



THE
ABERDEEN-ANGUS
CATTLE SOCIETY

Autumn 2020 | Members Digest

THE CUD

‘Worth Chewing Over’

Stay Social:

Welcome to The Cud

This year has been a strange one... but to keep sense of normality, we're delighted to bring you the third annual digital edition of The Cud, filled with content that's worth chewing over!

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 digest offering key breed news and hot topics, in the form of bitesize articles that are manageable, informative, and engaging.

We hope you enjoy the read, and look forward to hearing the ideas and discussions it generates.

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Words from the CEO

2020 will be a year that we won't forget. On 24th March, life changed for everyone when the UK went into lockdown due to the unquestionable threat from COVID-19. I am sure that no one, including myself when the announcement was made, envisaged that six months later, we would still be restricted in our personal and professional capacities.

Not one person in the UK was unaffected by the decision to restrict people's movements in a Society that is used to making its own decisions on where to go and what to do. We had to, as a Society, make some decisions on how we could keep functioning and put systems and processes in place to be able to deliver to the best of our ability, the member services that we needed to, to keep the wheels of The Aberdeen-Angus Cattle Society turning.

The office was closed as a non-essential office and has remained closed since 24th March. The staff have been working remotely at home and continue to do so. We invested in the infrastructure and invaded the staffs' home environments who diverted the phones to their personal mobiles, offered up their personal internet at home and also some space to be able to carry on with what we do, and I thank each and every one of them for letting our business encroach on their personal lives and stepping up to the plate when it mattered most.

As a Society, we have carried on throughout, changing our practices and adapting with the circumstances that were, and are still, an ever-moveable feast. We have been forced to embrace new technologies such as Zoom and Microsoft Teams to communicate with our council, committees, and stakeholders. If someone had told me in January 2020 that by June 2020, I would be spending 20 hours a week talking to my laptop, I would have said that was ridiculous and would never happen – but how wrong I was.

Virtual meetings are now part of every day, and the power and continuity to projects that this offers, was previously undiscovered and will be a part of

the new normal. Historically, we don't have any meetings in between March council and August council, which limited some of the progress we could make on projects, but the virtual world has brought this to the party and we can now hold as many meetings of committees as we like. There is no travel time involved, bringing efficiencies to the workflow and the ability to move things forward more quickly. The August Council meeting on Zoom was the biggest exercise we attempted and the committees reports from which you'll find later on in 'The Cud'.

The show and sale circuit has been decimated this year with everything cancelled through the summer. This not only takes the shop window for the breed and the breeders away, but also the opportunity to socialise - I know many of the membership deem the show circuit a holiday and an opportunity to get off the farm for a day or two. There are one or two events still planned to go ahead towards the end of the year, but the restrictions to contain the virus are changing weekly and no commitments either way can be guaranteed as we move forward.

The May sales were the first casualty, where two formats by the two main centres were tested - a timed auction by one and farm-to-farm trading by the other. Both had their pros and cons, but the overall view was that it didn't quite meet the usual 'thrill of the show' expectation and the full galleries in the sale ring. It's hoped we will at least have a live sale at the autumn events, with some limitations on who can attend depending on the guidelines in-force at the date of the sale, possibly detracting a little from the usual buzz which makes the sale ring work best.

I hope you enjoy the rest of our digital version of The Cud, and The Review planning is well underway already. Like the rest of 2020, it will be a different Review to the norm, but the opportunity to do it slightly differently has ensured we are bringing together new content, making it interesting and informative.

Barrie L. Turner
Chief Executive Officer (CEO)

DNA Testing 2020

The Society has been investing further in our DNA testing programme. All our testing is now carried out at one lab, and we have new computer software to streamline the process of requesting the tests and uploading the results to the database.

All samples will now be tested on the 50K SNPS platform. This will give us a larger set of data for accurate Sire Verification as well as a MYOSTATIN status. We will still have to test some samples on Microsatellite when needed for Sire Verification if the sire has not been tested on SNPS.

We have been testing male calves funded by the Society's investment as part of the registration process since 2019. This test will now be carried out on the 50K SNPS platform and it will give breeders the SNPS profile and the MYOSTATIN status. It will also Sire Verify the calf, but only if the Sire already has a SNPS profile. If Sire Verification is required, there will be an extra charge for the Microsatellite test. It is important to check that your stock bull has been tested on SNPS.

Our new initiative is adding the testing of females when they enter the herd and have their first calf, using DNA samples already

on file for testing. Our registry system will identify these heifers when we register the first calf, when the test will then be carried out. This test is sponsored by the Society and there is no charge to the breeder. They will be tested on the SNPS platform which will give the SNPS profile and a MYOSTATIN result. Additionally, these heifers will also be Sire Verified.

Breeders can still choose to DNA test female calves at birth – the charge for this is now £20 + VAT. The same charge will apply to male tests.

To help the system work smoothly and deliver results quickly, we ask that DNA tissue samples are submitted as soon as possible after the calf is tagged. These samples are sent to the office at Pedigree House and forwarded to Weatherbys Scientific for storage and testing. Therefore, if the sample is on-file when we process the registration, the test can be carried out straight away.

We hope that with Society investment, our DNA testing will deliver significant benefits to the members and continue to protect the integrity of the Aberdeen-Angus brand.

CALF	SAMPLE TYPE	TEST	CHARGE
2019/2020 REGISTERED MALE CALF	TISSUE	50K SNPS + MYOSTATIN (NT821 F94L). SIRE VERIFIED ONLY IF SIRE HAS SNPS PROFILE	£24 PAID BY THE SOCIETY
OPTIONAL		MICROSATELLITE TEST FOR SIRE VERIFICATION (WHEN SIRE IS NOT PROFILED ON SNPS)	£30 CHARGED TO MEMBER
FEMALE CALF AT BIRTH (OPTIONAL)	TISSUE	50K SNPS + MYOSTATIN	£24 inc. VAT CHARGED TO MEMBER
INTIMATED CALF (OPTIONAL)	TISSUE	50K SNPS + MYOSTATIN	£24 CHARGED TO MEMBER
FIRST TIME CALVING FEMALE	TISSUE	50K SNPS + MYOSTATIN NT821+F94L) SIRE VERIFICATION ON SNPS IF SIRE HAS PROFILE	£24 PAID BY THE SOCIETY
New testing from July 2020		SIRE VERIFICATION ON MICROSATELLITE IF SIRE IS NOT PROFILED ON SNPS	£30 PAID BY THE SOCIETY
STOCK BULL (ALL STOCK BULLS MUST BE SIRE VERIFIED/SNPS TESTED/ MYOSTATIN TESTED)	TISSUE	50K SNPS + MYOSTATIN (NTL821+ F94L) + SIRE VERIFICATION (IF SIRE HAS SNPS)	£24 CHARGED TO MEMBER
		MICROSATELLITE FOR SIRE VERIFICATION	£30 CHARGED TO MEMBER

