NEW CEO TO JOIN BLCS

We are delighted to announce that Paul Rainey will be joining the British Limousin Cattle Society as the new CEO.

Paul comes with a wealth of both business and breeding experience. Having just completed the sale of his business Paul is excited to have a new challenge and sees the immense potential in the breed and the projects on the horizon.

Commenting Society Chairman Dyfan James said “Paul is an outstanding addition to the Society, his business background combined with his Limousin knowledge will really help push the breed forward.”

Paul says on his appointment “I am extremely honoured to be taking up the role of CEO with the British Limousin Cattle Society. I’ve been involved with Limousins for nearly 20 years as a breeder. I recognise the challenges we as breeders face in today’s market, however I believe there are many exciting opportunities ahead for us as a breed and we must embrace the journey ahead together.”

We look forward to working alongside Paul and ensuring that the Limousin breed is at the forefront of UK beef production.