

Sales 2009

All dates subject to DEFRA movement and gathering regulations

Saturday 18 April 2009

Society Spring Show and Sale, Worcester
Auctioneers: McCartneys. Tel: 01905 769770

Saturday 16 May 2009

Society Northern Spring Sale
Beeston Castle Market, Tarporley, Cheshire, CW6 9NZ
Auctioneers: Wright Manley. Tel 01829 262100

Friday 14 & Saturday 15 August 2009

National Society Show and Sale
Rugby Farmers Market, Stoneleigh
Auctioneers: McCartneys. Tel: 01905 769770

Friday 11 & Saturday 12 September 2009

Traditional Native Breeds Show & Sale, Melton Mowbray
Auctioneers: Melton Mowbray Market Auctioneers Tel: 01664 562971

Saturday 19 September 2009

Rare & Traditional Breeds Show and Sale
Chelford Agricultural Centre
Auctioneers: Marshalls. Tel 01625 861122

Saturday 26 September 2009

Society Autumn Sale at Worcester
Auctioneers: McCartneys. Tel: 01905 769770

Friday 2 and Saturday 3 October 2009

Autumn Rare & Minority Breeds Show & Sale
York Livestock Centre
Auctioneers: Tel 01904 489731

Saturday 17 October 2009

Mid West Longhorn Breeders Club 4th production sale, Sedgemoor.
Auctioneers: Greenslade Taylor Hunt. Tel 01935 423474



Longhorn News

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Diary Dates

18 April, Society Spring Show & Sale, Worcester.

16 May, Society Northern Sale, Beeston, Cheshire.

Other diary dates inside

Dear Members

Longhorn is Britain's Best Steak!

It's official. Longhorn is Britain's Best Steak. In a taste test competition held by Country Life Magazine a Longhorn steak supplied by Charles Sutcliffe's Meridian Meats came out the clear winner. This is such fantastic publicity for Longhorn beef and we should all be capitalising on the opportunities this offers to really promote Longhorns to butchers, potential breeders and most importantly consumers. The article is reproduced in the newsletter and a press release is available from the office. If you are finishing your own beef either to sell to butchers or to sell yourself then I would urge you to contact the office with details of your local newspaper so that I can promote both you and the breed.

Don't let such a great chance of free publicity slip away! The Society has sent press releases to the national farming and selected consumer press and local papers are more likely to pick the story up if they can have a local 'angle'. Get in touch now!

The Journal was circulated last month and I hope you enjoyed reading the articles and results from last year. I am always looking for interesting articles so if you have something you think would be suitable then please get in touch. If you would like more copies of the Journal or any of the Society leaflets for distribution then please get in touch—they're not doing you or the Society any good if they're sat in my office!

There are plenty of events on offer to members over the next few months—more information and booking forms are in this newsletter. Places will be limited so book early.

Debbie

Useful News

Penalties for breaching cross-compliance requirements increase

The Rural Payments Agency (RPA) has published an updated reduction matrix and a list of the most common cross compliance breaches on its website, along with some useful check-lists to help claimants prepare for inspections.

The standard reduction for a first time breach of cross compliance standards will now be 3 per cent of SPS 2009 and for Pillar 2 schemes such as Environmental Stewardship schemes.

EU regulations state that the 3 per cent reduction can be increased or reduced, depending on the severity of the breach.

When cross compliance was introduced in 2005 a key requirement of the legislation was to inspect against a set of specific standards. Where farmers were found to be in breach of the requirements, their payment was to be reduced.

Until now RPA has implemented a 'light touch' approach and approved a reduction matrix based on issuing warning letters for the majority of first time breaches, particularly for cattle inspections.

However recent EU audits have deemed RPA to have been too lenient and it has been advised that it will itself be fined through disallowance if it does not implement the regulations correctly.

For all 2009 SPS inspections the RPA will therefore be issuing 3 per cent reductions for the majority of cross compliance breaches found.

Details of the cross compliance reduction matrix and guidance can be found by following the link to www.rpa.gov.uk/crosscompliance on the RPA website.

The most common reasons beef farmers face SFP deductions for non-cross compliance are:-

- #. Not returning a passport to BCMS, or advising APHIS, after the death of an animal.
- #. Not re-ordering lost tags within 28 days. (This is not a big issue in Scotland where the government has issued a form to help farmers and non-compliance has fallen significantly.)
- #. Failure to report farm to farm movements.
- # Failure to register a birth within the specified time.

