

**Minutes of the Longhorn Cattle Society Annual General Meeting  
at Fowlescombe Farm, Ivybridge, Devon, PL21 0HW  
commencing at 2.30pm on Saturday 15 October 2022**

**Present were:** Mr T Mills (Chairman)  
Ms D Dann (Secretary)  
Mrs N Lockett (President)

Ms R Ball, Mr P Beauvais, Mr B Bellew, Mr D Bevan, Mr D Blockley, Mr & Mrs T&N Brownbridge, Ms S Chatfield, Mr P Close, Mrs S Coleman, Mr B Facon, Mr P Guest, Mr & Mrs J&S Harrison, Mr M Horne, Miss J Hotchkiss, Mr & Mrs I&L Kett, Mr A Knight, Mr G Layton, Mr & Mrs B&M Llewellyn, Miss Z Monks, Mr P Morgan, Mr & Mrs D & C Phillips, Mr & Mrs R & R Poulson, Mr D Sheppy, Mr & Mrs J&P Stanley, Miss Iona Stanley, Master Bertie Stanley, Ms E Sutton, Mr G Wild, Mr SF Wright

The Chairman welcomed everyone to the meeting and thanked members for attending. He began by congratulating Mr & Mrs Llewellyn on their 45<sup>th</sup> wedding anniversary, and Mr Wild on attaining his 90<sup>th</sup> birthday.

**Apologies for absence**

Apologies were received from:

Messrs JS & JW Brigg, Mrs A Close, Mr R Close, Miss R Davies, Master W Edwards, Mrs S Gurton, Ms RE Heard, Mrs V Hopkinson, Mr & Mrs M&S Horne, Mr & Mrs A&R Goodman, Mr S Horrocks, Mr D McVeigh, Mrs J Mycock, Mr & Mrs A&P Neads, Mr CC Roads, Mr H Saxby, Mr & Mrs B&T Stanley, Mr & Mrs C&D Sutcliffe, Mr F Sutton, Mrs J Tait, Mrs A Thomas, Mr G Towers, Mrs J Van Dellen, Mr N Van Wijk, Mr D Walker, Mr G Walker, Mr & Mrs M&B Wheeler, Mrs B Wild, Mr P Wild, Mr TA Williams, Miss T Woollatt, Mr B Wragg, Mr & Mrs J&S Zentis

**1. Minutes of last AGM and matters arising**

The Minutes of the 2021 AGM had been previously circulated.

There were no matters arising

It was proposed by Mrs N Lockett and seconded by Mr B Llewellyn that the minutes be signed as a true and correct record.

**2. Chairman's Report**

The Chairman spoke to his report.

*Chairman's Report 2022*

*We all hoped this would be a year where life would start to return to normal, the industry would resume its usual annual calendar of events, stepping out of the shadow of the COVID-19 pandemic. To some extent we have started to resume some normality but the world is a very different place and the impact this is having on the industry is being felt across the country with ever increasing commodities costs and economic uncertainty we are living through uncertain times. However life goes on and we have certainly been able to have more of a normal year for the society with the majority of the annual events going ahead.*

*The first event of the year was the online sale in April. There was a successful sale of 10 lots, a top price of £3,500 and good averages. Presentation of the cattle and the quality of the photos and videos has a significant impact when selling cattle online and this certainly showed through in the sale. We also held an autumn online sale this year, where 10 cattle were again successfully sold, many to new members, and with a top price of £3,600 and again good overall averages. Although clearance rates for the online sales have not always been high the cost and effort to enter cattle is significantly less for vendors than for a live sale, and we have seen that the online sales is providing an opportunity for our more geographically dispersed members such as those in northern England and Scotland to buy and sell Longhorns through a society sale which is great to see. I'm sure Council will continue to consider an online format when reviewing the portfolio of society sales in the future.*

*Unfortunately there were insufficient entries this year for us to run the society spring show and sale at Worcester. Entry numbers and the success of the live society sales remains a concern and focus for Council. We see a live sale as one of the key windows to advertise the breed and opportunity for new members to pick-up quality cattle to build their herds. We know that there is strong demand for Longhorn cattle but every successful sales requires a critical mass of entries to attract sufficient buyers. We are not alone as a breed society in struggling to have a strong viable society sale with low entries and poor turnouts across many breed sales this year. We want to build the spring show and sale into something we can all be proud of and that members can be confident selling though and confident buying cattle from, but for this to happen we need members to support it through entering cattle for sale or using it to purchase new genetics for their own herds.*

*We know that good Longhorns will sell well through the sale ring, this has been demonstrated this year through the very successful Tanfield and Harford herd dispersals. With bulls and cows topping over £5,500 and £4,500*

respectively and both sales with very strong averages proving that if sufficient quality cattle are on offer, buyers will come and a sale will be a success.