Notes

- Tissue Samples are preferred – any hair sample submitted cannot be stored and we will charge for testing.
- First calving females – we will test the tissue sample we already have on file.
- Stock Bulls – where the Sire has not been tested on SNPS we will have to test the calf again on Microsatellite for the Sire Verification. This will be done at the Society's cost only for the FIRST CALVING FEMALES.
- 2019 – 2020 male calves will be profile only if the Sire has not been tested on SNPS.
- Sire Verification on Microsatellite will be invoiced.
- Breeders should check that any stock bulls have been tested on SNPS – calves can be Sire Verified then without extra testing.
- Please ensure that your stock bull has a SNP DNA profile on file
- Lab requests will be sent automatically when the registration is processed. Tests for FIRST CALVING FEMALES will be requested when their first calf is registered.
- Members will get an email with a list of tests requested.
- Results take a minimum of 4 weeks to come back from the lab.
- Members will get another email when the results are uploaded to the database.
- All charges include VAT.

It is important to note, and is also recommended, that if you are selling females for breeding, whether export or domestically, you should test all females for Sire Verification and Myostatin on a 50K SNP test. This will ensure that your buyer gets what they think they are getting, avoiding future problems if untested at registration of first calf will be avoided. The cost is £24 including VAT per test.

In cases where there is already a SNP profile on-file for a female registering her first calf, you will be refunded at the support rate the Society has in place at that time for the access to that result.



Report from Committees and Council August 2020

The incumbent President Alan Cheney welcomed all to the very different format of a 'Zoom' Council meeting in August, as opposed to the face-to-face get together we would normally have in welcoming all to Pedigree House.

The format worked well, and although it was commented by some Council members that it was not the same, it did the job required and saved a lot of travelling time and expense.

The Committees had been meeting to progress matters to go before Council via Zoom, in light of the enforced different format, and this is seen as a practice we intend to keep. Meeting virtually has had a great effect on the ability to discuss and progress matters outside of the Council meetings, making the Council itself a smooth-running decision-making panel.

Following the usual protocols of apologies, declarations of interests and a review of acceptance of the minutes of the meeting held in March 2020, the CEO asked if there were any questions on his previously distributed comprehensive report, based on the activities in the office since the March council meeting and to deliver the actions.

COVID-19 restrictions continue to govern what we can do and when we can do it, posing some challenges to keeping the Society ticking over. Not only that, but we have had to invest in PPE and develop processes to keep everyone safe. These new measures are now in place for when we can open the office again. However, it is likely we will keep it closed to visitors for the foreseeable future to manage the risk of infection to the team at Pedigree House, so not rendering the investment we have made to date null and void.

Pedigree Cattle Services (PCS)

Updates on development within PCS, including the Charolais performance recording being taken in-house, the changing workload, the staffing and future staffing of PCS with the board of PCS, and the HR and AACS Executive Committee, continues. Several things are on the horizon which could affect the plan and requirements, and it would seem it is becoming an ever-moveable feast.

Technical

AI was at the forefront of the Technical Chair's report with a number of issues on the agenda, including the Society's role in collecting royalty fees on behalf of breeders. It was decided that the decisions made at March council would stand with no amendments.

Parentage verification on AI sires was discussed at length, and it was decided that further work would need to be undertaken on the subject to make some adjustments to the Bye-Laws of the Society to ensure the integrity of the Herd Book remained intact. This would be further discussed by Council in December.

In light of a problem highlighted recently, the matter of unqualified semen being exported illegally, which had been brought to the Society's attention, it was agreed the practice of doing this, although not a huge problem within our breed, would have to be stopped with several solutions being aired to invoke some rules around the matter. This is not a Society matter, but is restricted by animal health rules and is, in fact, an illegal transaction.

It was also decided that the CEO should engage with the retailers and AI companies, to consider some controversial decisions, in particular surrounding the beef schemes and dairy beef schemes, to see if there is anything from a Society perspective we could add to the mix.

DNA module implementation

A relatively simple principle at first glance, but it has taken a large amount of resource time. There have been calls with ABRI, Weatherby's, Identigen and the registrations team to make the changes required to help us advance the services and breed development envisaged to get it to a point where it works. We have had several issues that we have had to resolve as a joint effort.

There has been great input from the registrations team to get this to a position where we need to be, and adjustments had to be made to a standard package so it can suit our system.

We have been in Zoom calls twice a week for the last 10 weeks to make this all fall into place, which has impacted the backlog of registrations which we are seeing - three registration staff on Zoom calls for three hours minimum per week, is nine hours lost processing per week.

Maternal Index

We're very pleased to welcome Robert Whitcombe, member of the Technical Committee in a bid to move the development of that project and keep it moving from a Council perspective.

Zootechnical Certificates

The rules from a Zootechnical perspective have changed again as of 4th August. A redesigned form with new numbering has meant a revisit to all the forms.

There are also an additional three forms which are termed as 'Entry to the Union Certificates' which need to be completed and go with the Zootechnical Certificates, even when transferring animals, semen and embryos in the UK, to maintain compliance with the EU and therefore maintain our third country membership of the EU as a breed society. Although membership of the EU ceases on 1st January 2021, their conditions still have to be complied with if we want to maintain our trade with the EU member states. If we do not comply our status will be taken away and no genetics from the membership will be accepted into any EU Herd Book.

Breed promotion

The Society is now working with a new PR and marketing agency, Pinstone, with a focus on our four-pillar marketing initiative. We work day-to-day with the team, as well as receiving weekly updates and having fortnightly update calls.

We are also currently developing a strategy to promote and communicate DNA, to the membership and the benefits both now and in the future of participation, along with a strategy to promote the use of DNA at the retailer end of the supply chain.

Social media has been developed further and is now operating really effectively with good membership feedback.

Work has also been done to create a page plan for The Cud and content has been approved by Committee, and the 2021 Review is in development, again approved by the Committee.

