

ANNOUNCEMENT



to Members

TEAM UPDATE
MARCH 2023

I have a number of team changes to announce this month. Our communications assistant Jen Tyson and accounts contractor Stephanie Tompkins are off to pastures new. I thank them for their work for the Society over recent years and I'm sure you will join us in wishing them luck in their new endeavours. Building on my commitment and vision to transform the British Limousin Society and lead our membership into a bright new chapter, I am delighted to announce the following new starters joining our team.

Sue Stenner RETURNS TO THE FOLD AS LIMOUSIN BRAND INTEGRITY MANAGER



“ I am very much looking forward to re-joining the team at the Limousin Society in my new role as Brand Integrity Manager, it's very exciting to part of such a dynamic and forward thinking Society. I am really happy to be a part of the team that will take the Limousin Society forward to the next stage in promoting this great breed and to play my part in developing the new Taurus database that will revolutionise the Herd Book and make life so much easier for our members, with integrity as the key. ”

Sue has worked for the past 20 years within Breed Societies, starting with the British Blonde Society in 2003 as a general administrator she progressed to managing accounts, producing the annual journal and designing the Society website. In 2008, she joined the British Charolais Society to manage the DNA and promotional goods progressing to work within all areas of the herd book, develop the Youth Programme and was promoted to Communications Manager in 2017. After a short stint working at the Limousin Society as Herd Book Manager, she has spent the last eight months with the British Simmental Society.



LIMOUSIN

Clara Hofstetter **SET TO INJECT A NEW PASSION INTO THE HERD BOOK**



“ I graduated from the University of Gloucestershire with a BSc in Geography, then went on to pursue my interest in horses before deciding to go down a different path this year. I am a sporty active person, where I get most enjoyment out of doing CrossFit and training my Springer to be a gun dog. I have challenged myself to learn French, which would come in handy if I ever meet our French Limousin counterparts. I am not from a farming background but I have always wanted to work in the agricultural sector and have an interest in every aspect, from meeting the farmers to the science of genetics. I like to think I'm town by birth but farm by heart. ”

With her enthusiasm and passion for the agri-food sector I was delighted to welcome Clara to the team last month as she joined the Herd Book team to help improve member communications relating to Herd Book activity and member enquiries. Her first few weeks have been an exciting whirlwind of information, speaking with over 130 Semenstore customers to gain valuable insight, meeting the South Wales and Mid West Club at their AGM, registering her first calf and completing four member farm visits. Clara will be joining me at the April and May bull sales providing members with a great opportunity to put a face to a name.

Merryn Philip **TAKES UP HARPER ADAMS STUDENT 12-MONTH PLACEMENT**



“ When I was searching for placements, I knew that I was especially passionate about breeding and genetics so was trying to find one to suit me based on this. I came across the Limousin placement and it immediately stood out to me, this role sounded perfect for me. With my background in showing and pedigree breeding, as well as breed society experience with my pigs, the job suits me. I love the Limousin breed, the potential and importance of them, especially in terms of maximal feed efficiency, which is becoming increasingly important in the current climate. I can't wait to begin working for the Society and learn more about the breed and members themselves. ”

Our collaboration with Harper Adams University College is to provide the opportunity for a BSc (Hons) Agriculture with Animal Science student to gain career experience. I am delighted to say that Merryn will be joining us in June. She has worked on beef, sheep and dairy farms and has a solid understanding of what is involved with pedigree registrations and a natural empathy for the livelihoods that depend on them. Merryn's passion for livestock is evidenced by her drive to seek work experience on a Canadian cattle ranch situated on the Manitoba/Saskatchewan border, where she will support a family this Easter with calving, feeding and trucking.

Alice Swift

CEO, BRITISH LIMOUSIN CATTLE SOCIETY