important if you are selling breeding stock because, as breeders, we have the added responsibility of not passing on disease.

I could give a number of examples of farm businesses that have been devastated by the introduction of a disease through the buying of cattle or poor biosecurity. So, to protect the national herd, the Society has been encouraging members to join one of the health scheme providers of CHeCS who runs a protocol for controlling and eliminating infectious endemic diseases

in cattle – a bit like a quality control or assurance for cattle health schemes. We have encouraged involvement by making members join if they sell cattle at Society sales and by producing a booklet describing the diseases, how to improve biosecurity and directions to CHeCS health providers.

The Society disease booklet is now being updated and it will now take into account Neospora, a disease caused by protozoan parasites that is an emerging problem that causes abortions in cattle. It was described in an excellent article by Owen Tunney in the latest Aberdeen-Angus Review which is well worth a read if you have not already done so. It is a complex problem that is difficult to test for, but now CHeCS have an accreditation scheme for it and it is Society policy for members to join that scheme. Angus Smith has also contributed his research on this issue and has fed this into the Health Committee. We have also looked at other breed

societies' policies on Neospora, but for the time being we believe encouraging members to join the scheme is the best way forward.

Another disease that will be included in the booklet is bovine TB. This is again due to CHeCS introducing an accreditation scheme so cattle farmers who take a proactive approach to controlling bovine TB (bTB) can now get the recognition they deserve through a Licensed Cattle Health Scheme.

When, how or if we leave the EU is something we all need to prepare for. Disease has become an important part of many sales of cattle into Europe and beyond. When the trade talks start again, I am sure that we will have to provide a higher level of disease accreditation to sell animals back into Europe. Infectious Bovine Rhinotracheitis (IBR) is a disease that our European friends are beginning to control, and the Society wants to improve the take-up of the accreditation of this disease. IBR is caused by Bovine Herpesvirus 1 (BoHV-1). The virus causes an acute upper respiratory tract disease and is not just a cough as described by infected herds. It has serious economic impact on the national herd. With successful existing IBR vaccines already on the market, this disease can be controlled first and then eliminated. The Society believes the best way to improve the IBR accreditation uptake is to make it into a risk-based accreditation system rather than the all-in or all-out accreditation as it is now. In fact, this will work much the same as the Johnes accreditation does today. Johnes changed to a risk-based system that now works, rather than a system that breeders found hard to get accreditation from.

Johnes is beginning to come under control now that so many farmers understand the risks of the disease and the risk-based system. With the dairy industry beginning to eliminate it from their national herd, it is appropriate that we do the same. There are still some issues that need addressing in the scheme that the Society is aware of and this is something the Society Health Committee will be looking at in the not-too-distant future.

Bovine Viral Diarrhoea (BVD) is another disease that has a devastating effect on



existing or newly infected herds and is another virus that the Society has a policy on. Any animals put forward to a Society sale must be from an accredited herd or be tested and vaccinated. Nationally, apart from Scotland who have a compulsory BVD scheme, we have voluntary BVD schemes. It is a very easy virus to control with good biosecurity and vaccination. Therefore, the Society again recommends that you join a health scheme which will take you through the process of accreditation.

I often think that we were so much better off up to the 1980's, when it seemed that disease was not an issue and it is true that many of these diseases have developed since then. This is true because as we became not just a global industry, but a fluid national one, disease was able to spread and develop into new areas. Midges became a vector of viruses from Europe and it seems that we are under attack from all sides. The good news is that we all understand how vulnerable we now are, and we are doing something about it. We are fighting back and winning. The livestock industry as a whole is beginning to embrace good biosecurity and disease knowledge. We as a breed must be at the forefront of this and as the world markets open up to us, we will be able to respond by having the right animals and the right disease status for the buyers.

PROTECT YOUR STOCK

Know your health status and join a health scheme

Don't buy in disease, find out the seller's health status, **ASSUME NOTHING**

Isolate and test new and returning animals to the herd

Practise good biosecurity. Disinfectant is not only used at Foot and Mouth outbreaks!

Vaccinate to control disease that cannot be eradicated

Cull infected animals that cannot be cured

Ensure your animals do not have nose-to-nose contact with other stock

Talk to your vet. A life's work – why take risk?



Zootechnical certificate changes

The pedigree certificates are changing!

