



THE  
ABERDEEN-ANGUS  
CATTLE SOCIETY

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# Breeding for a sustainable future

Winter Newsletter February 2017

Find us on:



**Johnny C. Mackey**  
Chief Executive

## DATES FOR YOU DIARY

### 5<sup>th</sup> FEBRUARY

Society EGM and AGM  
Stirling Agricultural Centre

### 5<sup>th</sup> - 6<sup>th</sup> FEBRUARY

Stirling Bull Sales  
Stirling Agricultural Centre, showing  
starts 10.30am on the 5th and  
selling starts at 10.30am on the 6th

### 11<sup>th</sup> FEBRUARY

Carrick on Shannon Sale

### 14<sup>th</sup> FEBRUARY

Dungannon Show and Sale  
Dungannon Farmers Market

### 24<sup>th</sup> - 26<sup>th</sup> FEBRUARY

Future Farming Event  
(Senior YDP Conference)

### 1<sup>st</sup> MARCH

Royal Northern Spring Show and Sale  
Aberdeen and Northern Marts

### 18<sup>th</sup> MARCH

English Premier Show and Sale  
Newark Livestock Market

Welcome to the latest and last "Newsletter" for Aberdeen-Angus members. As many of you will now be aware, 2017 will see the introduction of many new changes, largely across our print and on-line publicity material.

This year will see the role out of a brand new quarterly edition of The Review which is aimed at being a merger of the Newsletter, The Angus and The Review. The Breed Promotion committee have put a lot of work and research in to making sure a timely and topical magazine will land on your door mats with many more advertising options to suit your own business marketing needs. It will also provide a bigger platform for our vast team of member Clubs to promote their members and activities throughout the year. I for one can't wait to see the March edition arrive in the office. We will also be producing a smaller commercially focussed only flyer for insertion with national press titles.

Helping to ramp up our publicity and communication material, the Society will also be launching a fortnightly newsletter direct to your inbox, as well as a fortnightly blog from me. This will cover a brief run down of where I've been and what I've been up to, as well as other highlights from meetings and events throughout the Society. It will also provide a useful platform to address any burning issues within the Society or breed rather than having to wait until the next official Society publication to address them.

As well as the above changes, this year as you will all know is very firmly on the World Angus Forum. We're highly indebted to the support of our sponsors and the organizing team are delighted to have announced M&S as the headline sponsor for the entire Forum. Their backing of the event coincides with the premium retailer's belief in the brand and the breed and off the back of this relationship some exciting news will also appear in conjunction with the Forum.

Next month sees the start of bull sale fever and I'm very much looking forward to kick starting the programme of events with the Stirling Bull Sales. With demand as strong for the breed as it's ever been I'm confident trade will reflect that.

# Cost-cutting measures

The chief executive and chair of the Finance committee have been working hard in the past year to put in place a number of cost-cutting measures to bring the Society's performance back into the black following two years of losses.

Those measures included savings on printing and postage by moving this newsletter online

and also ceasing our attendance at the Livestock Event in Birmingham (all beef cattle showing has since stopped at this event).

Hopefully you will have noticed the difference in your accounts mailed out in early January which show a five figure surplus (£7092) to the year ended 31st October 2016. It was necessary

to go through this exercise before Council would consider increasing any fees; hence the proposal scheduled for the EGM to increase the subscription for breeders to £50+VAT from 1st January 2018 (the first time we have increased this fee in 22 years and also brings us into line with many other breeds).

## Updating email addresses

With a new e-mailing list being compiled in the office in order for members to receive the fortnightly newsletter, please ensure the office has your current email address on file. If you have changed your email address from the one that is listed on the Breedplan database or haven't had one listed previously and would like to, please email [fiona@aberdeen-angus.co.uk](mailto:fiona@aberdeen-angus.co.uk) with your membership number and name for this to be altered.

## Semen Royalty Brokerage Scheme

Council have agreed to introduce a registration fee of £50.00 plus vat for each new bull entered onto the Society Brokerage Scheme. Commencing from the 1st January 2017. Commission collected on royalties will remain at 10%.

## Council Notes

As part of Council's desire to be more accountable and accessible to the membership, another addition to the downloads available soon will be an abridged note of the most recent Council meeting. While we obviously cannot release full minutes of Council meetings, we are keen that members are informed of the vast array of work being undertaken on their behalf by their Council.

## Young beef cattle enthusiast wins pedigree heifer courtesy of YDP workshops and The Moss herd

Craig Johnstone from Pitlochry was the lucky recipient of a pedigree Aberdeen-Angus heifer kindly donated by Kevin Moores of the Formby, Liverpool-based The Moss herd, as a result of taking part in a YDP workshop held last summer at Kincardine Castle.

Fifteen-year old Craig has recently taken ownership of the heifer when Kevin delivered her personally to Craig's uncle's farm where she will remain. "I attended my first YDP workshop at Kincardine Castle in Scotland last year with an interest in learning more about working with cattle. I don't live on a farm, but enjoy helping out with my uncle. I never dreamt attending the workshop would see me winning a pedigree heifer."

The heifer, The Moss Felucca R323 was born in April 2015 and is by The Moss herd's stock bull Scholland Wizzard K459 and is out of The Moss Felicia G739, a female sold to the Rawburn herd of Messrs John Elliot, for 7500gns.

Breeder Kevin Moores said: "I'm delighted to be able to offer this exciting prospect to the YDP. The programme is fantastic at both supporting and promoting the next generation of Aberdeen-Angus enthusiasts. Felucca has been bred from one of the herd's most exciting and highly sought after dam lines and has been AI'd to Raff Hercules, offering a strong pedigree line for Craig. I wish him and his family all the very best and look forward to hearing

how she breeds for him."

