



British Cattle Breeders Club

Conference Preview & Autumn Newsletter 2018

www.cattlebreeders.org.uk



@CattleBreeders



#BCBC19

Main Sponsors



AGRICULTURE & HORTICULTURE
DEVELOPMENT BOARD



MSD

Animal Health



Mole Valley
Farmers

Sponsorship opportunities are still available for the 2019 conference, please see the website or contact Heidi for further details.

The 2019 British Cattle Breeders Club Annual Conference will be held at the Telford Hotel & Golf Resort in Shropshire from 21-23 January.

The conference will focus on '**Building the Brand to Promote our Uniqueness**' and promises to be an inspiring and lively event for beef and dairy cattle breeding, which brings together key speakers from home and abroad. This year we are joined, amongst others, by NFU President Minette Batters and the UK's Chief Veterinary Officer Christine Middlemiss, as well as speakers from the United States, Australia and New Zealand.

Message from the BCBC 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.



The Speakers & Conference Preview

The British Cattle Breeders Club Conference 2019

The British Cattle Breeders Conference is an annual event organised by the British Cattle Breeders Club every January. The programme aims to provide an innovative and stimulating 2½ days of papers presented on both beef and dairy cattle breeding. It also aims to give delegates a unique opportunity to meet fellow breeders, scientists and industry specialists in an informal environment.

The evening events give delegates the chance to relax and network. Monday evening will begin with

a Wine Reception, kindly sponsored by Neogen Europe, followed by dinner in the restaurant. A pub style quiz will finish the evening, with quiz master Mark Roberts, and a bottle of Champagne for the winners kindly donated by Shepherd Publishing.

Tuesday will be the Club's annual dinner, starting with the Champagne Reception kindly sponsored by Clarifide, followed by dinner with beef kindly provided by Waitrose and Dovecote Park.

Grateful thanks goes to all of our conference sponsors, the 2019 major sponsors are:



MSD
Animal Health

zoetis **CLARIFIDE**



Sponsorship opportunities are still available for the 2019 conference, please see the website or contact Heidi for further details.



Day delegate prices start from £159, including membership of the club for 2019. The full programme and online booking is now available at www.cattlebreeders.org.uk

Why not stay overnight at the hotel and enjoy the evening events provided and take advantage of the swimming pool and spa? Accommodation is limited and must be paid to the hotel on departure. All bookings can be made through the BCBC secretary, Heidi Bradbury at heidi.bradbury@cattlebreeders.org.uk

Dairy Pro Members

The British Cattle Breeders Conference 2019 is registered with Dairy Pro, the industry's training and development scheme; Dairy Pro points can be gained from attending the conference, don't forget to collect your points from the BCBC reception desk or the Dairy Pro representative.



Heidi Bradbury

Secretary:

Heidi Bradbury:
British Cattle Breeders Club
Underhill Farm
Glutton Bridge
Earl Sterndale
Buxton
Derbyshire SK17 0RN
Tel: 07966 032079
email: heidi.bradbury@cattlebreeders.org.uk
www.cattlebreeders.org.uk

Public Relations

Emily Ball
07572 666095
emily@reverberate-pr.co.uk
www.reverberate-pr.co.uk

Published by:

Shepherd Publishing
Burnt House Garden,
North Common,
North Chailey,
East Sussex BN8 4DJ
Tel: 01684 565533.
Publisher: Howard Venters
and Liz Venters
Editors: Heidi Bradbury
and Emily Ball

Speakers and Conference Preview



Minette Batters
'Challenges and opportunities to promote the UK livestock sector'



Christine Middlemiss
'Enhancing our UK USP- a CVO perspective on animal health and welfare'

The programme for the 2019 conference has been announced, here is a snapshot preview of just a few of our keynote speakers.

Minette Batters

National Farmers Union President, Stoneleigh, Warwickshire

'Challenges and opportunities to promote the UK livestock sector'

NFU President Minette Batters will discuss some of the key NFU activity within the livestock sector, particularly highlighting the NFU's role in developing the Livestock Information Service (LIS) and the transformational effect this could have within the industry. She will discuss the opportunities LIS offers for utilising enhanced data in order to drive improvements to British agricultural productivity, while also delivering higher health, welfare and environmental outcomes. Minette feels that the LIS will help to underpin the UK's reputation for producing some of the best meat and livestock products in the world.

