

BCBC BRITISH CATTLE BREEDERS CONFERENCE

Building the Brand to Promote our Uniqueness

A Message from the 2019 Chair Anya Westland

I repeatedly tell my students that change always brings opportunity and this unprecedented period in UK agriculture is no exception. Political change, population growth, climate change and the rise of consumer issues are among the challenges that provide us, as an industry, with a clear set of opportunities.

The 2019 Conference has the title 'Building the Brand to Promote Our Uniqueness' with the aim of highlighting these opportunities - whether they be the high health status of our herds, our branding opportunities, our diverse production methods or the enthusiasm and knowledge of those involved in the industry - and how we make the best possible use of them.

The range and experience of speakers for the 2019 Conference, which include NFU president, Minette Batters, and UK Chief Veterinary Officer, Christine Middlemiss, demonstrate that others share our vision on these opportunities. We are also bringing speakers from both hemispheres and from countries that have already experienced huge changes in their markets and learnt to perform in a global market.

It is through the generous support of our sponsors, for both the BCBC and the conference, that we can continue to develop this exceptional event which brings together the cattle breeding industry, farmers, scientists and students to share knowledge, debate issues and move the industry forward. I would also like to thank the club committee and club secretary, Heidi, for all the hard work that goes into providing a conference of this calibre.

I look forward to welcoming you to Telford in January 2019 and seeing what we can do to grab these opportunities and build our brand.



ANNUAL WINTER CONFERENCE

Organised by the British Cattle Breeders Club

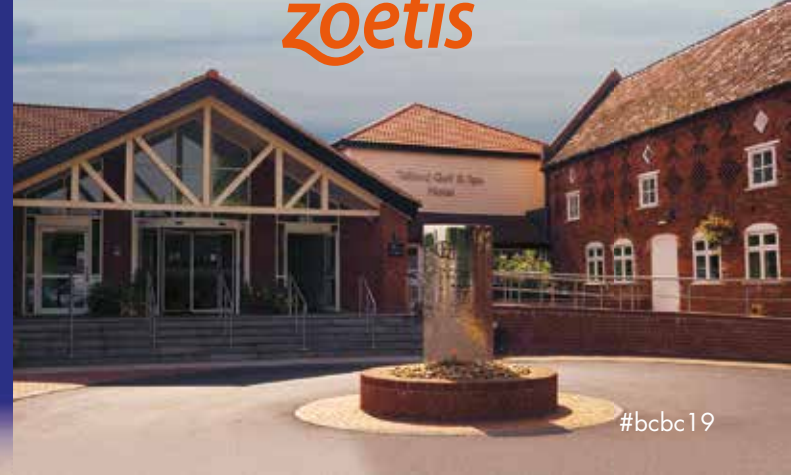
21st – 23rd January 2019

Telford Hotel & Golf Resort,
Great Hay Drive, Sutton Heights,
Telford, Shropshire, TF7 4DT

President: Mike Coffey
Chair: Anya Westland
Secretary: Heidi Bradbury



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#bcbc19

British Cattle Breeders Club

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BRITISH CATTLE BREEDERS CONFERENCE BOOKING FORM 21ST - 23RD JANUARY 2019

Title:..... Name of Delegate:.....

Address:.....

Telephone:..... Email:.....

Please Tick: Farmer Industry Research Breed Society Other

Conference Registration		RESIDENT in Conf. Hotel	NON RESIDENT	Fill in below as appropriate
WHOLE EVENT		£269	£325	£
Or book separate parts of the conference here	Monday Beef Workshop	FOC to all Beef Day delegates. BOOK PLACE HERE		YES / NO
	Monday Dinner	Included	£30	£
	Tuesday Beef Conference	£159	£159	£
	Tuesday Dairy Workshop	FOC to all Dairy Day delegates. BOOK PLACE HERE		YES / NO
	Tuesday's Club Dinner	Included	£45	£
	Wednesday Dairy Conference	£159	£159	£
			TOTAL	£

Membership
2019 Membership fees - above fees include BCBC membership with membership discount applied.

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.

Telford Hotel & Golf Resort
Great Hay Drive, Sutton Heights,
Telford, Shropshire TF7 4DT
Tel: 01952 429977 Fax: 01952 586602
www.QHotels.co.uk

HOW TO FIND US - BY ROAD

Leave M54 at Junction 4. Take 2nd exit to A442. At 2nd round-about go left onto A442 to Bridgnorth. Take 2nd slip-road on A442 to Madeley & Shifnal, Ironbridge Gorge Museum. Keep to right on A442. At 1st roundabout turn right. Follow sign for Telford Golf Club. Pass petrol station on right, turning left at 1st roundabout to Sutton Heights. After half a mile turn left into Great Hay Drive. The Hotel is at the end of this road.