The RPA is willing to talk directly to members about the reasons for the change

Article courtesy of NBA

Females For Sale

Jim Beechey, Manor Farm, Sheepy Parva, Atherstone, Warks, CV9 3RE

Tel: 01827 880239

Email: jamrobe@btinternet.com

ARDEN JULIETTE (17553/I0255)

Born: 08/05/2008

Sire: Blackbrook Nonsuch (12847/D0380)

Dam: Arden Juncus 12706/E0255

ARDEN JENNY III (17552/I0255)

Born: 01/04/2008

Sire: Blackbrook Nonsuch (12847/D0380)

Dam: Arden Jenny II (12197/E0255)

ARDEN GEORGINA II (17024/I0255)

Born: 30/03/2008

Sire: Blackbrook Nonsuch (12847/D0380)

Dam: Arden Gentionella (12199/E0255)

ARDEN GEUM (17022/I0255)

Born: 18/03/2008

Sire: Blackbrook Nonsuch (12847/D0380)

Dam: Arden Genista (12109/D0255)

ARDEN ROSITA (17021/I0255)

Born: 16/03/2008

Sire: Blackbrook Nonsuch (12847/D0380)

Dam: Arden Rosa (13452/F0255)

ARDEN GEORGINA (15649/H0255)

Born: 10/03/2007

Sire: Blackbrook Nonsuch (12847/D0380)

Dam: Arden Galanthus (12708/E0255)

Bill Lidgate, Huntsmoor Park Farm, Ford Lane, Iver, Bucks, SL0 9LL

Tel: 01753 653128, mobile 07860 328133 email:

lidgate@nildram.co.uk

HEIFERS & COWS

Two year old bulling heifers, yearling heifers and in calf cows (due to calf March).

Mr T Offen, Parkenden Farm, Hawkenbury, Staplehurst, Kent, TN TN12 0EE

Tel: 01622 843630

HEIFERS FOR SALE

Reluctantly for sale due to ill health. A number of two and three year old bulling heifers.

S. Wigmore, Beechcroft, Wyatts Way, Ashill, Illminster, Somerset, TA19 9NY

Tel: 01823 480547 Mobile 07734 584673

email: daisy.bungle@virgin.net

MOOLHAM ALICE (13928/F0900)

Born: 02/10/2005

Sire: Harford Windrush (7445)

Dam: Waltham Jemma (8500)

In calf heifer. PD'd in calf to calve June/July 2009.

R Kinsey, Style Farm, Swallow Lane, Darnhall, Winsford, Cheshire, CW7 4BS

Tel: 01606 553218

BOLLIN BARBARA (10179/B0343)

Born: 16/06/2001

Sire: Charnwood Undaunted (8332)

Dam: Mavesyn Millet (3980)

Quiet cow, easy to handle

DARNHALL SNOWDROP (14332/G0809)

Born: 16/01/2006

Sire: Colaba Krypton (3201)

Dam: Bollin Barbara (10179/B0343)

Quiet heifer, easy to handle

John Harrison, Settrington, Malton, NYorks, YO17 8NR. Tel: 01944 768441

Email: rrussell@hhands.co.uk

SETTRINGTON MIRAGE 16355/H0582

Born: 26/07/07

Sire: Settrington Cobalt 12152/C0460

Dam: Settrington Jangle 12223/E0582

SETTRINGTON NOUGAT 17341/I0582

Born: 23/02/2008

Sire: Settrington Cobalt 12152/C0460

Dam: Settrington Jive 12783//E0582

SETTRINGTON NUTMEG 17356/I0582

Born: 30/05/2008

Sire: Bejon Dickie 12286/D0596

Dam: Settrington Echo 9227

All heifers are well handled and are used to being haltered.