In addition to her role in the NFU, Minette also runs a tenanted family farm in Wiltshire. The mixed farming business includes a 100-cow continental cross suckler herd, and a small herd of pedigree Herefords, as well as sheep and arable. Diversification includes horse livery and the conversion of a 17th Century tythe barn into a wedding and corporate events venue. Minette co-founded the campaigning initiatives 'Ladies in Beef' and the 'Great British Beef Week'.

She has been an NFU member from grassroots through to County Chairman; she served as Wiltshire's Council delegate and also as Regional Board Chairman for the South West. Minette has also been a member of NFU Governance Board and served as NFU Deputy President for four years from 2014 to 2018, and is also a Trustee of Farm Africa.

Christine Middlemiss

UK Chief Veterinary Officer, DEFRA, London

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

UK Chief Veterinary Officer (CVO), Christine Middlemiss, will discuss 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. This session will include a 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 the audience views on these topics and is looking forward to a stimulating and thought-provoking discussion.

Christine was appointed as the UK's Chief Veterinary Officer in March 2018, having been working as the CVO in New South Wales, Australia, where she led major improvements to biosecurity across many farming sectors.

Prior to moving to Australia, Christine led Defra's Animal Traceability and Public Health policy team, where she was responsible for surveillance, including detection and response to new and emerging diseases such as Schmallenberg and Porcine Epidemic Diarrhoea. She is an experienced veterinarian. Christine joined the UK government services in 2008 as a Divisional Veterinary Manager at the Animal Health Agency (now part of Animal and Plant Health Agency).

Christine started her veterinary career in private practice in Scotland and the north of England with a specific interest in research, meat processing and livestock genetics.

Christine comes from a farming family in the Borders of Scotland, with a background in beef cattle and sheep.

Speakers and Conference Preview

Max Tweedie

National Beef Genetics Manager, Beef + Lamb New Zealand Genetics

'Data for decisions. Your story to tell?'

Max Tweedie, National Beef Genetics Manager, Beef + Lamb New Zealand Genetics, will give an insight into a project in New Zealand, progeny testing five breeds of bulls across 2,200 commercial cows a year, on a range of different systems and terrain. He will talk about how this project is using objective information to shape breeding decisions and breeders' thinking in New Zealand. Max will focus in on how this kind of information can change the industry and increase the prominence of high-quality beef in a world where the consumer is key.

Max manages the National Beef Research Programme that spans close to 7,000 annual commercial beef and dairy cow matings on nine properties. He also breeds stud cattle and is farming in his own right in the North Island of New Zealand. Max is passionate about beef cattle and genetics and applying practical solutions to problems in agriculture.



Max Tweedie
'Data for decisions.
Your story to tell?'

Dr Jude Capper

Livestock Sustainability Consultant, Oxfordshire

'Going green – How do we communicate our industry's environmental advantages?'

Dr Jude Capper will speak about cattle's role in providing nutrient-rich foods on land unsuitable for other types of cropping. She will outline the amazing environmental progress made by the beef and dairy industry in recent years and how this can be communicated to consumers and wider society.

Jude Capper is an independent Livestock Sustainability Consultant based in Oxfordshire, UK, who undertook her BSc (Agriculture with Animal Science) and PhD (Ruminant Nutrition and Behaviour) at Harper Adams University College, followed by post-doctoral research at Cornell University and a faculty position at Washington State University.

Jude's research focuses on modelling the sustainability of livestock production systems, specifically dairy and beef, including quantifying changes made by improving productivity or adopting differing management practices. She has an active social media presence and spends a considerable amount of time de-bunking some of the more commonly heard myths relating to livestock production. Due to these efforts, she was awarded "Dairy Industry Woman of the Year 2017."



Dr Jude Capper
'Going green – How do
we communicate our
industry's environmental
advantages?'



Speakers and Conference Preview



Dr Stephen Miller
'Genetic Advancements in American Angus'

Dr Stephen Miller

Director of Genetic Research, Angus Genetics Inc (American Angus Association)

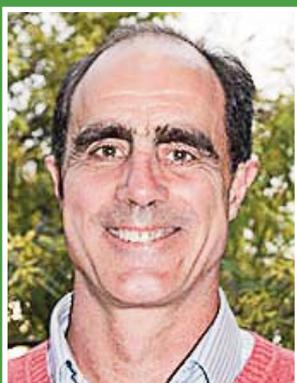
'Genetic Advancements in American Angus'

The American Angus Association (of which AGI is part) has grown to be the world's largest beef breed association. The key to this success is largely attributed to its breeder's ability to produce the type of cattle in demand from the commercial beef industry. Dr Stephen Miller's presentation will focus on how the adoption of genetic recording and performance technology has helped aid this process and the Angus breed's success in America.