One area we've identified which needs further promotion is the Society rules and regulations to increase membership engagement.

There has been a great deal of communication with the marts about the Autumn Bull sales and the formats allowed under the regulation. None are committed yet to a final format, but they are all keen to have as near to 'normal' as the regulations will allow, until closer to the sale dates.

We were hoping to attend AgriScot, but a decision has been taken to cancel that for this year and an announcement received that Agri Expo, the venue for our winter national show, has also been cancelled. The only communications I have had with shows still on is South West Agri and the South of England Aberdeen Angus Calf Show. On advice available at the time, it was decided that the Society, or its membership, should distance itself from any events for the rest of 2020 in the event that the show should be the victim of a COVID-19 spread and the Society or its membership being implicated in that.

For other events there have been cancellations, including Stars of the Future, and the Black Beauty Bonanza scheduled for December will be reviewed in line with guidelines.

Finally, the extra effort put into the Welsh market to lift our share of the spoils as a breed over the last three years seems to be taking effect, with BCMS reporting an 11.7% increase in registrations of Aberdeen-Angus sired cattle in Wales, so great news.

Finance

This year is such a different year as we are seeing many costs reduced and some increased depending on how we account for things, thus making a comparison on last year very difficult. COVID-19 costs for making the office safe are covered above, but are in place and ready to go when the green light is given to reopen the office.

Late fees are ahead of last year since the automation of the fees adopted. Every single penny of these fees is avoidable, and as such are very much in the control of the membership to ensure that compliance with the rules in place is adhered to.

Registration income is back on the year for two reasons. Firstly, an advised change of timing by the auditors, and secondly the backlog of registrations. Hopefully by the end of the financial year this will have been resolved and the figures on income comparable.

Working from home costs are an extra burden this year but have been a necessary cost to continuation of the business through lockdown.

Our reserves were reported on and considering the financial market impact on share prices globally, our fund managers have performed well in limiting the damage owing to the global pandemic. This is not over yet and it was decided to leave the risk level that we set as 'medium' going forward.

YDP

The Chair, Will Chrystal, reported that despite best efforts in trying to salvage something towards the end of the year, it has been resolved that 2020 is going to be a year to forget as far as the activities of the YDP, with all workshops being postponed

until 2021, with all venues agreeing to roll the fixtures over. We will be inviting all farms who have agreed to do this to have a preview of their herds in The Review as a 'thank you' for continuing to support the YDP.

It was agreed that any remaining budget from the YDP this year will be set aside as a fund for the hopefully rearranged World Angus Forum team support.

Health

Dallas Allen had little to report on health developments. We still had no response to the submission to CheCs from either mine nor Angus Stovold's submission. The March meeting of the NBA Pedigree Breeds Committee had some interesting reports, and the CEO circulated this to the Health Committee for their information.

IAAA

We are working hard with all parties to ensure that Brexit does not cause any problems to breeders from the Republic of Ireland registering their cattle with the Society, and good ground is being made.

Summary

Since the March Council meeting, the Society and all the planned activities that usually take place over summer have been in lockdown owing to COVID-19. The need to adapt what we do and how we do it in so many ways has changed the way that we work. The staff have worked from home, opening up the facility to perhaps adopt an approach to flexible working which may reduce the need to take full days for dental/doctor appointments as one example, where we could gain output from the hours that the staff work.

The change from office-based working to working remotely has been a learning curve for everyone, owing to the length of time this has had to be in place. Going from a team working environment to lone working is challenging and not having someone just to bounce something off for so long is starting to tell. The lack of continuity and regularity has the potential to affect people's ability to deliver normal services in what has been one of the largest disruptions to normality in modern times.

The restrictions are out of our control and there is nothing we can do about legislation which controls what we do and when we do it. The staff have the full backing and understanding of the Council members that these unprecedented circumstances are affecting our ability to deliver services on time and in full. We ask for patience and understanding from the membership while we work through outstanding administration as quickly as we can, and ask unless you really need something as a matter of urgency, that you please don't chase it up as it will be in the system and we will get to it.

As far as progression with Council business is concerned, the advent of the Zoom meeting has had a great effect on what we have been able to discuss and deliver to the Society since the March meeting. Normally, nothing would be progressed throughout the summer and August would arrive with little more being achieved. This year has been different, and a new way of working going forward has been evolved and we will continue this practice going forward when required.

Barrie L. Turner
CEO



REVIEW

BOOK YOUR
ADVERT BY
31st OCTOBER
2020

To secure your advertising space in the January 2021 Aberdeen-Angus Review, complete this form and return it 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 PR and marketing partners Pinstone. The cost includes full design and two rounds of amends. Pinstone will liaise with you to confirm advert content and completion to the specification indicated in the table.



Name

Herd prefix (if applicable)

Membership number (mandatory)

Herd/Company name

Address

Advert size

Telephone

☐ Media booking only ☐ Same artwork as 2020

☐ Design and artwork required

Email

Signature

Date

Please complete and return this form by 31st October 2020 directly to Natalie Cormack either **by post** to Natalie Cormack, Dairy Cottage, Tower Road, Ayton, Eyemouth, Berwickshire TD14 5QX, or electronically **by email** to natalie.cormack@btconnect.com.

Please note, the 31st October date is the deadline for booking advert space. The deadline for supplying final artwork of your adverts is 20th November 2020.

All adverts in the January 2021 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 31 October 2020. Payment will be made through your regular Aberdeen-Angus Cattle Society invoices, with amounts being added to your account.



Major reduction sale of the Eastfield Herd

Nestled in the Scottish Borders lies the long-established and celebrated Eastfield Aberdeen-Angus herd. The Brewis family have bred Aberdeen-Angus cattle for many years, with a great reputation for breeding cattle that will work in a multitude of environments and systems, making them very readily marketable.

The herd name can be seen in many back pedigrees of today's pedigree herds. The sale is seen as an opportunity for breeders to access some of the best genetics available to buy in the market today, and an opportunity to invest in the future of their own herds.

This is a major reduction of the Eastfield herd, founded by the late Tom Brewis in 1952. The herd won Reserve Champion at Perth in 1955 and took the Supreme Championship in 1959 with the record priced Elevate of Eastfield, who sold to the USA for 25,000 gns.

Thereafter the herd has featured regularly in the Championships and Group prizes at the Breeds leading sales. 2012 was a particular highlight for the herd, when all four

bulls stood first in their class, going on to take the supreme championship and averaging 14,500gns.