New Members

We should like to welcome the following new members to the Society:

- Michael Denny, 1 Grovewood Road, Bleak House Farm, Misterton, Doncaster, S Yorks, DN10 4EF
- Mrs B Brown, Peck Farm, Moretonhampstead, Newton Abbot, Devon, TQ13 8QU
- Mr & Mrs Fuller, Church Farm, 6 Church Road, Woldingham, Surrey, CR3 7JX
- Rowler Farming Partnership, Rowler Manor Estate, Croughton, Brackley, Northants, NN13 5LN
- Mr N Jones, Granville Garage, Bromfield Road, Ludlow, Shropshire, SY8 1DW



Cattle Wanted

Bulls for Sale

Richard Vaughan, Herefordshire

Tel: 01600 890296

Well grown store cattle male or female required for finishing. Will pay Continental prices for suitable cattle

Michael Davies, Essex EN9 3QJ

Tel: 020 8508 2579

Requires sound barren cattle for conservation grazing, 3—10years old. Will collect free of charge (up to 200 miles) & pay cull prices.

Daniel Bunting, Essex, CO6 4BS

Tel: 01206 272300 Mobile: 07889 640199

Steers wanted for finishing

Sam Barker, Shropshire, SY4 3HS

Tel 07793 365517

Organic steers and heifers wanted for finishing. Top prices paid.

DC Greaves, Staffs ST18 9JU

Tel: 01785 282616

Stores always required for rare and traditional breeds finisher

Gill Thomas, Barlings Hall, Langworth,

Lincoln, LN3 5DG. **Tel 01522 751707. Mob**

07960 398075. Email

gill@thomasfarms.co.uk

BARLINGS EDWARD (13234/E0721)

Born: 02/02/2004

Sire: Southfield Attitude 9972/B0460

Dam: Twyford Sylvia 5893

Shown as a young bull; 2nd Junior Bull Lincs 05, 2nd Heckington 05, also Res male Ch and Best Junior bull Heckington. Quiet & easy to handle, BTV8 vaccinated, 4 year TB testing area. Recent progeny can be seen.

Useful News

University of Reading—Bovine TB survey

Defra has commissioned the University of Reading's Veterinary Epidemiology and Economic Research Unit (project SE3253) to compile a comprehensive descriptive history of bTB in England that incorporates the knowledge and experience of those affected.

Go to <http://www.survey.bris.ac.uk/reading/btb5> if you wish to take part. Closing date for submission is 23.50hrs on 16.04.2009

DON'T HESITATE, VACCINATE

It may only be March, but Spring is here and before you know it you'll be turning your cattle out. Many of you may be vaccinating for Bluetongue alongside your normal vaccination programme and this will mean at least one extra trip through the race as the vaccine cannot be administered at the same time as any other vaccine, so planning ahead is vital. Ordering your vaccine soon and doing your cattle before they go out may save you time and hassle later in the season.

DIARY DATES

A full list of show dates was circulated as a leaflet with the Journal—please ask me if you would like extra copies. Registration of interest forms are now available for:

Bull Selection Workshop, Saturday 25 April—to be held at Frank Sutton's Parc Grace Dieu Herd, Monmouthshire.

Showing workshop, Saturday 23rd May—to be held at Geoff & Bryony Wild's Pheasant House Farm, Chelmsford, Essex.

Summer Society visit, Saturday 13th June—to be held at Charles & Angela Cottrell-Dormer's Rousham Park, Steeple Aston, Oxfordshire.

Society AGM, 7th November—HMP Kirkham, Nr Preston and Wildlife & Wetlands Trust, Martin Mere are our farm visits for the AGM based in Lancashire.

Premium Cattle Health Scheme (PCHS)

Operated by Scottish Agricultural Colleges (SAC) Veterinary Division the PCHS is a partnership between producers, their vet and SAC.

The Aim of PCHS is:

1. To eliminate specific diseases
2. To identify herds free of disease
3. To provide cattle of certified health status
4. To prevent introduction of disease to disease free herds
5. To improve herd health on a national basis

The four diseases covered by PCHS are:

- Johne's
- Bovine Viral Diarrhoea (BVD)
- Leptospirosis
- Infectious Bovine Rhinotracheitis (IBR)

Disease control is vital in the industry. When introduced to a herd, the effect of a disease outbreak can be felt for many years, creating substantial losses.

Some typical effects from diseases listed above are:

1. Infertility
2. Abortion
3. Milk loss in dairy cows
4. Weight loss
5. Reduced longevity
6. Calf deaths and disease

The cost of a disease can be substantial. An outbreak of BVD could cost a 100 cow suckler herd £46,000 over a 10 year period. In a dairy herd it could be twice this figure.

A severe BVD/Mucosal disease outbreak could result in the loss of half the calf crop. With Johne's, a bull which is infected will have a working life of only 1 or 2 years. PCHS clients are remarking that more demand is evident for animals of known health status and that premium prices are now being achieved.

