

A NOTE FROM



Alice

AUGUST 2023
EDITION

DEAR MEMBERS

Last month was a flyer for the Limousin Brand. My huge thanks go to the Young Limousin Breeders Club for the superb display of stockmanship on show at the Great Yorkshire during the national stock judging competition. It was the first event of its kind that I have witnessed and I was blown away by the knowledge, passion, and commitment of our young breeders. Teams from Northern Ireland, Scotland, Wales and England travelled hundreds of miles to compete at a senior, junior and individual levels.

Congratulations to our overall individual winner, Darryl Geary, who at the age of 21 was pitch perfect in his reasons and judging. Darryl only recently became Chair of the NI Young Breeders Club, and has already made a significant impact, devoting an enormous amount of time and energy into revitalising the Club.

It was the Welsh team who reigned supreme, taking victory in both the Junior (Lisa Jenkins and Caryl Davies) and Senior pairs (Elizabeth Swancott and Sioned Thomas). Again, accurate, precise and pitch perfect in their delivery - well done.

The life skills - presentation, confidence, articulation, communication - developed through participation of these events is something I am committed to nurturing and investing in. Merryn, our recently recruited Harper placement student, has already captured feedback on what the young breeders would like to see more of. Acting on this feedback, we plan to go to town with the Young Handlers event held at Red Ladies, which will be coupled with a knowledge transfer workshop. Keep an eye on our Facebook page for more details.



LIMOUSIN

Team Nimmo took the Limousin honours at the Great Yorkshire with their striking heifer Maraiscote Tangerine. I was also delighted to see Grahams Ruth reclaim the interbreed supreme title at the Royal Welsh. Sadly this clashed with our family holiday so I was unable to attend (my kids were starting to refer to me as 'Alice', so it was high time I prioritised them!), but Laura and Merryn did a super job representing us.

Returning to the day job, recharged and raring to go, I continue to be enthused by members' positive response to the 'Green Gene' narrative. Feed efficiency and green credentials are highly correlated, and we are working hard behind the scenes to look at the data we have. These proof points will be instrumental in enabling retailers and processors to see the value of Limousin genetics in lowering the emissions of beef in the UK.

For the 'Green Gene' to translate into commercial advantage we must be able to use data and facts to prove and quantify our value, and this is the area my team are focussed on defining. We are actively seeking out finishers to help us with our proof points.

To see so many members eager to engage with the concept, using #GreenGene on social media posts, has been really encouraging, so thank you. I hope to be talking about the concept in farming media in the months ahead, and will of course keep you updated as our case for the #GreenGene continues to grow and strengthen.

Sue and Alison continue to work relentlessly with the Map of Ag developers to deliver New Taurus. New

Taurus is poised to give us one of the most advanced IT systems in agriculture, however, it is extremely complex, and given the significant changes being developed to the back end of the system it is imperative that rigorous testing takes place. To ensure the switch to the new platform is delivered with minimal disruption to members, I am pushing back the delivery date to land after the October bull sales; in allowing ourselves more time, I believe it will create a smoother transition for us all.

Entries are still open for the October sales, but time is running out to submit DNA samples to get the results back in time. To give your sample every chance of being verified first time round, if you are in any doubt over the sire, please declare up to three sires. DNA verification is a complex science, and we cannot speed up the process - 19 days is the turnaround time once the sample enters the lab. If you have an exclusion it is a further 19 days once a further sample is submitted.

A Notice to Members election edition will arrive with members shortly, and the digital copy is already available on Taurus. Voting closes 5pm on 31st August.

Wishing you all a drier August,

Alice Swift

CEO, BRITISH LIMOUSIN CATTLE SOCIETY

“ THE *life skills* - PRESENTATION, CONFIDENCE, ARTICULATION, COMMUNICATION - DEVELOPED THROUGH *participation of these events* IS SOMETHING I AM COMMITTED TO NURTURING AND INVESTING IN. ”