Eastfield cattle, both male and female have produced well for other breeders and have made their mark in most beef cattle countries.

Indeed, this sale of the major part of the herd, with a small nucleus being retained, is only possible because of the outstanding progeny of Rawburn Rochester and Edge. The future of the Eastfield herd rests with their daughters, along with females by Abberton Proud Nixen and Linton Gilbertines Earlston and Elgin.

Cows for sale will be in calf and have a calf at foot. Sire details will be in the Catalogue. Yearling heifers will be free of the bull.

Ewan Brewis
Aberdeen-Angus breeder



Weeton Aberdeen-Angus full herd dispersal sale – 19 October 2020

John Loftus speaks to us about his Weeton Aberdeen-Angus herd ahead of the 2020 dispersal sale.

"The Weeton herd of black and whites was first registered by my grandfather in the 1920's, and was continued by his enthusiastic son, Tom (my father)."

"Tom bred Weeton Cutie 11 that won Supreme Champion at the Royal Show in 1954 when it was held at Windsor Great Park. The newly crowned Queen presented the "Queen's Cup" herself to my father, and this momentous event was witnessed by our whole family on a tiny black and white television. Even though I was only five years old, I believe the excitement of this event decided my future path."

"My father unfortunately died two years later and (unbelievably to many farmers at that time), my mother took over the management of the 400-acre farm as well as raising four young children single-handedly. She continued my father's line-breeding policy with great success at both shows and sales, and I believe to this day that this policy was the best at that time."

"She sold Weeton Carmen 151 for 10,000 gns in our home sale in 1978 (around £140,000 in today's money)."

Developing a new breeding system

"In 1980, my brother emigrated to Texas. When I went to visit him in 1983, I also visited a 3,000-cow dairy unit, which totally changed my breeding perspective. With all the world's

genetics at play, I remember my perspective shifting to a totally meritocratic breeding system, one we have used ever since."

"We buy the best we can afford and multiply them using the most complimentary bulls' semen available worldwide, taking advantage of embryo technology and modern performance indicators. Our target is to produce the 'complete package' and to frequently sell all our best mature cattle to make room for the youngstock, which inevitably should be even better."

"The black and white herd had many successes during the 1990's breaking records at National and Royal Show level, selling 70-80 young bulls every year. We then began to hold our own regular sales and in 1994 we sold 160 head on the farm, averaging 3,600 gns (about £14,000 in today's money)."

"We dispersed the black and white herd between 2008 to 2010, grossing over £2.2m for 600 lots. Following this, four different Weeton cows went on to win Supreme Champion at the Royal Welsh, Female Champion at the Royal Highland, Supreme Champion at the Northern Dairy Expo and Reserve Supreme Champion at the Southern Dairy Show for four different new owners at the four biggest shows in the country."

"After 45 years of dairy farming I decided to move over to breeding beef cattle – this was possibly influenced by the fact that while I was showing dairy cows at the Royal Show, milking them day and night, I realised the beef breeders seemed to be having a three-day party!"



"We chose Aberdeen-Angus because they have the greatest versatility and the most accurate genetic data, which of course suited our breeding policy."

"At the time of the black and white dispersal, we already had Aberdeen-Angus embryos from Canada, with calves on the ground from the Miss Essence, Miss Annie and Eston Anne families. We then bought Blelack Lady Heather for 16,000 gns and later Blelack Eyrie for 32,000 gns to start our own Aberdeen-Angus herd."

"We held our first Aberdeen-Angus sale five years later in 2015, and four different Weeton bred Aberdeen-Angus heifers won the Junior Female Champion at Peterborough in 2016; the Junior Female Champion at the Royal Highland 2016; the Supreme Champion Winter National 2016 and Reserve Champion Female Winter National 2016; and the Supreme Champion Best of Blacks 2016, for three different new owners."

"In line with our breeding policy we then introduced the following new families – Laura, Lady Ruth and Felicia. Unfortunately, our very able, part-time stockman of 17 years, Malcolm, died suddenly in December 2017, so we sold all the 36 animals that were due to calve the following year privately."

"This meant we lost some families including my superb and only Lady Ruth – however, she will be represented in this sale by a son and two embryos. Laura's line will be represented by a Duke daughter of Haughton Laura (two times Champion Royal Highland) and her bull calf, plus seven embryos."

"Later in 2018 we introduced seven new families – Top Lass (see photograph), Pride, Princess Camilla, Kinannie, Kylie, Lady Blackcap and Blackbird (see photograph)."

"We believe for a herd to progress, it must always be looking to buy the best and create competition within its own prefix and strive for perpetual improvement on all fronts. The joys of

breeding for me are simply the birth of a good heifer calf and seeing something I bred and sold doing well for another breeder."

"This Sale is a complete dispersal of all my Aberdeen-Angus genetics including all frozen embryos."

"The future for this old guy, once some new body parts have been installed (!), will hopefully be breeding black shire horses (gentle giants) for our Black Powder Gin Company and maybe that fishing, I always joked about! Thank you to all the new friends I have made since joining the Aberdeen-Angus Cattle Society- it has been great fun and I hope to see you all on 19th October 2020' to 'at the sale"





New direction for communications with Pinstone

To keep with the trend of new directions, May 2020 saw a new relationship develop with PR and marketing communications agency, Pinstone.

Based in Herefordshire, the team of 20 have a sound knowledge of the agricultural industry, all having some link to farming – whether it be through degrees, a passion for rural life, or living on a farm.

The team truly live and breathe farming and this paired with their communications expertise is why their specialism and passion has led to their impressive client list spanning the breadth of the agricultural industry!

As a Society, we felt we needed fresh ideas to support how we promote and market the breed, the brand and our members. So when we decided to look for an agency to support this

direction, it was very important we found a PR team with an agricultural specialism. Following some in-depth meetings where they presented their ideas and expertise, we believe we have found this in Pinstone.

We're well underway with our new marketing and communications strategy, with fantastic editorial content being created to showcase you, the members, to the wider industry. I'm thrilled to be able to utilise the expertise we now have at our disposal and feel very confident that the Pinstone team will bring our vision for the Aberdeen-Angus breed and brand to fruition

Barrie L. Turner
CEO



Hannah Lloyd

hannah@pinstone.co.uk



Becky Callaghan

r.callaghan@pinstone.co.uk



Jen Liggins

jen@pinstone.co.uk

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Book your advert in the Review and have your company's website link shared on the Aberdeen-Angus website for free!