Within the pedigree and commercial suckler herds there is evidence of the sale of replacements of known health status at prices well above average.

Can you afford to take the risk with the disease status of your herd?

For more information contact: SAC Vet Centre, Greycrook, St Boswells, TD6 OEQ Telephone: 01835 822456. or visit website sac.ac.uk/pchs

Regional Groups

The regional groups operate independently of the Society and organise herd visits, social events and herd competitions. Enthusiastic group members are always welcome. Do get in touch with your local breeders group co-ordinator and get involved in group activities

Mid West Longhorn Breeders Group

Sunday 26 July 2009. Group visit to Sydling Estates, Dorchester, Dorset by kind invitation of Mr A Cooper. 1.30 for 2pm start. All members welcome. Number to Peter by 18 July please.

Sunday 22 November 2009. Herd awards lunch, Standerwick Suite, Frome Market, Somerset. 12.00 for 1pm lunch

For details of Group activities

Contact: Peter Guest, Colaba Lodge, Hamnish, Leominster, Herefordshire HR6 0QN Tel: 01568 760251.
Email: colabalonghorns@aol.com

South East Longhorn Breeders Group

For details of Group activities

Contact: Charlotte Coleman, Chalkney Mill, Earls Colne, Colchester, Essex CO6 2PR. Tel 01787 222253.
Email: chalkneylonghorns@talktalk.net

North Western Longhorn Breeders Group

For details of Group activities

Contact: Phil Robinson, Blackden Cottage, Blackden Heath, Goostrey, Crewe, Cheshire CW4 8DG Tel: 01477 571406.
Email: s12vet@tiscali.co.uk

Midland Longhorn Breeders Group

For details of Group activities

Contact: Rita Poulson, New House Grange, Orton Lane, Sheepy Magna, Atherstone, Warwickshire, CV9 3NJ. Tel 01827 880203.
Email: ritapoulson@btinternet.com

Welsh Longhorn Breeders Group

For details of Group activities

Contact: Bernard Llewellyn, Carreg Cennan Castle, Trapp, Llandeilo, Dyfed, SA19 6UA Tel: 01558 822291
Email: carregcennancastle@btinternet.com

Northern Longhorn Breeders Group

For details of Group activities

Contact: Pam Pumphrey, Clonyards Farm, Colvend, Dalbeattie, DG5 4QW Tel. 01556 630246
Email: clonyard@btinternet.com

Society Events

Please use this booking form to let me know if you are interested in attending the Bull Selection Workshop, the Showing Workshop or the Society Summer visit.

Further information will then be forwarded when final details have been confirmed.

Places for all events will be limited so book early!

Name..... Herd No.....

I am interested in attending:

Bull Selection Workshop 25 April 2009

Showing Workshop 23 May 2009

Society Summer Visit 13 June 2009

Please send this page to the office, or drop me an email if you don't want to take the page out of the newsletter.

3 Eastgate, Stoneleigh Park, Stoneleigh, Warwickshire, CV8 2LG

Tel/fax 0845 017 1027

Email: secretary@longhorncattlesociety.com

Biodiversity Passes The Taste Test And Is Healthier Too

A study has shown what Longhorn breeders already know – that cattle and sheep grazed on natural grasslands help maintain biodiversity and produce tastier, healthier meat, according to a study funded by the Economic and Social Research Council (ESRC). The research, part of the Rural Economy and Land Use (RELU) programme which draws together the social and natural science, concluded that pasture-based farming is good for the environment, the consumer and the producer but needs stronger support from British policy makers if it is to realise its full potential.

Detailed analysis of the nutritional qualities of the plant species present on the natural grasslands showed that they provided grazing animals with a richer more diverse diet than the improved pastures used for more intensive farming. And this richer diet translated into tastier meat.

The taste panels rated biodiverse beef from cattle breeds such as Longhorn - a traditional breed particularly well adapted to unimproved grassland environments – to be more tender and more flavour intense than meat from conventional breeds. Chemical analysis showed that the meat from animals with a more biodiverse diet was healthier too. Meat from wild-grazed lambs, particularly those grazed on heather, had higher levels of the natural antioxidant, vitamin E, than meat from animals grazed on improved grass land. It also had higher levels of healthy fatty acids including the long chain omega 3 fatty acid, DHA, thought to play a key role in brain development and to protect against heart disease. And higher levels of the anti-carcinogenic compound, conjugated linoleic acid (CLA) were found in meat from lambs grazed on moorland and Longhorn cattle grazed on unimproved pastures than in control meat.