Stephen has 25 years experience working with beef cattle, genomics and genetic technology. As part of his doctorate, Stephen was a visiting scientist at the Animal Genetics and Breeding Unit in Australia, where he worked on developments in multi-breed genetic evaluation systems before gaining a PhD from the University of Guelph where he served on faculty in beef cattle genetics for 14 years, culminating as Director of the Centre for the Genetic Improvement of Livestock there.

Stephen took on his role as Director at Angus Genetics Inc (AGI) in 2016, following his previous position as Principal Scientist with AgResearch Ltd, in New Zealand. As part of work at AGI, Stephen is helping to lead research on economic modelling of beef production, developing genomic and genetic tools for both cattle breeders and commercial cattle producers, as well as guiding research priorities for the Angus breed.

In 2017, Stephen was awarded the Mark of Excellence Award at the Beef Improvement Opportunities annual conference in recognition of his work in the field of beef genetic research.



Dr Robert Banks
'Strategies for ensuring breeds' viability in the genomics era – beef breeding as an information business'

Dr Robert Banks

Director of Animal Genetics Breeding Unit, New England University, Australia

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

Since graduating from New England University with a PhD, Dr Robert Banks has undertaken extensive research and development work within the Australian livestock industry, focusing on genetic improvement. This has included nearly 25 years that were spent with Meat and Livestock Australia (MLA), where he established the genetic evaluation system for the Australian lamb and Merino industries. Robert was also responsible for the management of genetics and other research and development for MLA, directing funding for a wide range of projects, from pasture improvement to climate change adaptation.

More recently, Robert has helped to establish 'Information Nucleus' flocks of sheep and herds of cattle in Australia, to help test industry sires and identify leading sires for a variety of genetic meat production traits and underpin the implementation of genomic selection. Since taking on his current role as Director of the Animal Genetics and Breeding Unit at the University of New England, Robert has also guided projects focused on the genetic evaluation of dairy goats and honeybees.

The focus of Robert's talk will be on the core principles of genomic selection for beef breeding and he will explore the strategies that breeds can adopt for optimising data collection, including from genetic livestock research, and for turning data into relevant information for beef producers, to help them improve their breeding choices and business decision-making.



Speakers and Conference Preview

Josh Dowbiggin

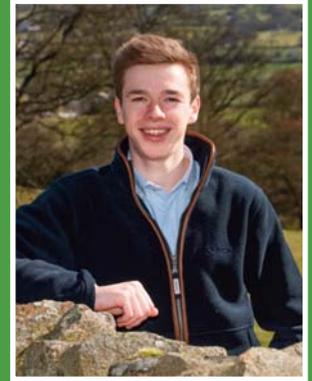
Agricultural Manager – Dairy, The Co-op

'Building a brand – a retail insight'

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 it serves.

Josh Dowbiggin will discuss how this ethos is no different with regards to the Co-op's approach to, and 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's model, detailing how the Co-op has already invested in farming communities and how they plan to carry on with this commitment in the years to come.

Josh graduated from Harper Adams University in 2018 with a BSc (Hons) degree in Agriculture, which included a placement year with the Co-op as an Undergraduate Agricultural Coordinator. Josh was also awarded the *Farmers Weekly* Ag Student of the Year Award in 2017 and writes an opinion column in the *Farmers Weekly* magazine on a monthly basis.



Josh Dowbiggin

'Building a brand – a retail insight'

Bronwen and Francis Percival

Neal's Yard Dairy Buyer & Technical Manager & Writer

'Heritage Breeds and the Taste of Place'

Francis and Bronwen Percival are the husband and wife team behind the book *Reinventing the Wheel: Milk, Microbes and the Fight for Real Cheese*, which aims to make the technical side of cheese production more accessible. Together they bring a wealth of experience in food and drink journalism, cheese buying and the science of artisan cheese.

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. Francis and Bronwen will discuss the role of breed in cheese-farming systems, and how heritage breeds farmed in extensive systems offer the opportunity to make unique tasting cheeses.



Bronwen and Francis Percival

'Heritage Breeds and the Taste of Place'



Speakers and Conference Preview



Andy Venables
'Positive Branding Opportunities'

Andy Venables

Managing Director of Hillsgreen Marketing Consultants

'Positive Branding Opportunities'

Andy set up Hillsgreen Marketing Consultants in 2016 after working for six years as Commercial Director in a digital marketing agency. The consultancy aims to bring a fresh approach to marketing, business planning and strategic growth to businesses in the rural sector. Andy is also a director in the family dairy farming business and Country Advisor for Map of Ag, which utilises innovative technology to improve farm performance.