Following a review of the extensive zootechnical legislation at the end of November 2018, the EU introduced some new legislation, some of which affects our breed. The main aspects having an impact are the importation and exportation of pedigree breeding stock and any embryos or semen. The updated legislation is in accordance with regulation EU 2016/1012 for trade in purebred breeding animals of Bovine species and means that we will be making some changes to the style of the existing zootechnical certificates.

You might be wondering why we have to comply with this legislation when we are not going to be in the EU. That said, when and if we are going to be outside of the European Union remains unknown at this point to the best of anyone's knowledge, given the current political situation.

The purpose of the revision of the legislation is to standardise the paperwork between the EU countries and the 'third countries', so that we have paperwork which is the same for every animal, embryo and batch of semen. This is now the prerequisite for all animals in Europe, whether it be beef, dairy, sheep, pigs and even horses.

To be clear, as we are currently still members of the EU, we must comply with these regulations. If we end up not being part of the EU and become a 'third country' who wants to export to the EU, we need the accompanying paperwork to ensure we are compliant. To the best of our ability and knowledge, we are futureproofing our trade by taking the necessary measures at this stage, rather than producing a compromised plan and having to revisit it in six months' time.

As the Aberdeen-Angus Cattle Society, we have possibly the most challenging position of all the beef cattle breed societies in the UK, in that we export somewhere in the region of 3,000 head per year of pedigree cattle abroad. We also issue pedigree certificates for our members in the Republic of Ireland numbering somewhere in the region of 2,500 per year. This makes a total of circa 5,500 certificates per year, which will require a new style of compliant certificate.

We have taken advice from the competent authorities, DEFRA and the Scottish Government, the body who grant breed societies their recognised status and with a substantial amount of background work, have put together all that is required to comply with the new regulations. We are now at a point where we are awaiting an audit to confirm our compliance with the new legislation from

APHA, the body charged with enforcing the regulations.

Therefore, with the amount of administration in mind, we have taken the view that it is better to produce the new certificate and be totally compliant with the regulations. This way we can ensure we keep our important export markets open by adopting these regulations and, whether inside or outside the EU, when we reach the end of October this year, we can continue our trading relationships, having compliant paperwork in place. All exported cattle from the Aberdeen-Angus Cattle Society will now comply with EU rulings.

We are aiming to have the new certificates available with the distribution of this issue of The Cud, so this has allowed us to inform all members of the coming changes. All the information on the current certificates will remain on the new styled certificate, plus some extra data which will enhance the exchange of information.

NB to all importers of cattle, embryos or semen from the EU: you should receive a zootechnical certificate with all transactions, which will assist the administration of your imports into the Aberdeen-Angus Cattle Society's Herd Book.

You can access the new zootechnical certificate under the Downloads section at: www.aberdeen-angus.co.uk/resources/breeders-resources.

YOUR COUNCIL NEEDS YOU!

Council recruitment: team players required

We are using this issue of The Cud as an opportunity to highlight the need for members to make a difference and add valuable input towards taking the Aberdeen-Angus breed and brand forward. Before we get into the nuts and bolts of what Council is all about, it is important to highlight the opportunity that being involved offers. Being a part of Council offers the chance to meet and interact with breeders and like-minded people from all corners of the UK, Ireland and the rest of the world, forging friendships and relationships that can last a lifetime. We need people with expertise and transferable skills from both inside and outside the world of cattle breeding to join Council. An explanation on the workings of Council is below.

The perfect place to start this article is by explaining to all the membership that the Society is a company limited by guarantee. Registered in Scotland No. 926, Scottish Charity No. SC003894. This is a complicated way of saying that we are a limited company with charitable status. As such, we need a Board of Directors that ensures that we are compliant with all the current and future legislation that governs our sector. We also have the added legislation of the Scottish Charity Regulator (OSCR), the body set up to ensure that there is no bad practice by charitable organisations, and that they are what they say they are, and do what they say they are doing.

Our Patron is HRH Prince Charles, The Duke of Rothesay. We are delighted that he continues his patronage and that he continues to breed Aberdeen-Angus cattle.

We need to be ultra-sure that we comply with the laws of the land and keep our business compliant in every aspect to prevent any defacement to the Society, its membership, employees or officers, both internally and externally to our organisation.

The Council of the Aberdeen-Angus Cattle Society is a very important part of our

functionality. It is the 'collective think tank', our Board of Directors and Trustees of the Charity, who are responsible for ensuring that we don't contravene any corporate rules or legislation. They are also in charge of ensuring that the items contained in the Articles of Association and Bye Laws when looking at internal matters are complied with at all times – a highly responsible position to hold.