Although intensive agriculture dominates the British countryside, a growing number of farms are using natural and species-rich grasslands such as salt marshes, heather and moorland to graze cattle, sheep and lambs. The findings from the focus groups in this study showed clearly that consumers are increasingly willing to pay for food with links to natural sounding places. But Britain has been very slow to take advantage of place-based labelling schemes – while France has 52 protected designations for meat products, the UK has only eight.

According to project leader Professor Buller from Exeter University, both producers and policy makers should give serious attention to the way we label and promote local foods in the UK. There should be targeted support to help groups of farmers to work together to link the natural qualities of biodiverse grasslands to areas larger than individual farms:

“The British notion of local has become far too fixed on distance. Locality should be about the quality of the place and the relationship between the agricultural and ecological landscape,” he says.

Article from ScienceDaily. . <http://www.sciencedaily.com/>

Society News

LONGHORN MEMBERS USE THEIR HEADS!

When the Midlands Simmental Club invited the Longhorns to take a table at their quiz night in January we could hardly refuse! Debbie, Paul & Yvonne Froehlich and Joshua Brigg sallied forth and whilst we didn't win (we wanted to lull the gathered throng into a false sense of security obviously) we certainly didn't disgrace ourselves by coming 'mid table'.

PHOTOS NEEDED!

I am always looking for good quality photographs for use in publications, marketing material and the website, so please think of me the next time you have your camera to hand and you are snapping your herd. Perfect photos will be:

- Portrait aspect as well as landscape
- High resolution if taken digitally (above 1mb will ensure a crisp image if blown up larger than A4)
- Clean tidy cattle, standing well with their head up (rather than grazing) if it's an individual animal. Can be heads up or down if a herd shot. Photos of steers or finishing stock also needed.
- Think about the background—trees and countryside are better than farm buildings.

I know this sounds like I'm being fussy—I am! Any picture used has to show Longhorns at their very best. Thank you!

ONLINE HERDBOOK INFORMATION

The next time you log on to the website take a couple of minutes to have a look at the online herdbook and check the level of information that is available about you for other people to access. If your name appears in black then no further information is available. If your name appears in yellow then your contact details are shown when your name is clicked on. If you wish to change the level of detail available then please contact me.

Society Events

SHOWING WORKSHOP 23 May 2009

This year's showing workshop is held courtesy of Geoff and Bryony Wild at Pheasant House Farm, Little Baddow, Chelmsford, Essex, CM3 4SH. Following the successful format of previous years the day will look at the preparation of stock for the show and sale ring, along with practical demonstrations of ringcraft and showmanship. Geoff has assembled a crack team of professional cattle showmen who will work with members in small groups with plenty of cattle, so everyone will get the chance to 'have a go'. A foot trimmer will also do a demonstration of how your cattle's feet should be trimmed to keep them in year-round good condition.

The day will start around 10.30 with a break for lunch and will finish at around 3.30pm

SOCIETY SUMMER VISIT 13 June 2009

The Society's summer visit this year is to Charles and Angela Cottrell-Dormer's Rousham Herd at Rousham Park, Steeple Aston, Oxon, OX25 4XQ. Further details will be available soon so please register your interest to receive a detailed itinerary and booking form. Charles was Chairman of the Society between 1979 and 1983 and was President in 1994-1995.

The Rousham herd is one of the oldest in the breed (No 45) and Rousham breeding has had an influence through many herds over the years.

Rousham Park House was built by Charles' ancestor Sir Robert Dormer in 1645 and is set in beautiful grounds which will be part of the visit.

This will be a very special day to see wonderful cattle and exquisite gardens.

Society Events

BULL SELECTION WORKSHOP 25 April 2009

Being held at Frank Sutton's Parc Grace Dieu herd, Nr Raglan, Monmouthshire, this is an event for all Longhorn breeders looking to improve the quality of their herd. Selecting a bull for your herd, or deciding whether to register a young bull is an important decision that can affect the quality of your herd for many years to come.