BY RAIL - Telford Station – 5 miles
BY AIR - Birmingham International – 44 miles

Please tick appropriate boxes	Monday night	Tuesday night
Single Room - £105 per night	<input type="radio"/>	<input type="radio"/>
Double or Twin - £84 per person per night Name of person sharing room:	<input type="radio"/>	<input type="radio"/>

All Delegates - please sign here to agree to the terms specified:

Signed _____ **Date:** _____

PAYMENT METHODS

- Book & pay on-line by visiting our website www.cattlebreeders.org.uk
- Telephone the secretary & pay over the phone by card but still return the form
- Return this form & pay by BACS using details (right)
- Send a cheque with this form (payable to BCBC)
- There are special rates for students, see website for details

If you wish to pay your delegate fees by BACS the Club's bank details are:

Bank: CAF Bank
Sort code: 40 52 40
A/C No: 00023696
A/C Name: British Cattle Breeders Club (BCBC)

Please tick to agree to the terms specified and give consent to BCBC to use my data for BCBC purposes as per the BCBC Privacy Policy.

BUILDING THE BRAND TO PROMOTE OUR UNIQUENESS

Monday 21st January

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

Chairman: Mr Sam Boon

14.00 Beef Workshop

Approaches to improving beef production efficiency, health and exports.

The Monday afternoon workshop will showcase initiatives aimed at improving efficiency in the Beef Industry, tackling both breeding and management approaches. There will be the opportunity to hear what is happening in a number of GB and International programmes on efficiency, health, exports and showcase the AHDB strategic farms programme.

18.00 Wine reception sponsored by Neogen Europe

1900 onwards. Dinner in the restaurant

21.15 Quiz Night

Quiz Night with Quiz Master Mark Roberts, in the Gorge Bar, with champagne for the winners sponsored by Shepherd Publishing.

Tuesday 22nd January - BEEF DAY

09.00 Club Chair Anya Westland opens the conference

SESSION 1 - BRAND OPPORTUNITIES

Chairman: Mr Andy Dodd

09.05 Minette Batters, NFU President, Agriculture House, Stoneleigh Park, Warwickshire.

Challenges & Opportunities to Promote the UK Livestock Sector

Minette will discuss some of the key work within the livestock sector, particularly highlighting the NFU's role in developing the Livestock Information Service and the transformational effect this could have within the industry. This offers further opportunities within future policy, to utilise the enhanced data to drive improvements to British agricultural productivity, while also delivering higher health, welfare and environmental outcomes.

09.50 Dr Robert Banks, Director, Animal Genetics & Breeding Unit, University of New England, Australia.

Strategies for ensuring breeds' viability in the genomics era - beef breeding as an information business

Recognised breeds have played valuable roles in the development of beef industries world-wide, based on combinations maintaining valuable characteristics and making genetic change. This history has depended on combining skills of animal observation and understanding market needs, with use of technology and marketing and communications. As pressures on land use and from competing food sources rise, and "genetics" morphs into "genomics", the pressure to utilise breeds' genetic resources is going to become more acute. This paper focusses on core principles of genomic selection for beef breeding, and explores strategies for the data to information process which is central to survival in genomics era.

10.30 Coffee

SESSION 2 - BUILDING OUR UNIQUENESS

Chairman: Mr Clive Brown

11.00 Max Tweedie, NZ B&L Genetics Dunedin, New Zealand

Data for decisions. Your story to tell?

An insight to a project in New Zealand, progeny testing 5 breeds of bulls across 2200 cows a year- head to head in country ranging from steep hills and high stocking rates to high input lowland areas. How is this project using objective information to shape breeding decisions and breeders' thinking? How could information of this kind change an industry and the prominence of high quality beef in a world where consumer is key and vegans are only a meal away?

11.40 Matthew Murphy, Farm Manager, Newford Suckler Demonstration Farm, Athenry, Ireland

Successfully using AI in a 100 cow suckler herd

Matthew will give delegates an insight to the Newford Suckler Demonstration farm, and in particular the success of using AI within the herd. Run on a fully commercial basis the herd consists of 100 Angus and Hereford cross Friesian cows, using 100% AI, with first calving at 24 months.

