

British Cattle Conference

ORGANISED BY THE BRITISH CATTLE BREEDERS CLUB - 2012

Responsible Breeding - fit for future generations

A Message from the Chairman - Duncan Sinclair

Over recent years the Club has had a series of truly outstanding conferences and, as this year's Chairman, the pressure has been well and truly on to continue this trend. As a retailer I feel I am well qualified to deal with the challenge, but you can be the judge of that!

Cattle breeding has navigated its way through some turbulent times and in the future we face great challenges in feeding a growing world population while adapting to and mitigating the impact of climate change. So 'Responsible breeding fit for future generations' is the theme we have chosen this year and we have an impressive line up of leading domestic and international speakers who will be exploring the opportunities and seeking to identify the solutions to these issues. We have also sought to continue to uphold the traditions of the club blending the work of the science community and cattle breeding.

The first session on both days will set the context, identifying the breeding tools we have and the future research and development priorities. This will be followed by looking at the 'building blocks' to developing economically and environmentally efficient, sustainable production systems e.g genetics, animal health and nutrition. A number of the speakers will highlight their innovative approaches to developing efficient, lower carbon production systems fit for future generations. The popular Question Time will follow Tuesday's Conference Dinner with a distinguished panel of guests and for the second year the winners of our student essay competition will be speaking. So a fantastic programme of papers and speakers and I look forward to welcoming you to the 2012 conference.

The Club is greatly indebted to the continuing support of our sponsors during these tough economic times, particularly our main sponsors ASDA and Igenity, but also Biobest, British Blue Cattle Society, BOCM PAULS, British Limousin Cattle Society, DairyCo, Dovecote Park, EBLEX, EGENES, Genus, HUK, Marks & Spencer, NMR, Norbreck Genetics, Shepherd Publishing, Viking Genetics and Waitrose. I would also like to thank all of the committee for their excellent contributions and help during the year and in organising this 2012 conference. Special thanks to Phil Halhead, vice chairman, for his great success in securing sponsorship for the conference amidst his wedding plans! And last but by no means least a massive thank you to Lesley Lewin, our secretary for keeping both the committee and myself on track during the course of the year. Your commitment, enthusiasm and organising skills are legendary!



Annual Winter Conference

23rd-25th January 2012

Telford Golf and Spa Hotel
Great Hay Drive, Sutton
Heights, Telford,
Shropshire TF7 4DT

President: Maurice Bichard
Chairman: Duncan Sinclair
Secretary: Lesley Lewin

BCBC

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Tel: 01409 241579 Email: lesley.lewin@cattlebreeders.org.uk Website: www.cattlebreeders.org.uk



MONDAY 23rd JANUARY

All events take place in the Great Hay Suite unless otherwise stated

- 12.00** Pedigree Beef Societies Group Meeting in the Coalbrookdale Room including a working lunch. More information from John Fleming 01768 88775.
- 14.30** Workshop 1 - Implementation of Genomic Selection in the UK led by Mike Coffey.
The UK has rapidly gained sufficient genotypes to form a large reference population due to genotypes swapped with the North American Consortium. This workshop will provide details of the results of that process and outline the development of UK genomic PTAs.
- 16.00** Coffee
- 16.30** Workshop 2 - Using Genotype Information To Detect Genetic Defects led by Philip Halhead
Genotypes can be used very effectively to determine the presence of harmful recessives in a population. This positive use provides information to breeders to enable the benefits of bulls to be realized without the disbenefits of introducing recessives.
- 18.00** onwards - Wine Reception sponsored by Shepherd Publishing in the Guest Lounge
- 19.00** onwards - Dinner in the restaurant
- 21.15** Quiz Night with Quiz Master Mark Roberts, in the Lounge Bar

TUESDAY 24TH JANUARY

- 09.10** Chairman Duncan Sinclair opens the conference
- Session 1 Chairman: Mr Iain Kerr**
CHALLENGES AND OPPORTUNITIES FOR THE FUTURE
- 09.15** Mr Andrew Robinson, Deputy Director, Livestock and Livestock Products, Defra, Nobel House, 17 Smith Square, London, England
andrew.f.robinson@defra.gsi.gov.uk
- Cattle Breeding - Meeting The Future Challenges**
UK government has committed to legally binding commitments on climate change. This presentation will set out some of the main challenges facing the agriculture industry now and in the future and the potential role of cattle breeding in meeting the challenges and opportunities that lie ahead.
- 09.40** Dr Maurice Bichard, Animal Breeding Consultant, The Farmhouse, Fyfield Wick, Abingdon, Oxfordshire, England
bichard@btinternet.com

Genetic Improvement – a Promise Unfulfilled?

