

British Cattle Breeders Club Virtual Conference

Tuesday 26th January 2021

Organised by the British Cattle Breeders Club

www.cattlebreeders.org.uk

President: Mike Coffey
Chairman: Clive Brown
Secretary: Heidi Bradbury



Our Breeding Goals

Learn from the past to focus on the future

A Message from the Chairman Clive Brown

I was introduced to the British Cattle Breeders Club in 2003 and it has become an annual fixture in my diary ever since, so I was honoured to be elected as chairman. As an industry we can sometimes be a little hesitant to embrace both change and new technology so with this in mind I decided on a theme for the conference of 'learn from the past to focus on the future'. Little did I know that this would be a year like no other and that we as a club would have to embrace both change and technology, and as such I will be the first BCBC chairman to preside over a virtual conference.

As a bovine sector, we have many challenges but also many opportunities. With a growing global population and affluence comes the desire to consume increasing amounts of protein as well as having higher quality aspirations. However, we also face increasing pressure from challenges to the industry on environmental and dietary health grounds – the challenge is how can we produce more from less, while minimising environmental impact and protecting consumers? This has to be addressed, whilst improving quality and value for an ever more demanding consumer, and we ignore this at our peril.

We have seen over many years how cattle breeding has greatly benefitted from the appliance of science, new technologies, and innovation. In this 'new era' I have no doubt that science and innovation will never have been more important for farmers, both now and for generations to come. New thinking, and strengthening the ability to innovate, will provide the advances and improvements that will increase efficiencies and produce populations of animals that can respond to the demands of a changing market place. By the nature of cattle breeding new science adopted today may take years to deliver its full reward. So we have to ask ourselves what science, new technology and innovation can also add value to beef and dairy production in the short and medium term? Also, how do we engage young people, encourage their passion for agriculture and secure their future?

The 2021 BCBC programme has been developed around these points and the fact that we will have a digital conference has given us the opportunity to access more speakers from around the world which means we can catch up with one or two old friends and hear from some new ones. So I really do hope we can learn from the past to focus on the future.

Finally, can I thank all of our sponsors for their support, which has enabled us to continue to deliver a conference, and also those who have supported me as we faced an ever-changing world. The committee, particularly my vice chair Karen Wonnacott and Andy Dodd for the numerous Zoom calls but most of all the ever efficient Heidi Bradbury, our company secretary, who would admit to being on a steep learning curve but has managed to pull everything together as always.

I very much hope that you enjoy the programme and the people, and log out of the 2021 BCBC conference informed, full of ideas, and with the energy and vision to embrace practical innovation and add value to every level of our great beef and dairy industries.



British Cattle Breeders Club

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#BCBC2021

Beef Room

Dairy Room

09.00 Club Chairman Clive Brown opens the conference

Beef Session 1 - Breeding Down Under Chairman: Clive Brown

09.05 Tom Gubbins, Te Mania Angus, Victoria, Australia

Beef Genetics - Data Rules the Information Age

Te Mania Angus has been dedicated to collecting data and information since the 1950s. Technology has fast tracked our ability to integrate the data – within our herd and the extensive progeny testing program we run through the thousands of cows across the country, within Team Te Mania. When you can see the data, you can analyse it to produce the desirable package – and that's what it's all about, getting the right package for the greatest impact on our clients bottom line.

09.35 Stephen Binnie, Binnie Beef Warehouse & Delta Wagyu, Mirannie Station, NSW, Australia

Adapt or die

Drawing from the Binnie Families 120 years of stud cattle production, Delta Wagyu embodies the very notion of business agility, and never has that been more important than now. Our genetics, production and logistics capability must now prove itself across global supply chains, from Mongolian winters to deserts of Africa and everywhere in-between. Delivering consistently mouth-watering steaks at the worlds best restaurants and now direct to homes, all starts with genetics.