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Half Page 127mm h x 177mm w (+3mm bleed)	£350
Full Page 297mm h x 210mm w (+3mm bleed)	£500
DPS 297mm h x 420mm w (+3mm bleed) or 2x 297mm h x 210mm w (+3mm bleed)	£750

Design and artworking can also be provided if required – please get in touch with our marketing partners Pinstone on r.callaghan@pinstone.co.uk or 01568 617626 if you would like them to design and artwork your advert.

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

Media booking only:

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Make sure you hit your target market 4600 copies directly to our Farmers' doorsteps!

Link to your business included on our website for a full year

Name

Company name

Address

Telephone

Email

Signature

Date

Payment details

Payment can be made through credit card, cheque or invoice. If paying by invoice, payment must be made within 14 days of booking. To pay by credit/debit card, provide details below. Once payment has been processed, a payment receipt will be forwarded by email.

Name on Credit/Debit Card

16 Digit Card Number

Valid From Date

Expiry Date

3 Digit CVC

If paying by cheque, cheques should be made payable to the Aberdeen-Angus Cattle Society.

Advert size

☐ Media booking only

☐ Design and artwork required

Please complete and return this form by 31st October 2020 directly to Natalie Cormack either **by post** to Natalie Cormack, Dairy Cottage, Tower Road, Ayton, Eyemouth, Berwickshire TD14 5QX, or **electronically by email** to natalie.cormack@btconnect.com.

Please note, the 31st October date is the deadline for booking advert space. The deadline for supplying final artwork of your adverts is 29th November 2020.

All adverts in the January 2021 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 31 October 2020.



Your Council Needs You

It is coming up to that time of year again when as per our constitution, we have a change in Council members, to add fresh, valuable inputs 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 our Council.

Before we look to new members, we firstly would like to thank those retiring from their term in office.

- Ken Howie (Scotland North)
- Wanda Hobbs (Scotland South)
- Dallas Allen (England and Wales North)
- John James (England and Wales South)

We thank them all for their contribution and hope they have enjoyed the experience of the inner workings of the society.

Looking for new recruits

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 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.

How to get involved

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 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. We also have the bonus of meeting 'virtually', with all meetings for the foreseeable taking place over Zoom, so no need to commit to travel and nights away – what better time to join?

The Society and its breed continue to grow from strength to strength and there is no better time to be involved and be part of the Aberdeen-Angus team. 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
CEO

Alan Cheney
President

Why have we changed the DNA testing procedure?



DNA - Nature's natural barcode

As a Society, we have been engaging with the use of DNA in animal identification verification for several years. Never has this become more important as we move forward, and it is incumbent that when issuing a pedigree, the Society must utilise the most up-to-date technology to verify that an animal is what it says it is. The initiative has been embarked on, on behalf of breeders, acting as a safety net, capturing and resolving perhaps unseen or confusing events at bulling or calving times, which can be incorrectly recorded.

We are all aware that mistakes can happen for several reasons, and we have experience of this happening, as around 12% of nominated sires come back to us with 'excluded' as the sire.

We do get this up to around 99.5% when we make further nominations of sires in conjunction with the breeder, the case is resolved and ensures the information is correct. It is testament to the scheme that our members get 88% right first time!

This is not a witch hunt! It is also not an underhand scheme implemented by the Society to catch anyone out, as it is well understood by the Council, who are all breeders, farmers and members of the Society, that the practicalities of the farm situation can often lead to minor errors in recording events at busy times.

For example, if an animal is sold and subsequently proves through genomic work, that it is not what it says it is, the consequences can be far reaching, as is being seen in the cattle world globally.

As a Society, we are in place to protect the integrity of the Herd Book and we are duty bound to do that by our Memorandum and Articles of Association (see later on the first three articles). This is not hidden or disguised in any way. It is the first part other than the name and place and is very clear in its intention.

The Society and membership are duty bound to observe the Articles, and employ technology as it becomes available to

ensure we protect one of the most fundamental missions of the dictate of our existence.

As the use of DNA has come into the cattle world, the process itself has developed and has moved forward from blood typing, to Microsatellite testing, followed by SNP testing and then to high density SNP testing.

We must be seen to be taking every possible step to protect our members from making errors on declaring parentage. The higher density 50K SNP test gives us a number of opportunities to streamline what we do with the DNA data, that we need to have to do this.

What does the DNA test mean?

Previously, we were using a 200 SNP panel to parent verify animals, as recommended by ISAG. This data consists of 200 markers, whereas our new system, the 50K SNP, has 50,000 markers, therefore much more information of the animals 'barcode' is available to work with as we look to bring more technology and traits into our selection process to improve the Aberdeen-Angus breed in the future.

We have gone from a simple barcode to one that holds much more information on the animal; barcode to QSR code being a similar comparison.

Using more SNP markers increases the accuracy of what we do and as we have more high density profiles for both male and females in the herd, we will be able to just search the database for a match in cases that are found to be excluding as a sire or dam, to find the correct parentage.

In the future, getting to the point where all animals having SNP profiles on our database will mean we may be able to do away with everything apart from just sending in and testing a sample, which will search for a match and we can print a pedigree based on that result. I hasten to say that this would be a long way off as we stand today, but is a goal to aim for in the future, simplifying the whole registration process for the membership!

A further advantage of having more lines on the barcode is we can cross the bridge of genomic evaluation - a process that identifies animals with certain sequences of markers that can be genetically selected for traits such as, feed efficient, carbon friendly, desirable carcass traits, disease resistance, as just some examples, but the list is endless.

As has been seen in the dairy industry in the UK, genomic evaluation has taken performance of dairy herds forward at a swift pace and enhances the accuracy level of EBV's. We need to make this available to anyone in the membership that wants to use this powerful tool to aid selection and improve their herd performance. As there has been a great deal of work done

in other countries on large Aberdeen-Angus populations, notably the stock deriving from the UK, perhaps we do not have to reinvent the wheel, and can tap into said work, thus making the most of 'nature's barcode'.

I hope this goes some way to explaining why the Society has made some changes in consultation with independent sources to make an informed choice of making the most of opportunity that DNA offers us, from a membership perspective.



DNA – Nature's natural barcode - beyond the farm gate

I found this statement and extracted it from a large meat wholesaler's website,

"There is more Aberdeen-Angus beef sold in this country than is ever produced. Belted Galloway graces more menus than pastures. Gloucester Old Spot pork is lesser spotted than you would be led to believe."