We have several committees, including Technical, Health, Youth Development, Breed Promotion, Finance and Executive. These committees are made up of people within the members of Council who have either an interest or the expertise to take the business and breed forward in the areas covered by each committee.

The Council members are nominated by the membership annually and are appointed to serve for a three-year period. Where there is more than one candidate in an area, there is a voting paper sent out and the membership can vote for their chosen candidate.

If you think that you only have a small herd or little spare time and therefore wouldn't be suitable for the position, please think again. We have met many of you over the years who have other interests, outside

cattle, in either business or another working environment, and know that there are many members with knowledge in fields that would be very helpful in taking the Society forward.

If you have experience in finance, animal health, marketing and promotion, youth development or education, or have interests in the technical side of cattle breeding and management, please don't hesitate to get in contact with your local Council member and discuss in more detail how you can help the Society to progress.

The Society and its breed continue to grow from strength to strength and there is no better time to be involved. It is an enjoyable and rewarding experience, with the opportunity to work with like-minded people for the benefit of the Society and its membership.

Barrie Turner,
Chief Executive

Paul Jeenes,
President

Nostalgia: Aberdeen-Angus through the years

This nostalgic feature is becoming increasingly popular within our Society publications, and it's great to see that you enjoy viewing it as much as we enjoy pulling it together! Looking through the archives and taking a walk down memory lane is something we all love, so here is your latest account of Aberdeen-Angus through the years.



"Here's tae us, wha's like us!" Lord Elgin (left) toasts the breed with President Jock Campbell and Lady Elgin at the 1977 World Forum Banquet in Aviemore.



"Aberdeen-Angus Beef is Best". A message from 1985 that rings true and important to this date!



The Queen Mother meets Aberdeen-Angus herdsmen during her visit to the 1977 Royal Highland Show



Official delegates from the 14 represented countries at the 1977 World Forum in Aviemore



Mr John Arnott speaks with the Queen and Prince Philip as they visit the Haymount Herd of Aberdeen-Angus.



At 1962's Royal Show, Society President Mr CHR Reeves presented a model Aberdeen-Angus bull to the Queen Mother.



As we look to drive our YDP forward in the current day, we look back to 1988 when young farmers got the chance to judge the Aberdeen-Angus at Royal Smithfield.



Back in 1989, Neil Massie's two-year-old heifer Blelack Blackbird L53 took the female and supreme championship at the Royal Highland Show.



A new structure and outlook for the Youth Development Programme

In the early part of 2019, the Aberdeen-Angus Cattle Society decided to give its Youth Development Programme a fresh look and as part of this decision, five new co-ordinators were appointed:



Tina Russell

National YDP Co-ordinator
Email: ydp@aberdeen-angus.co.uk



Stephanie Dick

Regional Co-ordinator for Scotland
Email: ydpScotland@aberdeen-angus.co.uk



Jess Musk

Regional Co-ordinator for
England and Wales North
Email: ydpEnglandWalesNorth@aberdeen-angus.co.uk



Ruth Perry

Regional Co-ordinator for
England and Wales South
Email: ydpEnglandWalesSouth@aberdeen-angus.co.uk



Niall Lynch

Regional Co-ordinator for Ireland
Email: ydpIreland@aberdeen-angus.co.uk

The team took to their posts in the spring with each regional co-ordinator taking on the management and organisation of three workshops in their area. All co-ordinators undertook first aid training, CRB checks and health and safety training. The full team of co-ordinators met up at the Worcester Sale in April to discuss the way forward for 2019. New for the year, would be the introduction of a presentation at each workshop from a nutritionist to offer the young people the opportunity to learn about what goes on inside the animal as well as outside - a huge subject that will be built on in 2020. In addition, the programme's format would be similar to previous years in order to understand the workings of what was a very successful YDP. Managed by National Co-ordinator Tina Russell, all co-ordinators were tasked with taking notes and observations and reporting back at the October Stirling Bull Sales, where they would compare notes, evaluate and look at putting together a new and improved YDP for 2020.