10.05 Rebecca Burnham, Agricultural International Nuffield Scholar 2019, Boogal Cattle, Eidsvoll, QLD, Australia

Optimising Beef Selection in Northern Australia

Rebecca Burnham is an Australian Beef Producer and International Nuffield Farming Scholar. In her business, Rebecca aims to breed cattle to thrive in Northern Australia, that are profitable whilst addressing social and environmental signals. Rebecca travelled to 14 countries during 2019 as part of her research to discover how to further optimise her herds genetic progress in traits of importance, not recognisable by eye such as fertility, feed efficiency, yield and eating quality.

10.35 Live Q&A

Beef Session 2 - Future Trends & Demands of the Market Place Chairman: Gary Evans

11.15 Claire Donoghue, EU Operations Director & Head of Sustainability, OSI, Gersthofen, Germany

Challenges and opportunities for the future beef industry; a commercial perspective

Claire is the EU Operations Director & Head of Sustainability in OSI, and nominated Chair of the European Roundtable for Beef Sustainability in 2020. She has extensive knowledge of the European beef industry and will give delegates an insight into beef markets across Europe and update on the current situation within processing and manufacturing. She will highlight the need for sustainability and is monitoring the progress of recognised programmes and platforms towards ERBS targets with a view to promoting European beef worldwide.

11.45 Steven Evans, Senior Consumer Insight Manager, AHDB, Stoneleigh Park, Warwickshire

Adapting to the changing consumer landscape and maximising future consumer opportunities for the meat industry

By picking out the key changes in the consumer landscape Steven will highlight current and predicted consumer trends. Highlighting challenges and future consumer opportunities for the meat industry. He will explore how key consumer issues have fared during the turbulence of 2020 and whether consumers' views have shifted during Covid-19, and will look to uncover future opportunities.

12.15 Live Q&A

Dairy Session 1 - Future Trends and Demands of the Market Place Chairman: Andy Dodd

09.05 Johnny & Peter Alvis, Alvis Bros Ltd, Lye Cross Farm, Bristol

Matching your cow to your customer

In today's market understanding your customer is key to a successful operation, this applies equally to milking cows or making cheese. We will explore the reasons behind the changes we are making and have made from the cow to the customer, we will also take a look at what our customers of the future might be looking for.

09.35 Susie Stannard, Consumer Insight Manager, AHDB, Stoneleigh Park, Warwickshire

Shifting consumer attitudes to dairy post Covid-19

How has demand shifted across the retail and foodservice market and how have shopping and eating habits evolved over 2020. We will also look at key reputational topics such as buying British or local as well as issues such as animal welfare, health and the environment to see where these sit in the minds of today's consumers.

10.05 Will Frost, Childhay Manor Farm, Beaminster

Working with processors and consumers to maximise returns

Farmers Weekly, Dairy Farmer of the Year 2019 - Will Frost, produces almost 10% of the UK's total goat milk. With targeted nutrition, improved health and welfare and the introduction of genomics, average production on farm increased from 1,050l – 1,200l per goat/lactation in 2019 alone. Will is also a shareholder in a goat meat retailer to develop markets for bill kid goats to ensure all aspects of goat farming have a value.

10.35 Live Q&A

Dairy Session 2 - The Appliance of Science Chairman: Karen Wonnacott

11.15 Dr Catherine Rees, Associate Professor Microbiology, School of Biosciences, University of Nottingham

Use of Actiphage to detect bovine TB and Johne's disease; achievements and unanswered questions

Actiphage® is a new blood test that can be used to detect both bovine TB and Johne's disease. Unlike conventional immunological tests, a positive result indicates that the animal is currently infected and the type of bacteria present can be confirmed using PCR. Tests can be performed on animals at any age and at any stage of infection, and there is no limit on the interval between tests. However, to get a positive result bacteria have to reach a certain threshold level in the blood. I will review what new information we have gained about these diseases using Actiphage and how we believe it can help with disease management in the future.