Effective methods of improving farm animal performance, based upon quantitative genetic principles, had just been established when Dr Bichard started work 50 years ago. These methods have since transformed production efficiency and product quality in the pig and poultry sectors. Why not in cattle and sheep also? How can we realise their full promise?

- 10.05** Panel Discussion
- 10.15** Coffee

Session 2 Chairman: Dr Philip Hadley

BUILDING BLOCKS TO SUCCESS

- 10.55** Dr John Basarab, P. Ag., Senior Research Scientist and Adjunct Professor, Lacombe Research Centre, Lacombe, Alberta, Canada
john.basarab@gov.ab.ca

Breeding for Improved Feed Efficiency in Beef Cattle

Globally, innovative seed stock producers are rapidly increasing their capacity to select young breeding stock for feed efficiency. A balanced approach that accounts for the genetic relationships of feed efficiency on growth, carcass merit, meat quality, fertility and resource use, and the economic value of each trait in a multi-trait selection is required. This presentation will discuss measures of efficiency including correlated traits, economic benefits and effects on systems efficiency.

- 11.25** Dr Francis Lively, Beef Research Scientist, AFBI, Hillsborough, Northern Ireland

francis.lively@afbini.gov.uk

Developing Dairy-Origin Beef Systems for the Next Generation

Recent research at AFBI Hillsborough has evaluated various rearing and finishing systems for dairy-origin beef production. This paper shall evaluate the impact of labour input, calf health, genotype and production system on lifetime performance; and will indicate how monitoring performance throughout the lifecycle can ensure efficient profitable production for the next generation.

- 11.50** Mr Charley Walker, Beef & Sheep Farmer, Barnside, Abbey Saint, Duns, Scotland
andrea.charley@btinternet.com

Efficient Low Input Beef Systems

Charley and his wife run a beef and sheep farm in the eastern Scottish Borders. They specialise in the production of breeding stock suitable for low input farming systems and as a Nuffield Scholar Charley has studied easier managed beef systems. He believes that the quest for maximizing production can often lead to high levels of input, particularly labour. This paper will show how he reduces inputs whilst maintaining outputs.

- 12.15** Panel Discussion
- 12.30** Winning Beef Student Essay Presentation, sponsored by EBLEX
- 12.45** Lunch

Session 3 Chairman: Mr Ian MacDougall

PROTECTING THE INVESTMENT: THE ROLE OF ANIMAL HEALTH

- 14.05** Mr Patrick Lambert, General Manager & Beef Farmer, Westfield of Pitlochrie, Cupar, Fife, Scotland
lambert_p@btconnect.com

Strategic Investment in Long Term Health Planning, Monitoring and Implementation

Patrick manages a large, self-contained beef herd on different holdings. This has called for pre-emptive planning to manage the risks of mixing age groups and environmental issues. As he has tackled the long term scourge of BVD and Johne's eradication so new challenges appear to keep him focussed.

- 14.35** Mr Colin Penny, BVM&S MRCVS, Area Veterinary Manager for Pfizer UK Animal Health, 1 Highlea Circle, Balerno, Midlothian, Scotland
colin.penny@pfizer.com

Sub-Fertility in Bulls - Myth or Reality?

Many surveys worldwide have found around 20% of bulls can be classified as unsound for breeding when put through a standard breeding soundness examination. Whilst complete infertility (sterility) is rare, sub-fertility is common. The definition and significance of sub-fertility in the UK pedigree bull population will be discussed.

- 15.05** Tea

Session 4 Chairman: Mr Neil Wharton

REALISING THE BENEFITS OF INTEGRATION

- 15.45** Mr Todd Sears, International Beef Marketing Manager, ABS Global, 3985 145th Ave, Wheatland, North Dakota, USA
Todd.Sears@absglobal.com

Lessons from America - Breeding through Scale

Power Genetics was set up 15 years ago by a group of beef farmers and today it is a truly integrated beef supply chain recording data on over 200,000 cattle. The chain was formed to record and measure efficiencies which would be fed back down the chain in order to continually breed the next generation of bulls that would improve the efficiency and profitability for everybody involved.

- 16.20** Mrs Alison Johnson, Technical Development Manager, Dalehead Foods, Linton, Cambridge, England
Alison.Johnson@dalehead.co.uk

A UK Case Study from the Pig Sector

Delivering top quality UK pork products the customer wants, at a fair price for the farmer, the processor and the consumer... is this the Holy Grail? This paper will use terminal sire evaluations as a demonstration of how an integrated approach has changed the direction of the UK

pig industry and the outcomes as a result.