12.00 - 13.00 Parallel Session for Dairy Delegates - Workshop

Managing Inbreeding

Join Professor Mike Coffey from SRUC-EGENES and AHDB Dairy's Marco Winters and Fern Pearston to discuss the topic of inbreeding. The workshop will cover recent trends in inbreeding in the UK dairy industry, its impact on cow performance and provide practical advice how to manage this on farm. Delegates will also be given a preview on the genomic inbreeding figures and tools due to be launched in 2019.

12.10 Henry Scholefield, Beef Shorthorn Cattle Society's Beef Student of the Year 2018

Suckler Beef production - The Future

Henry will discuss the content of his award winning essay and presentation focused on his vision for profitable and sustainable suckler beef production, with particular reference to managing the potential impact of Brexit on the sector.

12.25 Alex Brown, Breeding Projects Manager, AHDB, Stoneleigh Park, Warwickshire

Take our industry higher; Shout about the sire

Levels of sire recording on BCMS passports are historically low in both the beef and dairy sectors, having a negative impact on a number of areas. Increasing the levels of sire recording on passports would drive genetic improvement by increasing the proportion of data that can be utilised in commercially relevant evaluations, giving other positive implications for the industry by creating consumer trust through traceability and adding value to commercial stock at point of sale.

12.40 Lunch

SESSION 3 - PROMOTING THE BRAND

Chairman: Lucy Andrews-Noden

13.50 Dr Jude L. Capper, Livestock Sustainability Consultant, Didcot, Oxfordshire

Going green - How do we communicate our industries environmental advantages?

We often hear that cattle are killing the planet and that we should eat considerably less meat and dairy. These claims are pervasive, but ignore the role of cattle in producing nutrient-rich foods on land where we cannot grow other crops, whilst enhancing ecosystems and maintaining soil fertility. The UK beef and dairy industries have made amazing environmental progress, yet how do we communicate this to the nay-sayers?

14.20 James Cooper MBA, Tomschoice Limousins, Harrogate, North Yorkshire

Pedigree Bulls for the Commercial Producer

During our early years producing pedigree Limousin bulls they were a commodity with nothing to distinguish ours from any others. As a consequence we started to look at how we could differentiate ourselves from everyone else. Initially this was by achieving a high health status then by producing bulls whose offspring would calve easily and grow quickly for use on heifers or to be used commercially.

14.50 Tea

SESSION 4 - DEVELOPING A BRAND

Chairman: Mr Iain Kerr

15.20 Jonathan Eckley, Head of Asia Pacific Exports AHDB, Stoneleigh Park, Warwickshire

Growing exports can it be done?

Pork exports into China and other world markets have grown significantly in recent years. Jonathan will present how those opportunities were identified for British producers, what impact this has had on the industry and what lessons have been learnt. The success story of British Pork may help us find potential opportunities for UK beef and dairy products.

15.50 Dr Stephen Miller, Director of Genetic Research, Angus Genetics Inc, St Joseph, USA

Genetic Advancements in American Angus

The American Angus Association has grown to be the world's largest beef breed association, registering more cattle than all other major breeds in the USA combined. This success has been based on the breeder's ability to produce cattle in demand in the commercial industry. A key success pillar, the adoption of technology, such as performance recording and the latest tools in genetic evaluation, including genomics, will be discussed.

16.20 Prof. Eileen Wall, Researcher, Professor of Integrative Livestock Genetics, SRUC, Midlothian

The Efficiency Frontier: Incorporating Feeding Efficiency in Beef Improvement Programmes

Genetic improvement plays an important role in developing ruminant systems that will be sustainable in the future, and produce food in an environmentally-friendly manner. Recording feed intake in order to include a measure of resource use efficiency into existing selection indices, is expected to increase the realised benefits in farm level profit by around 39% and in GHG reduction by around 22%. This talk will highlight the results of a large Defra, Scottish Govt and AHDB funded programme to generation the information and knowledge that underpins the inclusion of feed efficiency in UK beef breeding goals.