Andy feels that with Brexit on the horizon and increased pressure on the livestock industry from animal activists, it is vital that we look to actively promote what we do as an industry and make a positive impact both at a national and international level. Andy will speak about where the opportunities are for the industry, what we can learn from other successful brands/industries, and what we can all do to help.

Bryce Cunningham

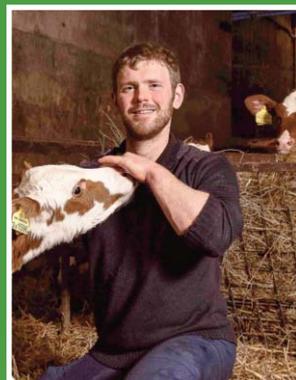
Organic dairy farmer, Mossgiel Farm, Ayrshire

'Changing dairy – our attempt so far'

Bryce Cunningham will discuss the business changes that he made in response to a record low milk price and the death of his father in 2014, which culminated in his business making a £100,000 loss during his first year of farming.

As part of his presentation, Bryce will outline how he undertook the two-year long switch to establishing an organic, calf-at-foot dairy herd and how he successfully developed links within his local community and further afield in order to sell milk directly to customers.

Bryce is the third generation to lease Mossgiel Farm, where he now runs an organic 'micro dairy' based on his own herd of 80 Ayrshire cows, as well as supporting two other local organic family farms. He supplies fresh milk to local cafes and shops across the Scottish Central belt, as well as through two local milk vending machines, which also sells a range of locally made Ayrshire produce.



Bryce Cunningham
'Changing dairy – our attempt so far'



Speakers and Conference Preview

Henry Scholefield

Penrith, Cumbria

Beef Student of the Year – sponsored by the Beef Shorthorn Cattle Society

'Suckler Beef Production – The Future'

Henry Scholefield is the current holder of the Beef Student of the Year award, sponsored by the Beef Shorthorn Cattle Society. He 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.

Henry comes from Cumbrian farming stock and, prior to studying for a BSc Hons at the University of Nottingham, he gained practical experience on a series of progressive livestock units. Henry is currently on industry placement at Holkham Estate, Norfolk before returning to Sutton Bonnington for his final year.



Henry Scholefield
'Suckler Beef Production –
The Future'

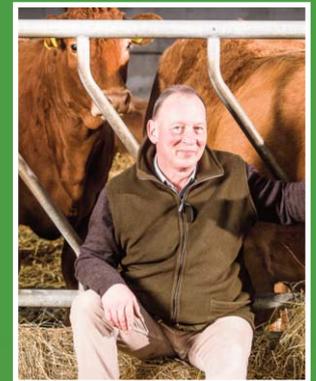
James Cooper

Hill Top Farm, North Yorkshire

'Pedigree Bulls for the Commercial Producer'

James Cooper farms the Tomschoice herd of pedigree Limousin cattle on 130 acres in the Nidderdale Valley, North Yorkshire, in partnership with his wife Sarah, daughter Laura and son Ben. James is also a director of Ripon Select Foods Ltd, flour millers and food ingredient manufacturers, and a director of the British Limousin Cattle Society, The Yorkshire Event Centre, The National Association of British & Irish Millers and a council member of the Yorkshire Agricultural Society.

During his early years producing pedigree Limousin bulls, James found it increasingly hard to differentiate his pedigree cattle from others in the beef market, therefore rendering them as standard commodity. As a consequence he started to look at how he could create a unique selling point. James will speak about how he achieved this, initially by achieving a high health status and later by producing bulls whose offspring would calve easily and grow quickly for use on heifers or to be used commercially.



James Cooper
'Pedigree Bulls for the
Commercial Producer'



Speakers and Conference Preview



Alex Brown
**'Take our industry higher;
Shout about the sire'**

Alex Brown

Breeding Projects Manager, AHDB, Kenilworth, 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, with the average percentage of sires recorded on passports between 2010 and 2017 being 26.6% for beef cattle, and just 11.7% for dairy cattle. This low level of sire recording has a negative impact on a number of areas.

The industry is increasingly reliant on the collection of phenotypic data from commercial sources, such as abattoirs, for the development of new genetic evaluations for cattle, and it is via BCMS that we can construct the pedigree required to successfully run these evaluations.