"10-years-ago, the fashion for naming breeds and single farms really took off. The result? Producers and suppliers over promising and chefs having unrealistic aspirations on what is achievable."

This statement reflects the last decade, which has seen this fashion for using provenance to exude premium quality taste and texture by telling a story. Going back in history and to the roots of our breed, the drovers in the North East of Scotland used to set off, driving their quality animals south to satisfy the demand of the high society in London - a trek of some 500+ miles. This was not 10-years-ago, this was 200-years-ago, where Aberdeen-Angus even then had a story of provenance that merited such a trip and expense, to grace the tables of the aristocracy in London. You hadn't made it unless you had Aberdeen-Angus beef on your table when entertaining.

Aberdeen-Angus is still regarded as a premium product, and the most recognised breed of cattle that is used in packaging and on menus, and still commands that extra shilling or two.

As is intimated in the above statement, it would seem there may be some doubt as to some of the provenance surrounding claims of premium products, damaging the integrity of the claims and potentially the reputation of the people and companies who are making the claims, which as we know can be financially disastrous, and can, and has, closed businesses.

Building consumer trust in a brand is paramount, and it goes without saying a very important factor in repeat business. Lose the trust and you lose the business - like many things' transparency honesty and integrity are all keys to maintaining customer trust.

Nature's natural barcode in the form of DNA, has a huge place in helping our partners and stakeholders maintain their customers' trust as we move into a new world of consumer focus on provenance, and on what they are spending their hard-earned cash on. The government is implementing new strategies to fight food fraud and crime with more and more cases coming to light.

We are around halfway through the process of building a database of DNA profiles which when complete, will be able to be utilised to identify beef on the shelf or a plate in a restaurant, back to an Aberdeen-Angus bull registered with the Society here in the UK. The Society considers this as an enhancement to the existing utilisation of DNA information as technology moves on, and a vital tool to be used to protect our marketplace for Aberdeen-Angus beef and the premium we enjoy.

Remember, that beyond the farm gate, without the black hide, the beautiful polled head whether it be dairy bred or pure bred, it can be difficult to differentiate Aberdeen-Angus Beef from the rest - DNA can make sure that we can tell the difference.

This is why we, The Society, are investing so heavily in DNA, as it's crucial we ring fence our Aberdeen-Angus beef produced in the UK and Ireland, clearly differentiating it from imported beef, as we head to World Market trading conditions after Brexit on the 1st January 2021.

We would ask you to help us with this, ensuring that what you do behind the farm gate, which is a four year investment from bulling a cow to selling the progeny into the food chain, is protected with what happens to your cattle when they leave the farm. When on the hook or in the pack, it's all-beef and recognisable as such. By using the DNA fingerprint, we can ensure that Aberdeen-Angus beef produced, grown, processed, packed and consumed in the UK is exactly what it is claimed to be.

Barrie L. Turner
CEO



A look back in time

We revisit times of old, taking a look at members who have helped form the Aberdeen-Angus Society we know in 2020.



When lot no 1046 went into the frame in Perth Auctions in 1958, it was met with a huge reception from the crowd. Stepping into the ring was Alistair Tait of Balmyre, Rait leading his heifer Edina 2nd of Balmyre who he had looked after since birth and which went on to be sold for 330 guineas.



Bill Rattray with his wife and daughter in 1966 in the ring somewhere with an unidentified stockman, can anyone put a name to him?



Young Auctioneer Eddie Hutchison made history in February 1963, when taking the final bid of 60,000 guineas for Lindertis Evulse, setting a new breed record.



The young herdsman at Lindertis, Charlie Gorn, who led out the record-breaking bull at Perth in 1963.



The February sales in 1953 were the first time a lady judge took to the ring. Lady Duff of Hatton Castle, Turriff is seen judging the heifer classes.



Mr Connor Carrigan (right) and Miss Louise Carrigan Lisronagh Herd, Clonmel Co Tipparary seen with Mr Hugh Nielsen, who at that time was Secretary of the Aberdeen- Angus Cattle Society.



Mr Tom Brewis is pictured here with Mr Lester Leachman, who purchased the record priced champion Elevate of Eastfield in 1959.



Sales have been sadly interrupted from the norm this year, but here is Rowland Fraser, long-term friend to many on the gavel in the 60's.



From left to right: Lt. Col JD Bibby of Alton in Hampshire, Mr R Carnegie and Mr Alexander Keith, the Society Secretary, at The Aberdeen-Angus Spring Show and Sale in 1949.

From left to right: Mrs Michael Mason, Sir William Prince-Smith and Lady Prince-Smith, pictured in 1948 at the English Aberdeen-Angus Show and Sale in Reading.



Godfrey Neal Awards 2019

It's that time of year where the applicants have submitted their cases to the panel for adjudication, to receive a grant from the Godfrey Neal Annual Bursary – a gesture left to the Society by a member who wanted to promote education and training to the younger end of the membership.

The grant is by way of a cash award to a person or persons, who can demonstrate that by having some financial assistance towards extra training, they will improve their skills and therefore expand their career horizons. This also applies to gaining skills that will help them at home or in starting-up their own enterprises.

Following the review of many applications by the panel, we are very pleased to announce the beneficiaries of a grant towards vocational training from the fund.

We were thrilled with the number entries this year, and having carefully gone through each, and being unable to split the top three applicants, we have decided to make an award to each. Every winner will receive a grant of £150 to go towards their chosen training.

Here we showcase each winner and an extract from their application.

Congratulations to each of you and please keep us posted of your progress.

Barrie L Turner

CEO - on behalf of the Godfrey Neal Trust



Andrew Adam

I would like to apply for this great opportunity to develop my career as a stockman through the Godfrey Neal Young Stockman Annual Bursary. My name is Andrew Adam, a 22-year-old member of the Aberdeen-Angus Cattle Society, and recently along with my brother we have established the Newhouse Herd. The herd consists of five cows and two heifers, and we're currently using AI to get our animals in calf. This has had its highs and lows, using our local AI services but I soon realised it would be 100% better if I could AI my own animals at the times I wish, and I am sure we would improve our conception rates. I have put my name on a waiting list with Semex in Ayrshire to hopefully attend a course soon, but like a lot of things due to COVID-19, this has been delayed.