There are very exciting times ahead for the new team, taking on a unique Youth Development Programme that has been running since 2000 and being asked to move it forward. During the summer, the National Co-ordinator has attended the majority of workshops to work alongside the Regional Co-ordinators, who themselves have all been through the YDP, so bring a participant's perspective to the role. Each of the Regional Co-ordinators currently work in beef farming full-time and are heavily involved with bringing out cattle at shows and sales. In addition, they have taken on their YDP roles because they have seen first-hand how it has helped them into the beef industry. All are YDP finalists, with some even being winners at YDP finals in the past - the perfect people for our current crop to learn from.

The National Co-Ordinator, Tina Russell has come from a school farm environment

Raising breeders who raise the bar

in Kent, having worked for Kent Young Farmers Club as their County Field Officer and undertaken youth worker training. Tina is a qualified farm secretary, having run young member training days for the Beef Shorthorn Society for six years and having been involved at the end of a halter in the show ring with beef and dairy cattle for over 30 years. Tina has also been a trainer at several YDP workshops and finals, and currently lives on their farm in Oxfordshire with her partner and their 180-pedigree-cow herd of Beef Shorthorns.

The 2019 YDP workshops have spread throughout the length and breadth of the country in Sussex, Inverness, Exmoor, Co Leitrim and Co Meath, Southern Ireland, Gloucestershire and Suffolk. All three southern workshops have taken place and venues already set for 2020. It has been extremely encouraging to observe this year that some workshops have had a larger percentage of Juniors (8-13 years old), which bodes very well for the future. We are still seeing some strong Senior competitors (19-24 years old), but there is an inclination that there may be more Intermediates (14-18 years old) out there who might've missed a workshop in their area, and we would very much hope to see them attend in 2020.

It was pleasing to see that we had a good-sized group of 2nd year veterinary students attend the workshop in the east of England. They confessed to not having a vast amount of cattle handling experience and worked alongside the Juniors and Intermediates on the day, gaining experience and confidence as the day went on. We would welcome any animal care students who wish to build on their cattle handling and bovine knowledge, as 2020's YDP will see more aspects of stockmanship at the workshops, not just showmanship.

With all of the year's workshops being completed in mid-August, it was all hands

on deck in preparation for the selection of candidates for the YDP Final event to be held this year at the Lough Allen Hotel, Co Leitrim, Southern Ireland, where the competitors will stay, with the final itself being hosted at the Moorlands Equestrian Centre next to Lough Allen. The places in the finals in all age categories were extremely competitive this year, with a great standard being shown throughout the year. The finals event was ongoing at time of print of The Cud, and we look forward to sharing success stories from a great weekend. Information about the locations can be found at:

www.loughallenhotel.com

www.moorlands.ie

At this stage in the year it is difficult to say how the YDP will look in 2020. Looking at the workshops which have taken place this year, it is true to say that every young person taking part has thoroughly enjoyed their day, and upon evaluation with them at the end of the day, the constructive feedback would be to have a longer day to do more of the same. The Juniors especially have such a thirst for knowledge and 'hands-on' experience, it's a real pleasure to work alongside them. Speaking about the year gone, National Co-ordinator Tina Russell states that a personal observation so far would be to hold Junior-specific days, on top of what is already provided. The Society and team of co-ordinators would be very grateful if any previous/current participants have any feedback they would like to share with us before the meeting at Stirling in October. Any feedback should be directed to: ydp@aberdeen-angus.co.uk.

In relation to her ambitions for the programme, Tina Russell says: "We want to deliver a YDP for all young people, be they Aberdeen-Angus breeders, from another cattle breed or commercial farming, students or school children. I would also like to see more Young Farmers Clubs members benefitting from these

workshops. By getting all the workshop dates in the Review for 2020, it is hoped that Young Farmers Clubs and other breed societies can note our YDP dates for their calendar well in advance.

"We are very blessed that the hosts and trainers of the YDP workshops give so much of their time and experience. The quality of delivery is immense and without their volunteering to help, the YDP would not be able to provide the quality of learning that we do. All hard-working farming folk, who will have already had a very busy week, finding time to give back to the future farmers that attend our workshops – that's what it is all about. If you are a breeder, farmer, retired lecturer or have any expertise in agriculture and would like to be a host farm or trainer, please do come along to one of the workshops and get to meet the team involved and speak with current trainers."

If you would like to find out more, please do contact the National YDP Co-ordinator Tina Russell on mobile: 07711810354 or email: ydp@aberdeen-angus.co.uk. It is an incredibly fulfilling and fun day, and without doubt helps keep you young!