Currently, for phenotypic data to be included in the evaluation, the sire or maternal grandsire of the individual must be recorded in BCMS. With the current low levels of sire recording, this renders a vast amount of phenotypic data useless. 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.

Increasing the number of sire registrations on BCMS would have further positive implications for the industry, by creating consumer trust through traceability and adding value to commercial stock at point of sale.

Alex Brown will be speaking on sire recording twice during the conference, once on the beef day and once during the dairy part of the proceedings. Alex is the Beef Breeding Projects manager at AHDB, and has a varied background in animal breeding research, having worked on multiple livestock and companion animal species. Before joining AHDB, she spent 6 years at Scotland's Rural College, firstly working towards her PhD in dairy cattle genomics, before becoming responsible for the monthly dairy genomic evaluations within EGENES.



British Cattle Breeders Club Committee

The Club is run by an elected committee, with each member appointed for a period of four years. The committee chairman is an annual appointment and he/she guides the development of the conference, so that each year a different theme evolves. The Club, which is both a charity and a company limited by guarantee, is administered by a secretary.

If you would like to get involved, please contact our secretary, Heidi Bradbury on 07966 032079 or email her at heidi.bradbury@cattlebreeders.org.uk or feel free to speak with one of our committee members. Our AGM will be held on Tuesday 22nd January at the Telford Hotel and Golf Resort during the conference, everyone is welcome.



President: Professor Mike Coffey – Professor in livestock informatics at Scotland's Rural College

Chairman: Anya Westland – Lecturer, Myerscough College

Vice-Chairman: Laurence Loxam – General Manager, Lely Centre Midlands Ltd

Treasurer: Henry Richardson – Senior Data Analyst with NBDC

Other Committee Members:

- Lucy Andrews-Noden – Director, Priestcliffe Consulting
- Charlie Askew – Livestock husbandry lecturer, Easton College
- Clive Brown – Head of knowledge exchange, AHDB Beef and Lamb
- Dr Tim Byrne – Managing Director, AbacusBio International Ltd
- Andy Dodd - Dairy Business Consultant, The Farm Consultancy Group, WhiteAvon Consultancy
- Dr Gary Evans - Business Development Manager for Neogen's GeneSeek Genomics business in Europe
- Emma Jones – Dairy Farmer, Cheshire
- Iain Kerr – Chief executive of the British Limousin Cattle Society
- Andy King – Dairy farmer, Somerset
- Richard Park - Dairy farmer, Cumbria
- Dr Duncan Pullar – Pullar Livestock Consulting Services
- Dr Karen Wonnacott – Ruminant nutritionist, Crediton Milling Co Ltd

Why not join BCBC?

Membership is just £35 per year and offers the following benefits:

- Discounted delegate fees at the annual 2.5 day British Cattle Conference
- Access to the last 60 years of conference papers
- The chance to participate in farm walks
- A copy of the quarterly magazine, Cattle Breeder, with topical articles and information
- A copy of the Digest (the proceedings of the BCC)



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

Name of delegate:
 (Please include title)

Address:

Telephone:

Email:

Please Circle 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 YOUR PLACE HERE		YES / NO
	Monday Dinner	Included	£30	£
	Tuesday Beef Conference	£159	£159	£
	Tuesday Dairy Workshop	FOC to all Dairy Day delegates. BOOK YOUR 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.

Please tick appropriate boxes	Monday night	Tuesday night
Single Room - £105.00 per night		
Double or Twin - £84.00 per person per night Name of person sharing room _____		

All delegates please sign here: _____ **DATE:** _____

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

- PAYMENT METHODS:**
- Book & pay on-line by visiting our website www.cattlebreeders.org.uk
 - Telephone the secretary and pay over the phone by card. You will still need to return the form.
 - Return this form with a cheque (payable to BCBC) or return and pay by BACS using details opposite.
 - There are special rates for **students**, see website or contact the secretary for details.
 - Farmer group bookings, please contact the secretary for details.