11.45 Peter Hynes, Rathard Holsteins, Co Cork, Ireland

Embracing Genetic Gain Amidst Dairy Expansion

Rathard Holsteins is a 180 cow pedigree grass based herd. Originally a 50 cow herd it expanded in 2015 with EU quota removal. The main focus has been on maximising genetic gain using elite genotyped sires combined with information gathered from genotyping all females within the herd. Matching sire traits to the requirements of the herd. Teamwork is a key aspect of how the farm operates which has led us to working closely with the National Cattle Breeding Centre which in turn has steered the herd towards the requirements of the overall national dairy herd further maximising financial return from surplus stock sales.

12.15 Live Q&A

Session 3 - Breeding for Sustainability Beef & Dairy
Chairman: Alex Brown

12.45 Dr. Mark Young, CIEL, Innovation Centre, York Science Park, York

Resilient and robust cattle – Defining a breeding objective

Farmers in challenging environments know about the advantages of animals that cope with challenges such as disease, low levels of feeding or extreme weather. This multi-faceted trait (or traits) is receiving increasing interest from animal scientists seeking to define key dimensions of the trait, and geneticists wanting to predict genetic merit for these. This presentation introduces the idea of “anti-fragility” and examines how this helps define the trait.

15 minutes presentation shown in the 'Beef Room' followed by audience feedback and live Q&A, presentation relevant for both sectors

Beef Session 4 - Focus on the female
Chairman: Melissa Roberts

14.15 Sarah Pick, Nuffield Scholar 2019, Knowledge Exchange Programme Manager National, AHDB B&L, Kenilworth

Heifer replacement strategies: cost reduction in the UK suckler herd

Calving heifers for the first time at two years of age is an effective method of reducing cost of production and increasing cow lifetime reproductive performance. However, it is estimated that only 35% of English suckler producers carry out the practice. Sarah has recently undertaken a Nuffield Scholarship to understand the management practices required to ensure calving heifers at two years of age is successful and a more functional suckler herd is created.

14.45 John Maddux, Maddux Cattle Co, Nebraska, USA

British Breeds used on our Ranch

We have a British based composite that is used in a low input year round grazing system. We graze 365 days a year with no stored feed and minimal supplementation. This system is facilitated by using breeds that deliver modest levels of production in a maternal package that emphasizes fitness and convenience traits over high production traits.

15.15 Live Q&A

Dairy Session 4- Breeding Across the Pond
Chairman: Tim Gue

14.15 Ryan Starkenburg, Senior Geneticist for Dairy Strategy, ABS Global, Wisconsin, USA

Building on Past Foundations to Create the Profitable Cow of the Future

Genomics. Sexed Semen. Big Data. Reproductive Technologies. Cutting-edge science is being used to create cows that are more productive, fertile and long-living. These advances yield more feed efficient cows that require less input per kilogram of milk produced, impacting both the revenue and expense sides of the dairy profit equation. Let's explore what genetic technology is doing today and its potential to make your operation more sustainable in the future.

14.45 Professor Albert De Vries, Department of Animal Sciences University of Florida, USA

Profitability and efficiency of the five lactation average dairy cow

There are many good reasons why extending the average number of lactations to five is worthwhile. This can be accomplished by a combination of breeding, cow care, and improved decision making. The presentation will highlight opportunities in these areas based, in part, on lessons from the past. I will focus on economic aspects of extending the productive life of dairy cows.

15.15 Live Q&A

Session 5 - A Focus on the Future
Chairman: Anya Westland

The final two presentations of the day will be shown in the 'Beef Room' but are relevant to both sectors

16.00 Dr. Alison Van Eenennaam, Cooperative Extension Specialist, Animal Genomics and Biotechnology, Department of Animal Science, University of California, USA

Genome editing approaches to augment cattle breeding programs

Genome editing research in cattle to date has focused on disease resistance, production, product quality, and welfare traits. Modelling has revealed how editing could be used to introduce beneficial alleles into cattle breeds and maintain, or even accelerate, the rate of genetic gain accomplished by conventional breeding programs. As with earlier genetic engineering approaches, whether breeders will be able to employ the breeding method in cattle genetic improvement programs will depend upon the regulatory framework and governance of genome editing for food animals.