The day will consist of two parts—selecting young bulls for registration and then selecting older bulls to be your herd sire. We are very lucky that respected breeder, judge and showman Danny Wyllie will be with us for the day to give impartial and practical advice on bull selection. Places will be limited to ensure everyone attending gains maximum benefit from the day so book early!

Itinerary

10.30am Meet at Frank Sutton's for coffee

11.00am Young bull selection.

You think you have a young bull you wish to register. Is he any good?
A selection of young bulls eligible for registration will be scrutinised in turn to see if they should be registered or not. Good and bad points will be openly discussed to reach a conclusion on each animal.

12.30am Lunch— a buffet lunch at Frank's.

1.30pm Stock bull selection

You need a new stock bull. What should you look for in a mature bull?
A selection of mature bulls will be lined up ready for discussion. Again, good and bad points will be looked at and the suitability of each animal will be discussed.

3.00pm General discussion, tea and depart

Society News

HERDBOOK 2008

The 2008 Herdbook will go to print in April so any cattle that were born before 1 January 2009 need registering or birth notifying before 31 March 2009 to ensure their inclusion in the Herdbook.

SUE JENKINS

It is with great sadness we report the death of Sue Jenkins – FAWSLEY herd No 181 — on 17th December 2008 following a short illness. An accomplished breeder, exhibitor and judge of various breeds of dogs as well as having success with point-to-pointers and hunter chasers, Sue started in Longhorns in 1983 with the purchase of a cow from Phil Evans (LINTON) and soon made her mark in the breed, winning a class at the Royal Show in 1987.

Despite mobility problems caused by severe arthritis which had forced her to take early retirement from her legal career, Sue maintained her herd, albeit on a reduced scale, and showed and sold two heifers at Melton Mowbray as recently as 2006. One of which, to her delight, was, despite being under twelve months old, fourth in the class.

FARM EXPERIMENT TEST EMISSIONS

An experiment has begun in Somerset to find out if letting cattle roam outdoors in woodchip produces less greenhouse gas than in a roofed barn. Longhorn cows which have grazed land on the Blackdown Hills have been put into a purpose-built woodchip corral approved by the Environment Agency. The theory is that cattle kept outside have a lower body temperature and emit less methane than those kept indoors. The Neroche Scheme experiment will continue until the middle of 2010.

For more information visit

www.nerochescheme.org



Britain's best steak

Britain's best steak

Buying British couldn't have a better advertisement than the results of Country Life's beef-tasting session, which reveals the best breed for steak. Caroline Cranbrook explains why meat from our traditional native cattle breeds is the best in the world

COUNTRY LIFE'S British beef tasting session was a celebration of a unique heritage. Every piece of meat we judged was delicious and a telling advertisement for our traditional British breeds, as well as the traditional methods used to rear them. It was a difficult but enjoyable task.

There are a number of reasons why beef produced from British breeds is exceptional. First, our cattle—and, indeed, sheep—spend most of their lives out of doors, feeding on a diet of grass, grass products and a limited amount of concentrates, often homegrown. Research suggests (and diners know) that grass-fed beef tastes better. Traditional breeds also have increased marbling of fat, which melts into the meat during cooking and gives it a better flavour. Treatment at slaughter is another factor. If animals are stressed before slaughter, the meat becomes tough. Short journeys to the local abattoir equal less stress for the animal, fewer 'food miles' and better meat. Likewise, proper maturing is vital, and all the contestants' beef had been hung on the bone for at least two to three weeks before we tried it. This contrasts to animals destined for supermarkets, which often travel long distances to slaughter; very little of their meat is hung and treated with the care it receives at the smaller meat plants and

'In these difficult economic times, we can play a very real part in guaranteeing the survival of our British breeds, our local food economies, our landscape and our countryside—by buying British beef'

butchers. Another argument in Britain's favour is that animals reared extensively on grass produce less methane (a greenhouse gas) and don't require the same amount of concentrates, which have both an economic and an environmental cost.

Our grazing livestock provide us with wonderful meat, but they have a much wider significance. They are the guardians of our landscape. The mosaics of small fields, downland, heathland, fells, salt-marshes and most of our wildlife reserves all have to be grazed to maintain their beauty and biodiversity. Without livestock, they would

revert either to arable cultivation or become abandoned thickets.