16.40 Chairman closes the paper sessions

16.45 AGM in the Coalbrookdale Room

16.45 Hands-on Workshop

The Web as a Research Tool in the Jackfield Room

The web is established as a tool for information gathering and for making business. Agriculture is catching up in incorporating the web into everyday businesses and now large amounts of relevant breeding information are available. CIS, BASCO, NMR and DairyCo (amongst others) have all produced exceptional web front ends to their database helping breeders make use of the large amounts of data available. This will be a hands-on workshop – come and have a go and get professional help if you get stuck. (The computers kindly loaned by NMR.)

EVENING EVENTS

19.00 Champagne Reception sponsored by Genus ABS and Holstein UK in the Guest Lounge

19.15 Holstein UK's President's Medal Presentation in the Great Hay Suite. The winner of this annual prestigious award will be announced and presented by Holstein UK President Jimmy Hull.

19.45 Club Annual Dinner in the Great Hay Suite with beef kindly donated by Waitrose and Dovecote Park Ltd.

21.15 ANY QUESTIONS in the Great Hay Suite

Chairman - Paul Westaway

PANEL

Philip Lymbery, Chief Executive, Compassion in World Farming

Richard MacDonald, Chairman of Defra Better Regulation Task Force

Ken Fletcher, Deputy Editor, Scottish Farmer

WEDNESDAY 25TH JANUARY

09.10 Chairman Duncan Sinclair opens the day

Session 5 Chairman: Mr Neil Darwent

THE ROAD AHEAD

09.15 Joint Presentation

Mr Marco Winters, Head of Genetics, DairyCo, AHDB, Stoneleigh Park, Warwickshire, England
marco.winters@dairyco.ahdb.org.uk

Dr Karen Wonnacott, National Ruminant Technical Manager (BOCM PAULS), Leamington Spa, Warwickshire, England
karen.wonnacott@bocmpauls.co.uk

How Genetics, the Environment and Collaboration can help to secure the Future of British Dairy Farming

With increasing pressure to reduce the environmental impact of dairy farming, genetics may hold the key to tackling this important challenge. Significant advances have been made in dairy genetics to date and with international collaboration on genomics, information for many thousands of bulls is being shared, which has the potential to further progress the rate of genetic improvement.

The Dairy Roadmap is another example of industry collaboration delivering benefits to the dairy farmer. The link between reducing environmental impact and improving profitability on UK dairy farms is indisputable and provides another positive message for UK dairy, giving us the opportunity to compete on a global scale.

09.55 Dr James Hanks, Director, PAN Livestock Services Ltd, Reading, Berkshire, England
James.hanks@panlivestock.com

Just How Well are Dairy Herds Performing in the UK?

An analysis of routine milk records from 500 herds provides a description of fertility, production and health in commercial dairy herds in 2011. As well as demonstrating wide variation across the industry, the findings are used to highlight problems in individual herds and focus technical input on areas of greatest need.

10.15 Panel Discussion

10.30 Coffee

Session 6 Chairman: Dr Mike Coffey **SCIENCE DELIVERING OPPORTUNITY**

11.10 Mr Ben Bartlett, Director of National Milk

Laboratories, NMR, Chippenham, Wiltshire, England
benb@nmr.co.uk

New Applications of midInfraRed Testing - Potential Implications for Dairy Farmers and the Dairy Supply Chain.

The development of MIR technology means the potential now exists to predict fatty acid measures from milk samples. This can monitor the health of cows as well as establishing the healthiness of dairy products for the consumer. It is very likely that this information will also be used to aid breeding decisions on farm influencing the development of dairy genetics, particularly given the availability of genomic technology to accelerate the pace of genetic change. This paper will summarise research to date and outline potential future applications of the technology.

11.40 Dr Jude Capper, Assistant Professor of Dairy Science, Department of Animal Sciences, Pullman, Washington State, USA
capper@wsu.edu

How Productivity is Key to Mitigating the Environmental Impact of Cattle Systems

Improving productivity allows both resource use and the carbon footprint of cattle production to be reduced. This presentation will discuss the advances in environmental sustainability made by improving productivity in the dairy and beef industries and the opportunities to further maintain sustainability given future global demands for milk and meat.

12.10 Panel Discussion

12.25 Winning Dairy Student Essay Presentation sponsored by DairyCo

12.40 Lunch

Session 7 Chairman: Mr Roger Trehwella **DEVELOPING FUTURE PROOF BREEDING STRATEGIES**

14.00 Mr John Cook, BVSc DCHP MRCVS, Veterinary Surgeon and European Technical Services Director, Genus ABS, Yew Tree House, Carleton, Cumbria, England
John.cook@genusplc.com

Data Based Management:

the Route to Reproductive Success

Reproductive management in the modern dairy herd is challenging. This paper will discuss and illustrate some of the issues encountered and suggest a possible approach based on the principles and application of data based management activity in the modern dairy herd using specific case scenarios.