16.50 Chairman closes paper sessions on beef day

17.15 AGM in Coalbrookdale Room

EVENING EVENTS

19.15 Champagne Reception *sponsored by Clarifide*

19.45 Annual Club Dinner in the Great Hay Suite

Beef kindly donated by Waitrose and Dovecote Park Ltd. (dress code smart/casual)

21.30 Speaker Club President Prof. Mike Coffey

Wednesday 23rd January - DAIRY DAY

09.05 Club Chair Anya Westland opens the Dairy Day

SESSION 5 - PROTECTING THE BRAND

Chairman: Prof. Mike Coffey

09.05 Christine Middlemiss, UK Chief Veterinary Officer, DEFRA

Enhancing our UK USP: a CVO perspective on animal health and welfare

Christine Middlemiss, UK Chief Veterinary Officer brings an engaging session discussing her perspective on UK animal health and welfare. She will provide an insight into her UK CVO priorities and her international role representing the UK livestock sectors and promoting the UK USP. This session will include presentation and discussion on: 'UK animal health and welfare- an evidence based approach?' and 'industry working in partnership with government to tackle endemic disease and improve productivity'. Christine will be keen to hear audience views on these topics and is looking forward to a stimulating and thought provoking discussion.

09.45 Disease? Not On My Farm! MSD Animal Health, Walton Manor, Milton Keynes

Protecting brand British

Animal health and welfare is a growing concern for consumers. But how does the uncertainty of new trade deals threaten the reputation of the British livestock industry's high welfare and quality standards? The Disease? Not On My Farm! campaign addresses this question by promoting the benefits of high herd health status to protect the reputation of British produce. Hear how experts use their animal health and welfare policies to improve productivity and protect the market for British produce.

10.15 Marco Winters, AHDB Dairy, Stoneleigh Park, Warwickshire

AHDB Dairy Breeding, Health & Welfare Update

10.30 Coffee

SESSION 6 - BRANDING OUR UNIQUENESS

Chairman: Mr Laurence Loxam

11.00 Andrew Le Gallais, Dairy Farmer and Chairman Jersey Milk Marketing Board, Jersey

Adding Value: the Power of Pedigree

The Jersey Milk Marketing Board and the Royal Jersey Agricultural and Horticultural Society (our breed society) have worked extremely closely together to develop the Jersey Dairy brand in recent years so that our dairy products are now exported not only to niche customers in the UK but extensively to aspirational customers in the Far East. This symbiotic relationship is fundamental to the promotion of the unique attributes of our Jersey Cow in her Island home thus differentiating our dairy products in select dairy markets where genuine quality, provenance and traceability is valued.

11.30 Andy Venables, MD Hillsgreen Marketing Consultants and Dairy farmer, Macclesfield

Positive Branding Opportunities

With Brexit on the horizon and increased pressure on our industry from animal activists it is vital that we look to actively promote what we do and make a positive impact both at a National and International level. We will look at where the opportunities are for the industry, what we can learn from other successful brands/industries and what we can all do to help.

12.00 Alex Brown, Breeding Projects Manager, AHDB, Stoneleigh Park, Warwickshire

Take our industry higher; Shout about the sire
(as per Tuesday's presentation)

12.15 Dairy PhD Student sponsored by AHDB

12.30 Lunch

SESSION 7 - NEW BRAND OPPORTUNITIES

Chairman: Mr Charlie Askew

13.45 Josh Dowbiggin, Agricultural Manager – Dairy, The Co-op, Manchester

Building a brand – a retail insight

The Co-op is the largest co-operatively owned business in the UK, with 4.7 million members and 70,000 colleagues. Since 1850, the Co-op has strived to go above and beyond the needs of its customers and members, delivering a high quality food range that is produced ethically and in a way that gives back to the communities they serve. This is no different for their on-going support of British Agriculture. Josh will explain why a long-standing commitment to British farmers and growers is such a vital part of the Co-op way, detailing how the Co-op has already invested in farming communities and how they plan to do so in the years to come.

14.15 Francis & Bronwen Percival, Writer & Neal's Yard Dairy Buyer & Technical Manager, London

Heritage Breeds and the Taste of Place

Cheesemaking represents an increasingly-popular option for small- to medium-sized farms looking to add value to their milk. However, farming systems optimised for liquid milk production do not necessarily produce the best cheeses. In this session, we discuss the role of breed in cheese-farming systems, and how heritage breeds farmed in extensive systems offer the opportunity to make cheeses that taste unique.

14.45 Bryce Cunningham, Mossgiel Farm, Mauchline, Ayrshire

Changing dairy - our attempt so far

Being paid just 9.7p per litre of milk saw our family farm make a loss of £100,000 in Farmer Bryce's first year of farming, after the death of his father in 2014 - it could not go on. We changed our farming practices to organic and asked our local community for support, they responded in waves and now we want to support other family farms - and change Scottish Dairy, for a sustainable future.

15.15 Chair Anya Westland closes the conference

15.20 Tea available before departure