Livestock are at the heart of the local food economy. It's almost impossible to run a farm shop or farmer's market without a local meat supply. Butchers rely on the superior quality of the meat they sell to differentiate themselves from the majority of supermarkets, and they are often the only independent shops left in our market towns. Pubs and restaurants also rely on quality local meat.

Although much of our food heritage has disappeared, we still have our traditional British meat. But even that is under threat—from supermarket pressure for greater uniformity of product, which is geared to the size of supermarket packaging, from the burden of increasing costs and from the increasing regulation which affects farmers, abattoirs and butchers.

In these difficult economic times, we can play a very real part in guaranteeing the survival of our British breeds, our local food economies, our landscape and our countryside—by buying British beef. When you eat out or go shopping, ask where the meat came from and the name of the breed. If you can, buy it from your butcher, who can give you expert advice. By doing this, we all can make a difference—and eat very well indeed.

The best steak in Britain

How we did it
 GENEROUS local producers supplied us with steaks (sirloin on the bone, and fillet) from Britain's native cattle breeds—for more information, visit www.tbmm.co.uk

Where
 THE STEAKS were cooked by staff at the Hix Oyster & Chop House, London EC1 (www.hixoysterandchophouse.co.uk)

Who
 JUDGES were: The Countess of Cranbrook (campaigner for local food), Mark Price (chief executive of Waitrose), Richard Lutwyche (Traditional Breeds Meat Marketing), Mark Hix (award-winning restaurateur), Fergus Henderson (founder of the St John's restaurant), Jack O'Shea (butcher), Carla Carlisle (COUNTRY LIFE columnist and farmer), Mark Hedges (Editor), Rebecca Pearson (Features Editor) and Flora Birtles (Features Assistant)



Britain's best steak



Above Made to make your mouth water: a perfectly cooked succulent British steak. Beef from our native cattle breeds is the best in the world

The winner: The Longhorn

THE LONGHORN (right), which originated from Craven, northern England, became popular in the 18th century when Robert Bakewell used selective breeding methods to refine it. Longhorns are docile, able to calve easily and renowned for longevity. Our steak came from an animal fed only on ancient pasture in Lincolnshire. The animal was 20 months old and the carcass hung for 2½ weeks. Longhorn beef has long been praised by chef Heston Blumenthal.

Hux Jones/Stockfood/NHPA

Judges' verdict

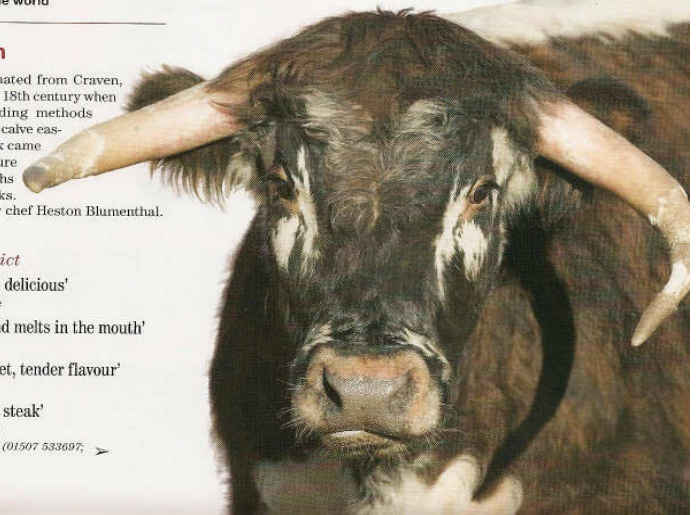
'Definitely the winner, delicious'
 Carla Carlisle

'Perfect, 9 out of 10; very sweet and melts in the mouth'
 Mark Price

'Soft on the palate, with a sweet, tender flavour'
 Jack O'Shea

'This is the perfect steak'
 Mark Hedges

Meat supplied by Meridian Meats, Lincolnshire (01507 533697; www.meridianmeats.co.uk)