Newly appointed YDP Chairman Will Chrystal has taken over the helm from our previous Chairman, Andrew Shufflebottom, who was instrumental in the new structure of YDP. We are very grateful to Andrew for the time, passion and energy he brought to the role. Will is already proving to be a very enthusiastic Chairman, with progress made on investigating new City and Guilds qualifications for Intermediate and Senior members. This work follows on from the previous work undertaken by Gayle Bersey with Duchy College. It is so important that the work we deliver has value in the workplace for the young people undertaking this training. Watch this space for more!





Sire Verified Aberdeen-Angus: an update

At the time of writing, beef prices and sales have been rather depressed. On the brighter side, even when the beef price has been falling, we are seeing a premium for Aberdeen-Angus sired beef of above 20 pence per kilo. We therefore need to do as much as we can to preserve that premium and make sure that our stakeholders and partners in the supply chain have the DNA tools to protect the brand name.

We are currently, and have been over the last six months, really focussing on the realignment of the Certified Aberdeen-Angus Beef Scheme to firstly bring the rules up to date with the advancements in technology deployed by the processors. Secondly, to embrace the technology that is available behind the farm gate to offer our partners security in the Aberdeen-Angus beef brand.

A key part of this is working on the development of the database of DNA profiles that can tie the meat on the shelf back to the sire. It will be a step up from the current testing that we do, known as the 'proxy' test, which says that yes,

it is 'Angus'. We deliberately choose the word 'Angus' here, as many of our fellow breeders from around the world have dropped the 'Aberdeen' from the name. That name is the key to preserving and protecting our market within the UK and Ireland. The Aberdeen-Angus name is crucial to setting us apart from imported beef that may be derived using practices that we are not allowed to use in the UK, and beef that perhaps doesn't have the provenance or welfare standards that we observe here. The current test does not differentiate between 'Aberdeen-Angus' and 'Angus', so we need to move on, update and improve the tools that we offer our partners to ensure it is what it says it is.

This is the reason that we have developed the Sire Verified Aberdeen-Angus Scheme, employing the DNA technology so that we can trace back to an Aberdeen-Angus registered bull from the UK and Ireland, and be sure that it is home produced, differentiating our quality, authentic and true Aberdeen-Angus from 'Angus'.

The retail sector, who keep their eye on the consumer through consumer research, is reporting that 80% of British consumers will buy food that is produced in the UK in the event of us leaving the EU. We need to make sure that our brand, and therefore the breed, is clearly defined as UK born and bred Aberdeen-Angus in the retail sector going forward.

The first rule of any business is to protect your marketplace wherever possible, as without a buyer, a primary producer has no future. We can use the suckler beef sector in Ireland as an example that has seen a switch into dairy from beef in an unprecedented scale. Those farmers have chosen not to produce something that has a difficult and volatile market outcome and have taken the decision to change farming policy substantially.

There are two ways of looking at the above scenario. You could look to produce less, which in the beef supply chain takes three to five years to sort itself out, or you look to develop new avenues for your product. As a society, we have been very successful and proficient in developing a retail market and our partners have been highly supportive of the cause and worked with us to make sure the supply chain works. It all comes down to the power of the Aberdeen-Angus brand.

There is another huge sector that we have not yet engaged with to communicate the benefits of our breed and brand - the foodservice sector or the out of home dining (OOH). In 2018, this sector was valued at £49 billion in the UK alone, a huge market and one that we need to engage with along with our partners in the processing industry.

The sector covers everything from snacks to high-end dining experiences and everything in between and is a huge consumer of meat and meat products. This sector looks at meat and its offerings in a totally different way to the retail trade, in that they need you to have a good experience when you visit their establishment so that you will come back again and again. This sector is very interested in consistency of product and eating experience and the people involved in the market understand meat and how to cook it to deliver that experience consistently, every time.

This brings us to the factors that affect meat quality and from a breed perspective, there are grading systems from other parts of the world that reward the grower for meat quality unlike the UK and the EU system, which rewards only meat yield. The US Department of



Agriculture and Meat Standards Australia reward growers for a carcass that is going to eat well, and that's it. Marbling is one key factor, but there are others. The great British public have an aversion to 'fat meat' and I have personally had the conversation with a number of our partners who say that heavily marbled beef is often the product that is returned from retail as unsold.