If I am a successful recipient of the bursary, I would use it to attend this course. The cost for this course should be around £400 but can't be finalised due to the current situation. We can't justify a bull at this stage and I have invested in some good semen with great genetics, but feel some is getting

wasted as I am missing true heat times waiting to fit in an AI visit, and am sure I would have a better feel for my cows breeding programme if I could do the AI myself.

It would also be handy in my day-to-day work as a stockman for the Newhouse Limousin and Charolais herd, and would be a great asset on my CV if I could perform DIY AI, and access a wider genetic pool for all our herds.



Maddie Clarke

I am writing to express my interest and apply for the Godfrey Neal Young Stockman Annual Bursary, advertised on the Aberdeen-Angus Cattle Society website. I have been a freelance stockman for the past four years, after graduating from Agricultural College in 2016. I have spent most of my life working with and breeding Aberdeen-Angus cattle throughout England and Scotland, and have a huge passion and interest in the breed. I am a young Angus enthusiast, and have been attending the Aberdeen-Angus YDP for the last nine years, including local workshops, finals and many senior conferences. The Aberdeen-Angus YDP is a Club I am proud and love being a part of, and I will continue to support and contribute to.

I am applying for the Godfrey Neal Bursary as being a freelance stockman, I am working with many farmers across the UK, taking on various jobs every day. The one ticket which I am missing out on and would benefit from having, is my trailer license.

A common job I am employed for is to prepare and show cattle at agricultural shows across the UK, however without a trailer license I am unable to transport the cattle to the show or market myself, bringing with it another expense for the farmer.

Another reason for wanting my trailer ticket would be the further work opportunities it would bring. I will be able to transport cattle from field-to-field or farm-to-farm, which will make me more employable. A trailer license is a ticket I have wanted for a long time but have never been able to find all the funds. Therefore, I would be very grateful to receive funding to help me and give me a kick start. It will allow me to take on more work and help me further myself within my career.

If I was to receive the Godfrey Neal Young Stockman Annual Bursary I would be very willing to report or present how much the bursary has helped me through continuing to work with Aberdeen-Angus cattle on a daily basis, and how it has made

me more valuable to an employer. As a young woman in agriculture, I want to make myself as valuable and employable as I can, and I believe by receiving this bursary it will help me hugely.



Chloe Dunlop

My name is Chloe Dunlop and I am 23-years-old, and I come from a beef and sheep farm in Lanarkshire, Scotland. On the family farm we run a herd of 40 pure Aberdeen-Angus cows, 70 cross cows, as well as 800 breeding sheep. I regularly help on the family farm, as well as recently qualifying as a vet this summer.

Taking our Angus cows and bulls to shows and sales plays a big part in our family business and involves a huge commitment, from halter training and dressing them, to transporting them to the shows and sales. Often the shows or sales can be quite far away and unfortunately, we rely on my dad to transport the animals as I do not have my trailer license. I believe attaining my license would relieve pressure on my dad and allow him to get on with other work on the farm whilst I took the cattle to shows and sales. Personally, I also believe this would allow me to develop my stockman skills as I would be responsible for overseeing the cattle at the events and oversee dressing them ready for the show or sale.

Attaining my trailer license will allow us to take our animals to more shows than we are currently able to, increasing the profile of our herd and helping promote the native breeds which I feel have a very important part to play in the British beef industry. Therefore, I believe I would be a good candidate for the Godfrey Neal Young Stockman Award and would put the bursary to good use to sit my trailer test and allowing us to further promote our family Aberdeen-Angus herd.

Roll up, roll up! Get your Aberdeen-Angus face mask

As we have progressed through the chaos that COVID-19 has bestowed on the UK and the rest of the world, wearing a face mask has become the new normal.

We thought that we should perhaps take a silver lining opportunity in the face of adversity, and add some branded face masks to our inventory of accessories available from the office.



Reusable and washable branded face mask

£7.50 each
including VAT post and packing



Pack of 20 disposable facemasks

£25
including VAT post and packing



Pack of 20 disposable facemasks (EIRE)

€30
including VAT post and packing

E-mail your order to:



yvonne@aberdeen-angus.co.uk



info@irishaberdeenangus.ie

CONTACT THE OFFICE

At the Aberdeen-Angus Cattle Society, we take communication with our members, stakeholders and trade very seriously. 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 know where to turn if you need help with any aspect of your business.

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

Please find below a summary of the individual staff roles within the Society so that you can reach the right department and

person first time. We hope that by contacting the right people and department will help us to help you have a good experience when contacting us – every time.

For a quicker response to your enquiry, please try to identify the person that can help you best – either by emailing, phoning and leaving a voicemail if your call cannot be taken at the time.

PLEASE DO NOT USE the info@aberdeen-angus.co.uk email address which is being phased out and is not monitored regularly.

BARRIE TURNER **CHIEF EXECUTIVE OFFICER**

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

Direct Dial: 01738 448345

Mobile: 07597 369580

01738 622477: Option 7

LAURA STEWART - OFFICE MANAGER

Laura has been with the Society for several years and is well versed in the running and governance. Laura has a multi-task role within the Society from managing the office infrastructure and IT, Council and Committee meeting responsibility, communications with presidential team and directors, CAAB scheme enquiries/membership, as well as PA to the CEO.

Direct Dial: 01738 448343

01738 622477: Option 6

Email: laura@aberdeen-angus.co.uk

ANGELA CUMMING - FINANCE

Angela is our Finance Manager and looks after financial matters including reporting to the board for the Society, PCS our subsidiary company and YDP accounts. It is important that you notify us straight away if you have a query with an invoice. To pay by card, please contact Angela or Helena. You can pay by cheque or through internet banking. Please ensure you quote your membership number.

Direct Dial: 01738 448344

01738 622477: Option 5

Email: angela@aberdeen-angus.co.uk

REGISTRATIONS DEPARTMENT

Our team in Registrations are all very well versed in our registration system, the software difficulties sometimes faced and offer help and assistance with the rules governing our breed integrity. There is scarcely a matter that they have not dealt with before. 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

01738 622477: Option 3

Email: caroline@aberdeen-angus.co.uk

YVONNE BUCHANAN also deals with online registrations, ROI and overseas registrations, Farmplan, Farmdata etc. and sale of breed merchandise.

Direct Dial: 01738 448340

01738 622477: Option 2

Email: yvonne@aberdeen-angus.co.uk

FIONA FLOOD also deals with DNA, paper and online registrations, new membership enquiries, the sale of back copies of Reviews and archiving.