14.30 Mr Lars-Inge Gunnarson, Dairy Farmer, Ränneslöv, Laholm, Halland Sweden
lars.inge@skottorpssateri.se

The information revolution; breeding cattle the Nordic way

Lars-Inge Gunnarson combines large scale dairy farming in Sweden with being Chairman of Viking Genetics. He will provide an insight into the way in which the dairy industry in the Nordic countries is developing robust data sets to inform future breeding strategies. The development of a central database has been a critical component and offers a platform from which the entire dairy industry in Denmark, Finland and Sweden can benefit in the future.

15.00 Mr David Cotton, ARAGS, Dairy, Beef & Arable Farmer and Chairman of RABDF, Bridge Farm, West Bradley, Somerset, England
dwcotton@msn.com

Putting Science into Practice - Combining Research and Commercial Farming

David has been landlord to Kingshay for the last 10 years and over that time the farm has become home to a number of trials that benefit farmers throughout the country. He will be examining this relationship and the ups and downs of doing trial work at a practical level.

15.30 Panel Discussion

15.45 Chairman closes the Conference

15.50 Tea available before departure

All are welcome to attend the conference but by joining the Club when completing this form you will benefit from the 20% members' discount on registration fees. Members who pay by Standing Order should put "SO" in the membership fee box. There are special rates for students – please download these forms from the website.

Name of delegate (Please include title)

Address

Telephone Email

BRITISH CATTLE CONFERENCE
23rd - 25th JANUARY 2012
BOOKING FORM

	Registration	Resident in Conf. Hotel	Non Resident	Fill in these boxes as appropriate
	WHOLE EVENT	£220	£290	£
Or book separate parts of the conference here	Monday workshops	FOC to all conference delegates but please tick box to book your place		
	Monday Dinner	Inc. if resident in hotel on Mon night otherwise £30	£30	£
	Tuesday conference	£120	£120	£
	Tuesday's Club Dinner Inc. Question Time	Inc. if resident in hotel on Tues night otherwise £40	£40	£
	Wednesday conference	£120	£120	£
SUB TOTAL				£
Less Members' 20% discount (if applicable)				£
Membership				
	2012 Membership fees - if you join/rejoin now you may apply the above discount	£25		£
TOTAL				£

Telford Golf and Spa Hotel
Great Hay Drive, Sutton Heights,
Telford, Shropshire TF7 4DT
Tel: 01952 429977 Fax: 01952 586602
www.QHotels.o.uk

HOW TO FIND US
By Road

Leave the M54 at Junction 4 and take the second exit signposted A442. At the second round-about go left onto the A442 signposted Bridgnorth. Take the second slip-road continuing on the A442 sign-posted Madeley and Shifnal, Ironbridge Gorge Museum. Filter right remaining on the A442. Caution: the left lane goes to Madeley and Shifnal.

At the first roundabout turn right following the brown tourist sign for Telford Golf Club. Pass the petrol station on the right hand side and turn left at the first roundabout towards Sutton Heights. Proceed along this road for half a mile until you reach Great Hay Drive. Turn left, the Hotel is located at the at the end of the road.

BY RAIL
Telford Station – 5 miles

BY AIR
Birmingham International – 44 miles



Accommodation Reservation

– payable to the hotel upon departure

- Accommodation is limited and allocated on a first-come-first-served basis. If the accommodation is full when you book, alternative accommodation suggestions will be made but you will need to pay for the dinner(s) at the conference hotel if you wish to attend them.
- By filling in the section below you are agreeing to this accommodation being booked on your behalf. You will be liable to pay unless at least 2 weeks' notice of cancellation is provided.
- Please contact the Secretary if you wish to stay on Sunday or Wednesday night, special rates available.

Please tick appropriate boxes	Monday night	Tuesday night
Single Room - £98 per night		
Double or Twin - £78 per person per night. Name of person sharing room		

ALL DELEGATES – please sign here to agree to the terms specified on this form:

Signature Date

Please contact the Secretary, Lesley Lewin, if you wish to pay by card. Please return this form to the Secretary with your remittance made payable to BCBC at: **BCBC, Lake Villa, Bradworthy, Devon, EX22 7SQ**
Tel: 01409 241579 Email: lesley.lewin@cattlebreeders.org.uk
Website: www.cattlebreeders.org.uk