Figure 1 shows the United States Department of Agriculture's (USDA) marbling standards diagram, with 'Prime' being offered into the foodservice sector and 'Select' being classified as 'needing further processing', mincing dicing or grinding because of its lack of marbling.



Figure 1

Cooking the beef removes the visual fat content as it is rendered out before it meets the consumer's eye, and therefore is just cooked meat, not "fat meat" and the eating experience is guaranteed to be good. Now you see it and now you don't, marbling delivers an open texture which is tender, juicy and succulent, just what you want when you are eating out!

This is the next step along the way in creating a new market alongside our existing one for Aberdeen-Angus beef.

The sector we are looking at is different, and has different needs. It is well reported that consumers will eat out on less occasions than eating at home, but when they do, they will be looking for that extra special experience and will be prepared to accept a higher cost for that. This is our speciality as our breed is proven to deliver this throughout the world.

We can use the same assurances on provenance to develop our brand in the OOH dining sector as we have done in the retail sector, to create a premium brand using a grading for taste. This is what our breed has been renowned for since its inception and should be a core focus.

To sum up, if we create an additional market sector that will consume our 'Choice' graded beef, we create more demand. More demand means more volume, and if we can keep growing both demand and volume at a steady pace, we can achieve a consistent premium which may suit a lot of producers by taking out the boom and bust!

This will not happen overnight, and opening new markets is never easy, but it is a mountain worth climbing. Your support in providing us with the DNA samples is paramount to the project going forward.

Barrie Turner,
Chief Executive



Society contact information guide: new system in place

At the Aberdeen-Angus Cattle Society, we take communication with our members, stakeholders and trade very seriously. We have invested in a new phone system that will help make communication with the Society easier and get you to the person or department that you need to get to efficiently and effectively.

The most noticeable feature of the new system is that when you call the office, you will be asked to press a number to connect directly to an individual member of staff. This will help you to reach the correct person quickly and if that person is not available, you will be connected to their voicemail to leave a message. You will then be called back as soon as is practically possible.

Each member of our team here at Pedigree House will also have a direct dial number

and included in this leaflet is a summary of their individual roles within the Society, so that you can reach the right department and person first time.

This guide has been put together to help you save time when dealing with the Society and make our dealing with your enquiries simpler, quicker and more effective. Please keep this information and refer to it as a guide to getting to the right person with the skills needed to deal with your matters.

At your service

The team at Pedigree House are at your service and are here to help you. The expertise held within the team can cover most situations and bring them to a suitable resolution.

We hope that this guide to contacting the appropriate people and department first time will help us to help you have a good experience when contacting the Society – every time.

It is important that we are aware of any aspect of our service that is not up to standard. If you have any concerns in relation to this, please contact our Chief Executive Officer, Barrie Turner.

We will always seek to quickly establish the cause of your dissatisfaction and put it right to the best of our ability. If we can't, we will openly and honestly explain the reasons why.

Including
your handy
guide to keep
by the phone

Welcome to your points of contact

Here at The Society, we are committed to providing you with the best advice and assistance that we can. We want to make it as easy as possible for you to deal with us, and for you to know where to turn if you need help with any aspect of your business. We believe that by establishing contact between the different departments of our business, we will be able to serve you more efficiently.

Barrie Turner Chief Executive Officer

Barrie is ultimately responsible for ensuring that we run a tight ship in terms of legislative and financial matters, as well as developing the infrastructure that is required to deliver the needs of the breed, our membership and stakeholders.

Direct Dial: 01738 448345

Mobile: 07597 369580

Alternative: 01738 622477 Option 7

Email: barrie@aberdeen-angus.co.uk

Laura Stewart Office Manager and P.A. to the Chief Executive

Laura has been with the Society for several years and is well versed in the running and governance of the Society. Laura has a multi-task role within the Society, from managing the office infrastructure and working with Council and committees, to secretarial and administrative tasks, communications, show planning, Certified Aberdeen-Angus Beef (CAAB) scheme enquiries/membership, as well as PA to the CEO.

Direct Dial: 01738 448343

Alternative: 01738 622477 Option 6

Email: laura@aberdeen-angus.co.uk

Angela Cumming Finance Manager

Angela is our Finance Manager and looks after all financial matters, including reporting to the board for the Society, Pedigree Cattle Services (PCS - our subsidiary company) and Youth Development Programme (YDP) accounts. It is important that you notify Angela straight away if you have a query with an invoice. To pay by card, please contact Angela using the details below. Alternatively, you can pay by cheque or through internet banking. Please ensure you quote your membership number.