16.30 Professor Frank Mitloehner, Department of Animal Science, UC Davis; Director CLEAR Center; University of California, USA

Rethinking Methane - Animal Ag's path to Climate Neutrality

Animal agriculture is often shouldered with a large part of the blame when it comes to climate change, but that's because we haven't been looking at all greenhouse gases correctly. By rethinking methane, we can show how animal agriculture is on the path to climate neutrality, which will allow the global community to find meaningful solutions to climate change.

17.00 Live Q&A

The Live Q&A will to be followed by Chairman Clive Brown to close the day sessions and invite delegates to join us in the evening for the live conference finale

E-Conference Finale - Live Evening Q&A Panel Session

The next generation – do you dare to dream?

Chairman: Lucy Andrews-Noden
19.00 - 20.00

Hear from and speak to three, young inspiring individuals leading the way in agriculture, who are enthusiastic about the future of our industry and can see opportunities for themselves and others looking to make their career in the sector.

Questions for the panel can be emailed through to the secretary at heidi.bradbury@cattlebreeders.org.uk before Tuesday 26th January, a limited number of questions can be taken during the evening via the interactive chat facility on the E-Conference website.

Ruari Martin, Farm Operations Manager, Myerscough College

Ruari, 28, is from a non-farming background. His mum grew up in London and Dad in Birmingham. He was born on the English side of the Scottish Borders but given a Scotch name to make up for it, and grew up in a very rural area about 1800-2500ft above sea level with upland sheep and beef all around. Ruari fell into Ag because everyone at school was farming related. Ruari's greatest achievement is getting involved in an industry that he's excited about which is notoriously difficult for outsiders to get recognised. His main goal is to one day own his own farming business and to be influential in policy debate on agri-food at national and international levels.

Harriet Wilson, Agricultural & Sustainable Sourcing Manager, McDonalds UK & Ireland

Harriet, 29, grew up on her family's beef & sheep farm in Staffordshire and graduated from Harper Adams University in 2014. Her past roles have included Co-op Food Senior Agricultural Manager and Corporate Responsibility Manager for ALDI UK & Ireland. Harriet has played an active role within YFC and is a member of the NFU's Next Generation Policy Forum. She received the Meat Business Women 'One to Watch' award 2018, and Farmers Weekly Rising Star in 2017. Harriet's ambition is to make a positive difference to the future of agriculture and reconnect consumers with food production. She loves the passion of the people within the industry and doesn't know of any other industry as passionate as we are!

Keith Gue, Dairy Farmer Huddlestone Farmers LTD

Keith, 30, grew up in the industry and has always had a love for genetics. He spent 4 years out of Agriculture at Imperial Tobacco before moving to Genus where he spent 2½ years helping farmers across Europe positively improve their genetic progress before moving home to manage the cows at Huddlestone. He currently manages the 450 cow, high yielding, all year-round calving herd, which is currently the #3 PLI herd in the UK and aspires to be the #1! The herd is part of a mixed farm that incorporates arable and sheep enterprises, and aims to be as sustainable and efficient as possible. Keith is passionate about developing a more profitable, more efficient, easier to manage cow and is continuously driven to improve sustainability in dairy production.



Register to Access the 2021 E-Conference

Title: Delegate Name:

Address:

..... Postcode:

Telephone: Mobile:

Email (Required to access the conference) :

Please Circle: Farmer Industry Research Breed Society Other

Where did you hear about the BCBC Conference?

Membership/Delegate Fee of £45 gives access to the E-Conference & membership of BCBC for 2021

Payment Methods:

- Book and pay online at www.cattlebreeders.org.uk
- By Card over the phone, please forward the completed form and call the secretary on 07966 032079
- By BACS - CAF Bank; Sort Code: 40 52 40 Account: 00023696
- By Cheque made payable to British Cattle Breeders Club and post with completed form to: BCBC, Underhill Farm, Glutton Bridge, Earl Sterndale, Buxton, Derbyshire, SK17 0RN

Delegate signature:

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Date:

I agree to the terms specified and give consent to BCBC to use my data for BCBC purposes as per the BCBC Privacy Policy (available at www.cattlebreeders.org.uk)