

A NOTE FROM



Alice

NOVEMBER 2023
EDITION

DEAR MEMBERS

Reflecting on one year at Limousin, I am delighted with the progress we have made, only possible thanks to the committed team at Concorde House and the continued support we receive from the Council and membership. I was tasked with getting our 'house in order', delivering a responsive service to members and putting in steps to futureproof the integrity of the Limousin Herd Book. I also remember one Council member pointing out 'you just have to put the happy back into Limousin'. I certainly sense Limousin is a happier place and I remain excited for our future.

Watching the news of the devastating floods, my heart goes out to all those affected. At a time when input

costs remain high, the extra load of losing crops and grazing, alongside the clean-up is heavy.



MEMBER ENGAGEMENT

It's been a pleasure catching up with members at the October sales, Agri Expo and Club annual dinners. The culmination of the Club Herd Competitions has been a highlight and a true reminder of the passion and leading breeding accomplishments we have within this breed. A huge well done to all those who took part and to the Club teams and judges for investing so much time in pulling off these special occasions.



LIMOUSIN



BREED PROMOTION

Creating a marketing campaign to raise the profile of Limousin's qualities has been a key priority. As the public's interest in green issues grows and food businesses are challenged with how to meet net zero targets, I firmly believe Limousin can play a key role in creating a more efficient beef industry. Limousin's ability to grow efficiently and reach a low age at slaughter with a high meat yield means Limousin often outperforms native breeds on green credentials. Too often the complexities of farming are overlooked, and marketing campaigns suggest that merely buying a native breed is best; this is something we must challenge and it's this conundrum that inspired the launch of the 'United by Green Genes' campaign. I was delighted by the response we received to this at the Agri Expo this month, where we revealed some of our new look Green Genes stand and materials.

At Limousin we have 36,000 animals genotyped - the biggest data set of genotypes compared to any other beef breed. This data set, combined with insights from research projects, has identified the F94L myostatin gene is responsible for increased meat yield on carcasses, thus proving to reduce emissions by creating more beef from less input. Owing to these efficient traits we have branded the F94L gene the Green Gene.



HERD BOOK INTEGRITY

The team have made significant progress on the development of New Taurus with the completion of all 300 'scopes'. These 'scopes' detail the functionalities required from the data platform for Map of Ag to build and code the new platform ready for testing. An element of New Taurus that will be game-changing in terms of data integrity is the data link we will have

with BCMS, Scot ID and APHIS/ NAFIS, allowing dates of birth to be verified against the statutory authority. This will allow the automation of birth notifications (Bye Law 3.5.2), thus removing this burden from members. This data feed is the same used by farm software programs and will give members the option to input animal data once. The Council have been a huge support in the development of this function by sharing their access details.

Accurate data capture remains at the forefront and as we enter the housed period I have been encouraged by the number of members willing to support with this. Accurate birth weights and subsequent 30, 60, 90-day weights all help us confirm the efficiency of Limousin genetics. An exciting project we will be tackling is a review of our performance recording data to ensure it is relevant to today's buyers: calving ease is critical, as well as verified weights to establish daily live weight gains and meat yield. Loin length is an area we should explore, along with steps to implement independently verified 200 and 400 day weights. I would love to hear members' ideas on what you would like to see from this.

Entries for the February sales are open. Please don't delay the DNA for animals destined for February sales as turnaround times can be implicated by festivities - 24th November is the cut-off date for DNA submissions this side of Christmas.

Wishing you a better November.

Alice Swift

CEO, BRITISH LIMOUSIN CATTLE SOCIETY



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