Shows across the country have seen low entries this year in the livestock sections but Longhorns have continued to be one of the better supported breeds in the show ring with 29 members exhibiting over 80 different animals this year. Showing is so important to all breeds, it is the shop window to attract new members and breeders and if people do not continue to support the shows many of them will struggle to continue to hold the breed classes that are put on now. A massive thank you to all those members who have put in the hard work to prepare and take cattle out in the show ring, and to all those members who turn up on the ring side to support them.

For our national show this year we travelled down to Suffolk, although short on numbers in some classes it was not short on quality with some lovely cattle on show with the breed champion going to Blackbrook Zither from Pat and John Stanley, and Debbie will be announcing the results of the cow, bull and heifers of the year awards shortly.

At last year's AGM I spoke about how the society was looking to invest in modernising its digital and traditional print publications. Since being elected as a trustee and over the last couple of years as Chairman of the Society, I've been keen to see us improve our breed promotion work with the initial priority being to significantly improve the number and quality of our marketing images. The Longhorn is such an eye-catching, photogenic breed we need to make the most of it! This year we have moved our attentions to improve all aspects of breed promotion through the three main mediums of traditional print, web and social media.

Our new publication 'The Longhorn' magazine had its first issue in April and was well received with some great feedback, the second issue is due out in November so look out for that coming through your door soon.

We have also re-launched our Facebook page and a revamped website was launched yesterday. The trustees recognise the importance in the look and feel of the Society and ensuring that the quality of the Longhorn brand keeps pace with the quality of the Longhorn cattle. The effective promotion of the breed is key to attracting new members who will become that next generation of Longhorn breeders. We have been making good progress with some 60 new members signing up to the Society over the last two years. Part of the strategy to further promote the breed is to showcase members who are building and running successful businesses or organisations focussed around Longhorns. We have started collating a series of case studies, that will be published online and in the magazine, showcasing members who are using Longhorns in various farming systems and for different purposes. These will be a great tool to demonstrate the versatility of the breed and give potential new members real examples of how the Longhorn are being used in a number of successful farming enterprises.

Our members continue to prove that Longhorns are extremely versatile and fit well into different systems and management needs. The many favourable attributes of the Longhorn breed are now becoming well recognised in the industry. There has been massive growth in the use of Longhorn bulls and semen in the dairy industry with Longhorn sired calves commanding a premium through schemes such as the Heritage Beef scheme run by Buitelaar. The feedback from dairy farmers, calf rearers and finishers has been extremely positive about Longhorn cross cattle. The industry is taking notice of the breed, in the last three years Longhorn and Longhorn cross birth notifications with BCMS have increased by a massive 60% making Longhorns the fastest growing native breed in Britain - quite an accolade!

2022 has seen us lose a number of not only significant influential figures in the breed but also dear friends to many.

John Warner - a past president of the society,

Mike Winterton - a member who passed so soon after generously hosting us for last years AGM,

Lord Plumb a member and such an influential figure in the industry.

And, of course Angela Blockley, a hugely influential, respected, and much loved member of the Longhorn family, who, alongside David and the Blockley family has, and will continue, to leave a lasting legacy through the breed.

Following six years as a trustee, three of which as the Chairman of the society I have now served my maximum term and will be retiring from Council. Being chairman has been a huge honour, I am extremely passionate about this fantastic breed of ours and I've been reflecting recently about how the breed has progressed over the years but perhaps more importantly about its future. Uncertainty and change within any industry can bring not only risk but also huge opportunity. I strongly believe that the Longhorn is in a fantastic position to take on the future challenges in agriculture. With rising cost of inputs and the environmental and sustainability incentives being driven by new Government schemes, the Longhorn's ability to thrive off sustainable grass-based systems will be a huge factor influencing breed choice in the future. We need to grab this opportunity by the horns, build on its recent success and continue to drive a positive message about the breed and all its attributes.

Finally, I would just like to thank all the members of Council for their input and support over the year I look forward to watching from the side-lines in the future. And, thankyou Debbie for your continued hard work as Breed Secretary and to all the Society members for the work they do in promoting the iconic Longhorn breed and great breed society – thank you.