For the 2017 programme Society junior vice president Angela McGregor has very kindly offered to donate a heifer from her Aberdeenshire-based Newcairn herd. However, this year the Society is opening this up to all keen Aberdeen-Angus enthusiasts via a raffle with proceeds going to the YDP. Tickets (priced £10 each) will be available from Sunday onwards at the Bull Sales in Stirling and at other shows and events throughout the summer (not from the office). More information as to the breeding of this heifer will be made available on the Society's website in due course.





# Making registrations easier with Farmplan and Farmdata

The Society is pleased to announce a relationship with Farmplan and Farmdata, whereby their software management programmes are compatible with the Society's registry system.

This allows breeders to process intimations and/or registrations

at the same time as completing either software inputs before emailing them to Yvonne Buchanan in registrations. Commenting on this process, Yvonne said: "This has the potential to be a huge time saving exercise for breeders avoiding duplicate registrations

for yourself, BCMS and the Society."

Any member looking for support in carrying out this process who is using either Farmplan or Farmdata can contact Yvonne for advice Email: [yvonne@aberdeen-angus.co.uk](mailto:yvonne@aberdeen-angus.co.uk) or Tel: 01738 448340.

## WORLD ANGUS FORUM DAY PASSES



As bookings are coming in at a strong pace - some of you may have seen the recent update on the World Angus Forum Facebook page that the Early Bird booking offer yielded more than 40 Australian and 60 Canadian delegates alone, plus another 100 from overseas - interest has also mounted on the availability of day rate passes.

The Forum is offering a day rate pass for you to attend any specific day of the tour if you would prefer to dip in and out without worrying about booking a solid section of a tour. These day rates will vary in price according to the day's activities, dinners and entertainment.

From an organisation point of view there are many reasons why you can't arrive on the day in your own transport. While these events are Open Days to a degree, they are not the normal Open Days farmers will be used to turning up to. They

have strict timings for ease of transporting delegates to and from their locations on time (some days include more than one visit in a day), it allows for accurate catering provision, it avoids traffic and parking issues on farms (some holdings will not have adequate car parking space availability) and more importantly it is out of respect for the delegate who have paid to be there.

All delegates whether full tour or day rate will be sent lanyard passes for identification purposes, ease of admin accounting and transportation management.

I hope you will all see the benefit of signing up to day passes of your choice as this is a fantastic opportunity to network with some of the world's finest breeders, as well as visit key herds and attractions of your choosing.



### Additional World Angus Forum visits

Any breeder wishing to make themselves available to host any international delegates both before and after the World Angus Forum should let Hazel Baxter ([hazel@aberdeen-angus.co.uk](mailto:hazel@aberdeen-angus.co.uk)) know, as she is compiling a list for those interested in extending their stay in the UK and Ireland.

[www.worldangusforum2017.com](http://www.worldangusforum2017.com)

# TYPE CLASSIFICATION DEMONSTRATION



At the end of last year, the Society in conjunction with Pedigree Cattle Services, held a type classification demonstration workshop at Andrew Hodge's Rulesmains herd. The workshop was carried out by Holstein UK's head classifier Meurig James where he gave an in-depth presentation of the benefits of classification and why breeders should think about using it as a management tool.

A video has been uploaded to the Society's website capturing the day.



To view the video on-line click the image above.

## John McCulloch and Georgina Laws to shadow judge at Stirling Bull Sale

Two YDP participants and past finalists, John McCulloch and Georgina Laws, have been invited by the Society to shadow judges at next month's Premier Sale of Aberdeen-Angus at the Stirling bull sales in United Auctions, Stirling, alongside judge Liam Muir.

The purpose of this exercise is to give participants who have performed well in the YDP final weekend (we drew

names out of the hat for the top three intermediates and seniors) the opportunity to do some high level on the job training and step up to the next level and there can be no higher a level than the Premier Sale at UAS. This work is part of a wider programme to improve the standard of judging at all our top tier shows and sales and we look forward to welcoming John and Gemma to the show ring.

## Calling all Club secretaries

Club secretaries will have received an email from the Society's communications manager, Chrissie Long, regarding the allocation of new publicity material for your Club stands or caravans at shows and events.

This year will see the provision of new publicity material, either in the form of promotional posters or pop up banners for those Clubs who attend various shows and events either with a small stand or caravan.

A questionnaire has been sent out to gauge reaction for this, so please encourage your Club secretary to feed back a response as soon as possible. Any queries, please contact Chrissie direct.

[chrissie@aberdeen-angus.co.uk](mailto:chrissie@aberdeen-angus.co.uk)

## Sell My Livestock

### New partnership announced with Sell My Livestock

The Aberdeen-Angus Cattle Society is pleased to announce that it has teamed up with Sell My Livestock to offer a new online sales platform for members.

From mid February breeders will have access to a brand new area within the Society's website where they can directly advertise stock for sale. All stock advertised will also be automatically listed on Sell My Livestock's main website, which now has more than 15,000 registered farmers in the UK and receives 2000 plus visits from potential buyers every day.

The service is designed for pedigree and commercial stock - the latter will have to be by a named Aberdeen-Angus sire which will need to be stated on the advert.

Users can upload photographs and full descriptions of animals, as well as details of health schemes and links to breed records, such as EBV and pedigree data. For an introductory period, members will be able to advertise pedigree stock for sale free of charge, while there will be a fee of £10 per advert for commercial listings. Pedigree bulls offered for sale over the age of one year will be subject to a minimum price limit of £1800.