

A NOTE FROM



Alice

SEPTEMBER 2023
EDITION

DEAR MEMBERS

August has flown by; the kids are back to school, and it has stopped raining. The 'back-to school' food demand looks to have released the summer hand brake on beef prices, which is great to see.

The Clubs have been very busy with packed summer schedules, a big thank you to you all for making this happen. I had the pleasure of joining Ian Sedgwick's family and the Northwest Club for the Gallaber Open Day. There was a strong turnout to view an exceptional herd of cattle. It proved a super opportunity to catch up with many members who I first met earlier in the year at the club AGM. Conversations that day confirmed how far we have come, with many upbeat exchanges about the future opportunities for Limousin.

Momentum continues to build around the Green Genes narrative which has resonated with farmers, industry and the media. We took the opportunity to respond to The Grocer on the Waitrose native range article, to make the point that being a native breed is irrelevant to green credentials. This was not to discredit the merits of native breeds (which I know all too well, owing to my hill farm upbringing, home to a native suckler herd) - but rather to stick up for the realities of farmer decision making, and to get the retailer readership to think Limousin! Too often the narrative around farming plays to the stereotype, rather than crediting the complex decisions involved in making a commercial beef operation stack up.

Farmers Guardian have run a follow up piece quoting the merits of Limousin, citing the



LIMOUSIN

Greenbreed Research project that confirmed Limousin genetics can produce up to 30 per cent fewer daily emissions relative to other high emission beef breeds for the same level of productivity and performance.

The team at Concorde House continue to prioritise the build of New Taurus, a huge project with over 330 functions to scope, but we are getting there. Phase 1 will land before Christmas which will include the links to the statutory body registration databases, allowing independent verification of dates of birth and 28-day notification automation - a game-changing functionality that will bolster the integrity of our herdbook.

Preparations for the October bull sales are well underway. There is a buzz of excitement in the office as we prepare, but the late submission of DNA samples remains a concern. It is so important samples are submitted three months in advance of sale dates. If you have animals destined for Red Ladies, weaned calves and February bull sales, please get these samples submitted as soon as possible. A top tip from the team is to max out your three sire choice options to avoid an exclusion. From 1 October, samples that fail

owing to a sire exclusion will be charged, but listing up to three sires will help you avoid this.

The AGM takes place here at Concorde House on 21 September at 11am. This is an opportunity for members to understand more about how the society operates and the ambitions we have for the breed and the society. If you would like to attend, please confirm your attendance by emailing info@limousin.co.uk.

The Council, with newly elected members Jim Gammie (Scotland), Alan Myerscough (N West), Martin Irvine (Scotland), Keith Redpath (National), Jonathan Watson (National) and Brian McAuley (bye election, NI) will meet straight after to review progress made this year and plan ahead.

Wishing you a super September.

Alice Swift

CEO, BRITISH LIMOUSIN CATTLE SOCIETY

“ THE GREENBREED RESEARCH PROJECT CONFIRMED THAT LIMOUSIN GENETICS CAN PRODUCE UP TO 30 PER CENT *fewer daily emissions* RELATIVE TO OTHER HIGH EMISSION BEEF BREEDS FOR THE SAME LEVEL OF *productivity and performance.* ”