### **3. Financial Report**

The Secretary presented a draft copy of the accounts and explained that the fully audited accounts would be approved by the Trustees at their next meeting. The following report was presented:

*The COVID restrictions gradually eased in the last financial year, and the Society was able to organize face to face events and meetings once again.*

*Herdbook activity for the financial year was 1240 females registered (1,265 in 2021), 1082 (945) animals birth notified, 74 (97) males registered and 1175 (1353) transfers. Excluding deaths, a total of 3621 (3660) individual transactions took place in order to maintain an accurate registry.*

*As a membership based organisation the Society's main income streams remained subscriptions, registrations and transfers.*

*Secretarial salary, social security and occupational pension expenditure were the Society's largest single outgoing.*

*There was one-off expenditure to produce a new website which is compatible with both desktop computers and mobile devices.*

*The Longhorn Cattle Society is a Charity and the Trustees of the Society are entrusted with the role of ensuring the monies held are well managed and that there is a prudent reserve, and then ensure that funds are used to carry out the principal objectives of the Society. It is Council policy to ensure that the routine running costs of the Society are self-funding and that the Society has reserves roughly equivalent to a year's annual expenditure. A budget of £91089 has been approved by Council.*

Mr P Guest asked why there was a threefold increase in 'shows and demonstrations' costs. The Secretary explained that currently the accountants had included the cost of producing the magazine and case studies in this cost centre, and that there were costs associated with attending the national show and trade events which were not held during the previous financial year due to COVID.

There were no further questions on the accounts.

### **4. Appointment of Trustees**

The Chairman stated that three spaces were available for Council and three nominations were received. This meant there was no need for a ballot so Mr G Walker joined Council after a one year absence and Mr David Phillips and Mr Clive Roads joined Council for their first three year term. The Chairman welcomed them all.

The Chairman thanked Mark Wheeler and Sabine Zentis for their time and input whilst serving on Council.

On behalf of the membership and trustees. Mr P Close thanked the Chairman for his time on Council and his Chairmanship of the Society.

### **5. Any other business**

Mr P Beauvais suggested the Society should investigate the formation of a 'supporters club' for people who were interested in supporting the aims of the Society but didn't own Longhorn cattle, typically people in a more urban areas. The Associate membership was perhaps an already established channel for this type of person, but it could be enhanced with specific merchandise and communication.

Mr P Guest stated that when the society attended events it was asked for performance data and asked if it would be possible to produce calving ease statistics to support the Society's claims that the breed was easy calving.

The Chairman stated that the use of performance recording to produce statistics was looked at by the Trustees on a regular basis, and that there is a move away from figures to other metrics such as eating quality

Mr B Llewellyn stated that the volume and consistency of crossbred cattle coming via the dairy herd would provide more important information such as the thriftiness of calves alongside the easy calving element.

There being no further business the Chairman once again thanked everyone for coming and closed the meeting.

The AGM awards were presented to the winners by President Nicky Lockett. After the awards had been presented, the Chairman thanked Mrs Lockett for her time as president and welcomed Mr David Blockley as the Society's president for 2023 and 2024.

AGM Awards 2022

#### **Bull of the Year – The Maydencroft Award**

1<sup>st</sup> Herbertsherd Issac

2<sup>nd</sup> Southfield Uproar

Master Bertie Stanley

Mr & Mrs D&A Blockley

=3 <sup>rd</sup> Blackbrook Endeavour	Mr & Mrs JW Stanley
=3 <sup>rd</sup> Carreg Vagabond	Mr & Mrs B&M Llewellyn

**Cow of the Year – The Leebarn Award**

1 <sup>st</sup> Gentons Quirky	Mr B Facon
2 <sup>nd</sup> Blackbrook Zither	Mr & Mrs JW Stanley
3 <sup>rd</sup> Herbertsherd Honey	Master Bertie Stanley

**Senior Heifer of the Year – The Lesley Hutton Award**

1 <sup>st</sup> Carreg Utopia	Mr & Mrs B&M Llewellyn
2 <sup>nd</sup> Cholmondeley Ulysses	Mrs J Mycock
3 <sup>rd</sup> Southfield Ulana	Mr & Mrs D&A Blockley

**Junior Heifer of the Year – The Tetford Award**

1 <sup>st</sup> Newton Forget Me Not	Mr D Walker
2 <sup>nd</sup> Gentons Valentine	Mr B Facon
3 <sup>rd</sup> Newton Flummoxed	Mr D Walker

**Best Young Handler – The Frank Sutton Award**

1 <sup>st</sup> Miss Rhianydd Davies
2 <sup>nd</sup> Master William Llewellyn Thomas
3 <sup>rd</sup> Master Max Tesseyman

**Best Newcomer – The Paul Luckett Award**

1 <sup>st</sup> Peter & Charlotte Wild
2 <sup>nd</sup> Master Alfie & Harrison Emsley
=3 <sup>rd</sup> Rev C & Mrs J Blackshaw
=3 <sup>rd</sup> Mr & Mrs J&A Mear

**President's Award**

Mr Peter Close