Direct Dial: 01738 448344

Alternative: 01738 622477 Option 5

Email: angela@aberdeen-angus.co.uk

Registrations department

Our Registrations team are all very well versed in our registration system and the software difficulties sometimes faced. They offer assistance with the rules governing our breed integrity. The DNA sampling and reporting system is also dealt with by the Registrations team.

Caroline Ford (also deals with DNA, online registrations and Society sales)

Direct Dial: 01738 448341

Alternative: 01738 622477 Option 3

Email: caroline@aberdeen-angus.co.uk

Yvonne Buchanan (also deals with online registrations, Republic of Ireland and overseas registrations, Farmplan, Farmdata etc. and merchandise)

Direct Dial: 01738 448340

Alternative: 01738 622477 Option 2

Email: yvonne@aberdeen-angus.co.uk

Fiona Flood

(also deals with DNA, paper and online registrations, new member enquiries, the sale of back copies of the Review and archiving)

Direct Dial: 01738 448342

Alternative: 01738 622477 Option 4

Email: fiona@aberdeen-angus.co.uk

Pedigree Cattle Services (PCS)

Pedigree Cattle Services is our performance recording arm, using the globally recognised Breedplan Software. Breedplan offers bull breeders the potential to accelerate genetic progress in their herds, whilst providing objective information on stock they sell to commercial breeders. Our Pedigree Cattle Services team are ready to help you on your way to ensuring you are making the right choices for your business.

Barbara Webster

Direct Dial: 01738 448346

Alternative: 01738 622478 Option 3

Email: barbara@breedplan.co.uk

Helena Stewart

Direct Dial: 01738 448347

Alternative: 01738 622478 Option 2

Email: helena@breedplan.co.uk

Amy Johnstone

(also deals with stock for sale)

Direct Dial: 01738 448348

Alternative: 01738 622478 Option 1

Email: amy@breedplan.co.uk



Representatives of The Aberdeen-Angus Cattle Society will be at the following confirmed events:

28th September

Worcester Autumn Sale,
McCartney's,
Worcester

4th October

Carlisle Show and Sale,
Borderway Mart,
Carlisle

20th - 21st October

Stirling Show and Sale,
United Auctions, Stirling
Including:

Liley Aberdeen-Angus Herd Sale

Cheerbrook Aberdeen-Angus
Herd Sale

Wolflaw Herd Reduction Sale

1st November

Borderway Agri Expo,
Winter National,
Borderway Mart,
Carlisle

2nd November

Northern Ireland Calf Show,
Dungannon Farmers Mart,
Northern Ireland

6th November

Female Sale,
Skipton Auction Mart,
Yorkshire

9th November

Stars of the Future Calf Show,
United Auctions, Stirling

22nd November

Black Beauty Bonanza,
Thainstone Agricultural Centre,
Inverurie

25th - 26th November

Welsh Winter Fair,
Royal Welsh Showground,
Builth Wells

3rd December

Dungannon Sale,
Dungannon Farmers Mart,
Northern Ireland

Please get in touch
with your local club
for regional events

UK Contact

T: 01738 622477

Barrie Turner, Chief Executive

Direct Dial: 01738 448345

E: barrie@aberdeen-angus.co.uk

Laura Stewart, Office Manager

Direct Dial: 01738 448343

E: laura@aberdeen-angus.co.uk

Ireland Contact

Kathryn Bradshaw

T: +353 71 9632099

E: irishaberdeenangus@eircom.net

Registrations

Caroline Ford

Direct Dial: 01738 448341

E: caroline@aberdeen-angus.co.uk

Fiona Flood

Direct Dial: 01738 448342

E: fiona@aberdeen-angus.co.uk

Yvonne Buchanan

Direct Dial: 01738 448340

E: yvonne@aberdeen-angus.co.uk

Accounts

Angela Cumming, Finance department

Direct Dial: 01738 448344

E: angela@aberdeen-angus.co.uk

Breedplan and Pedigree Cattle Services

Barbara Webster

Direct Dial: 01738 448346

E: barbara@breedplan.co.uk

Helena Stewart

Direct Dial: 01738 448347

E: helena@breedplan.co.uk

Amy Johnstone

Direct Dial: 01738 448348

E: amy@breedplan.co.uk