Return this form to: Heidi Bradbury (Secretary), BCBC, Underhill Farm, Glutton Bridge, Earl Sterndale, Buxton, Derbyshire SK17 0RN Tel: +44 (0)7966 032079

Email: heidi.bradbury@cattlebreeders.org.uk Website: www.cattlebreeders.org.uk

Our Privacy Policy is available to view on our website
 Conference & Hotel Bookings - Full Terms & Conditions are available to view on the website or from the secretary

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)

British Cattle Conference 21-23 January 2019

This year's conference theme is:

'Building the Brand to Promote our Uniqueness'

Monday 21st January

- 14.00 Beef Workshop – Approaches to improving beef production efficiency, health and exports
- 18.00 Wine Reception kindly sponsored by Neogen Europe
- 19.00 Dinner in the restaurant, followed by quiz at 21.15, with champagne for the winners kindly sponsored by Shepherd Publishing

Tuesday 22nd January

- 09.00 Club Chair Anya Westland opens the conference
- 09.05 Minette Batters, NFU President, Agriculture House, Stoneleigh Park, Warwickshire
Challenges and Opportunities to Promote the UK Livestock Sector
- 09.50 Dr Robert Banks, Animal and Genetics Breeding Unit, University of New England, Australia
Strategies for ensuring breeds' viability in the genomics era – beef breeding as an information business
- 11.00 Max Tweedie, NZ Beef & Lamb Genetics, Dunedin, New Zealand
Data for decisions. Your story to tell?
- 11.40 Matthew Murphy, Farm Manager, Newford Suckler Demonstration Farm, Ireland
Successfully using AI in a 100 cow suckler herd
- 12.00 Parallel Session for Dairy Delegates – Workshop Managing Inbreeding
- 12.10 Henry Scholefield, Beef Shorthorn Cattle Society's Beef Student of the Year 2018
Suckler Beef production – The Future
- 12.25 Alex Brown, Breeding Projects Manager, AHDB, Stoneleigh Park, Warwickshire
Take our industry higher; Shout about the sire
- 13.50 Dr Jude L. Capper, Livestock Sustainability Consultant, Didcot, Oxfordshire
Going green – How do we communicate our industries environmental advantages?
- 14.20 James Cooper MBA, Tomschoice Limousins, Harrogate, North Yorkshire
Pedigree Bulls for the Commercial Producer
- 15.20 Jonathan Eckley, Head of Asia Pacific Exports, AHDB, Stoneleigh Park, Warwickshire
Growing exports can it be done?

- 15.50 Dr Stephen Miller, Director of Genetic Research, Angus Genetics Inc, St Joseph, USA
Genetic Advancements in American Angus
- 16.20 Prof. Eileen Wall, Professor of Integrative Livestock Genetics, SRUC, Midlothian, Scotland
The Efficiency Frontier: Incorporating Feeding Efficiency in Beef Improvement Programmes
- 16.50 Chairman closes the day
- 17.15 AGM

Tuesday evening

- 19.00 Champagne Reception sponsored by Clarifide/Zoetis followed by the Annual Club dinner with beef kindly donated by Waitrose and Dovecote Park Ltd.

Wednesday 23rd January

- 09.05 Christine Middlemiss, UK Chief Veterinary Officer, DEFRA
Enhancing our UK USP – a CVO perspective on animal health and welfare
- 09.45 Disease? Not on my farm! MSD Animal Health, Walton Manor, Milton Keynes
Protecting brand British
- 10.15 Marco Winters, AHDB, Stoneleigh Park, Warwickshire
AHDB Dairy Breeding, Health and Welfare Update
- 11.00 Andrew Le Gallais, Dairy Farmer and Chairman Jersey Milk Marketing Board, Jersey
Adding Value: the Power of Pedigree
- 11.30 Andy Venables, MD Hillsgreen Marketing Consultants and Dairy Farmer, Macclesfield, Cheshire
Positive Branding Opportunities
- 12.00 Alex Brown, Breeding Projects Manager, AHDB, Stoneleigh Park, Warwickshire
Take our industry higher; Shout about the sire
- 12.15 Dairy PhD Student presentation, selected by AHDB Dairy
- 13.45 Josh Dowbiggin, Agricultural Manager – Dairy, The Co-op, Manchester
Building a brand – a retail insight
- 14.15 Francis & Bronwen Percival, Writer and Neal's Yard Dairy Buyer & Technical Manager, London
Heritage Breeds and the Taste of Place
- 14.45 Bryce Cunningham, Dairy Farmer, Mossgiel Farm, Mauchline, Ayrshire
Changing dairy – our attempt so far
- 15.15 Conference Closes

Day Delegate rates to attend the conference start from £159 including BCBC membership for 2019

The full British Cattle Breeders Conference programme and on-line booking is now available at www.cattlebreeders.org.uk, follow us @CattleBreeders #BCBC19 like on facebook British Cattle Breeders Club