



LIMOUSIN

MEMBER STATEMENT

STATEMENT FROM CEO ALICE SWIFT

It has been a pleasure to lead the Limousin Society through this time of significant change.

Over the last two years we have turned the society's finances around, established new income streams, and raised the profile of the breed. We have also identified and established the unique Green Genes of the breed that makes it one of the most sustainable beef breeds in the UK and an attractive commercial proposition.

But change is not easy and transformation needs time and acceptance to bed in across the membership. Having chartered the course for a profitable and trusted Society, now is the time for me to step down as CEO of the Limousin Society.

As I do, I would like to share my thanks to the many Limousin members that put their trust in my leadership, supported my direction and embraced the change agenda I have driven. It is my hope for the organisation that it continues to promote change in the sector. Change that is so needed in agriculture if we are to succeed in reforming the industry. Change that is essential to increase profitability for farmers by delivering to the needs of today's retailers and consumers.

Alice