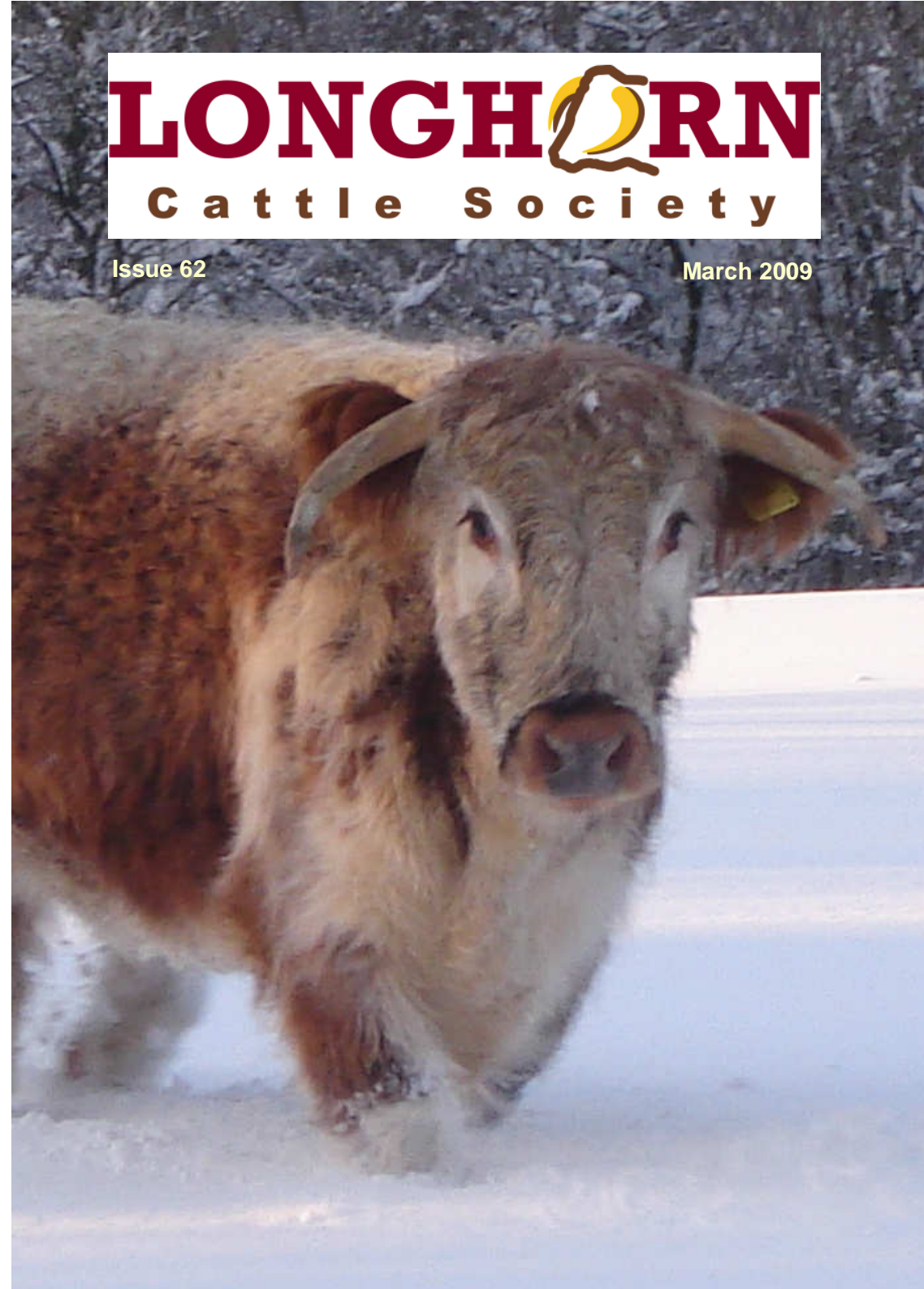


LONGHORN

Cattle Society

Issue 62

March 2009



Longhorn Cattle Society contact details

Debbie Dann

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Warwickshire, CV8 2LG

Tel/fax: 0845 017 1027

Email: secretary@longhorncattlesociety.com





**Naturecraft/Best of Breed Bull Model
NOW ONLY £60!!!**

The Naturecraft/Best of Breed bull models as pictured above are available for £60 each (inc VAT) from the Secretary.

A reduced purchase price was negotiated with the manufacturer meaning we can pass on this saving to the membership.

Did you know you can have your model painted to match your own bull? Glenfirra of Langholm Ltd will paint the model from photographs you supply for around £50 per model. For further details and a quote contact

*Glenfirra on
01387-381713*

www.glenfirra.co.uk

John and Pat Stanley, Springbarrow Lodge,
Swannymote Road, Grace Dieu, Nr. Coalville, Leics.

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