Direct Dial: 01738 448342

01738 622477: Option 4

Email: fiona@aberdeen-angus.co.uk

KATHRYN BRADSHAW is the Secretary and representative of the Irish Aberdeen-Angus Cattle Society. She deals with all enquiries for our members in EIRE.

Direct Dial: +353 71 9632099

Email: irishaberdeenangus@eircom.net

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, and to provide objective information on stock they sell to commercial breeders. Our team are ready to help you on your way to ensuring you are making the right choices for your business.

BARBARA WEBSTER – BREEDPLAN.

Direct Dial: 01738 448346

01738 622478: Option 3

Email: barbara@breedplan.co.uk

HELENA STEWART – BREEDPLAN also deals with general AACS and PCS accounts queries and card payments.

Direct Dial: 01738 448347

01738 622478: Option 2

Email: helena@breedplan.co.uk

AMY JOHNSTONE – BREEDPLAN also deals with the Society website, social media, stock for sale, shows and breed awards.

Direct Dial: 01738 448348

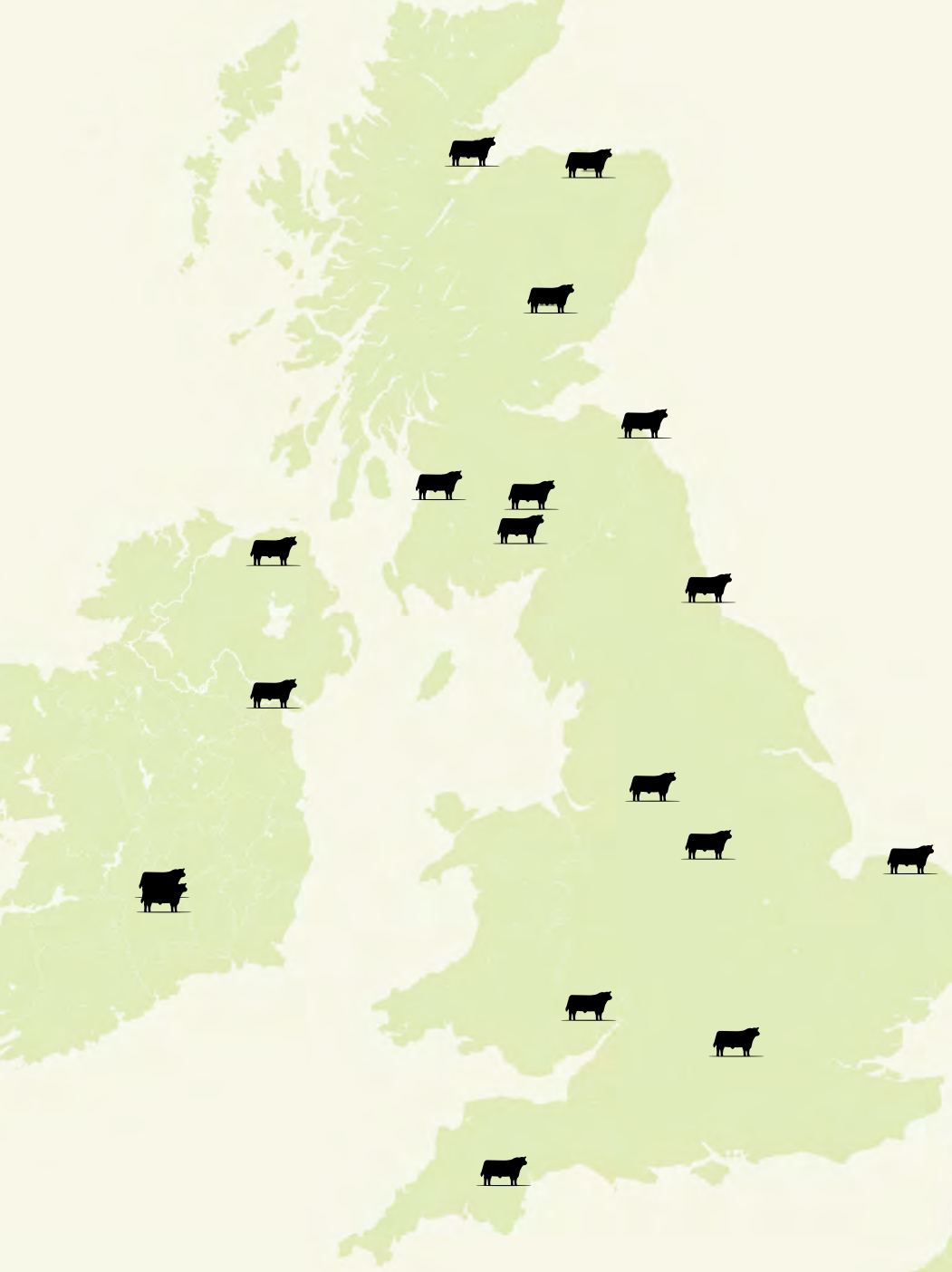
01738 622478: Option 1

Email: amy@breedplan.co.uk

It is important that we are aware of any aspect of our service that is not up to standard.

Please call Barrie Turner, Chief Executive Officer +44 (0) 7597 369580

We will quickly establish the cause of your dissatisfaction and put it right if we can – or honestly explain the reasons if we can't.



List of Member Clubs

Highland Area Club

North-East Scotland Club

Central Scotland Club

Border Club

South-West Scotland Club

PENWAC Club

North-East England Club

Salway Club

West Mercia and Wales Club

East Anglia Club

South-East England Club

South-West England Club

Northern Ireland Club

Connaught and Leinster Club

Munster Club

South-East Ireland Club

The Aberdeen-Angus Clubs

The Clubs play an essential part in what we do representing the Breed and the Society around the shows in their regions, as well as organising meetings, herd walks and competitions throughout the year.

It is the intention of the Society to help the Clubs engage more with promoting in their area and start to play an essential role in the publicising of the breed and the brand going forward. If you are reading this and are not a member of your local Club and have an interest in learning more about membership benefits, contact the Secretary in your local area.

We will be making some investments this year to encourage the Clubs to be 'legs on the ground' in spotting opportunities to help us market the breed and the brand going forward.

The regional Clubs are not just for breeders, but for anyone with an interest in Aberdeen-Angus Cattle - be it breeding, beef or just would like to be a part of the story going forward.

[www.aberdeen-angus.co.uk/
the-society/regional-clubs/](http://www.aberdeen-angus.co.uk/the-society/regional-clubs/)