

LONGHORN

Cattle Society

The Longhorn Cattle Society AGM
will be held at
The Swan Hotel, Bedford
at 2.30pm on Saturday 6th November 2010

Agenda

1. Apologies for Absence
2. Approval of Minutes of 2009 AGM (below)
3. Chairman's Report
4. Treasurer's report and approval of accounts
5. Election of Officers
6. Any Other Business

Minutes of the Longhorn Cattle Society Annual General Meeting, held at
The Marriott Hotel, Broughton, Lancashire
at 2.30pm on Saturday 7th November 2009

Present were: Mr J Stanley (Chairman)
Ms D Dann (Secretary)
Mr J Warner (President)

70 members and friends: Mrs S Aglionby, Mr S Barker, Mr D Bevan, Mr & Mrs D Blockley, Ms A Bond, Mr & Mrs T Botham, Mr JS Brigg, Mr JW Brigg, Mr T Brooks, Mr & Mrs T Brownbridge, Mr J Bruckel, Mr K Burrell, Mr & Mrs P Clifton, Mr P Close, Miss S Coleman, Mrs S Coleman, Miss C Coleman, Mr S Dalton, Mr P Golder, Mr P Guest, Mr T Gurton, Mrs E Hallifield, Mr & Mrs J Harrison, Mr S Horrocks, Ms M Hustinx, Mrs L Hutton, Mr & Mrs I Kett, Mr & Mrs B Llewellyn, Mrs N Lockett, Mr R Marris, Mr T Mills, Mr P Mitchell, Mr A Pitham, Mr J Pennington, Mr & Mrs M Pope, Mr & Mrs R Poulson, Mr & Mrs G Prance, Mrs P Quinn, Mr & Mrs A Rockey, Mr & Mrs D Sheppy, Mr C Sutcliffe, Mrs P Stanley, Mr F Sutton, Mr W Schweitzer, Mr & Mrs M Thomas, Mr C Tomlinson, Mr & Mrs D Vaughan, Ms L Vaughan, Mr D Walker, Mr R Warner, Mr & Mrs G Woollatt, Mr & Mrs J Zentis.

1. Apologies for absence

Apologies were received from: Mr R Adams, Mr J Backhouse, Mr J Barber, Mr N Blayney, Mr M Bradley, Mr A Clarke, Dr & Mrs Cleland, Mr R Close, Mr C Cook, Mr N Dowler, Master E Dowler, Mr S Gray, Mr P Froehlich, Ms R Heard, Mr S Hollier, Mr & Mrs D Lawrence, Mr A Loze, Ms A Murden, Mr & Mrs A Neads, Mrs N McClung, Mr G Redfern, Mr C Roads, Mrs D Sutcliffe, Mr J Sutcliffe, Mr B Sutton, Mr F Sutton, Mrs L Sutton, Mr M Thompson, Mr G Towers, Mr & Mrs R Vaughan, Mr J Warne, Messrs Whitlam.

2. Minutes of last AGM

The Minutes of the 2008 AGM had been circulated prior to the meeting and again at the meeting. There was one amendment, namely to clarify that the Paul Lockett Newcomers Award was for members new to showing. Mr B Llewellyn proposed and Mr P Guest seconded that the minutes were a correct record. All agreed

3. Matters arising from the Minutes

It was stated that the Show and Sale at Melton was an important part of the Society's portfolio of sales and should be promoted as such. The Chairman agreed.

4. Chairman's Report

The Chairman read his report which appears in full in the 2010 Journal.

5. Financial Report

The Secretary gave the Financial report:

In the last year the Society has seen a comparatively large increase in turnover and expenditure compared to recent years but the growth continues to be manageable and sustainable; an important factor in the current economic climate where finances have to be carefully managed.

As a membership based organisation our main income streams remain subscriptions, registrations and transfers. Subscription income has increased and we have 540 current members, which represents a 5% increase on the 2007/2008 financial year.

Herdbook activity for the financial year was 1548 females registered, 1267 animals birth notified, 88 animals changed from birth notified to registered (68 males, 20 females) and 1394 transfers. Excluding deaths, a total of 4297 individual transactions took place in order to maintain an accurate registry.

The Journal continues to be our flagship publication and the number of pages increased again in 2009. The publication is I hope a good balance of interesting articles about Longhorn breeders and factual information about the activities of the breed that gives potential members a good 'feel' for the breed. Advertising revenue was less than production costs for the 2009 edition but it remains the Society's most effective printed promotion. Printing costs have risen in general and also due to a larger Journal and Herdbook, new promotional leaflets and additional newsletters.

Online breed promotion is managed via the website which is envied by many other breed societies. The website is maintained on a daily basis from the office and continues to be an invaluable resource for breeders to advertise their stock for sale and for potential members to find out about the breed. Costs have been kept to a minimum with essential licence and maintenance charges being the only expenditure this year.

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. With reserves of £95934 that requirement is currently met.

Mr B Llewellyn stated that whilst it was good to have £95k in the bank the Society should be using some of it's reserves. The Chairman agreed and asked members for any suggestion of project that the Society should be funding.

There were no further questions on the accounts. It was proposed by Mr D Sheppy and seconded by Mrs P Stanley that they be adopted. All were in favour.

5. Election of Officers

Three members had retired by rotation (Mr D Bevan, Mr D Sheppy and Mr C Sutcliffe). As only two nominations had been received no election had been required and Mr D Sheppy and Mr S Barker had been duly elected for a three year term.

The Chairman thanked Mr D Bevan and Mr C Sutcliffe for their time on Council and their input into Society matters.

6. Any Other Business

The Secretary asked those present if they would use the opportunity to pay online registrations via Paypal. A show of hands showed that further investigation was warranted.

Mr JS Brigg stated that many shows now stage Longhorn classes but that the annual focus had been lost with the demise of the Royal Show. The Chairman agreed and said that the Society was going to hold it's trophies back for 2010 and see what happened for 2011 before decided how to apportion the trophies in future.

Mrs P Stanley stated that the TB situation was not going to get any better in the short to medium term and that it was important to conserve the genetics of Britain's native breeds. A broad base of

genetic material should be kept as a resource for the future so the Society should consider collecting and storing embryos and semen from important bloodlines.

A discussion ensued on the above topic regarding the logistics behind the collection and storage of embryos and semen and members were in broad agreement that the matter should be investigated further.

Mr B Llewellyn proposed that the Society write to all the politicians who hold a senior Agricultural portfolio expressing the Society's views about the TB situation and that genetics should be preserved. The motion was seconded by Mrs P Stanley.

Mr P Close informed members that due to anticipated extra demand the Great Yorkshire Show was restricting entries to four stalls per member and those that wished to participate should return their entries as soon as the schedules are sent out.

The portfolio of Society events was discussed. It was stated that a Beef Finishing Workshop was to be held at Mr & Mrs C Sutcliffe's farm in Lincolnshire. The content would consist of information on how to breed, feed and finish beef for the market. This suggestion was well received by members present. Mrs E Hallifield had kindly agreed to host a Judges' Workshop in the Spring.

Mrs N Lockett suggested a mentoring scheme for new members. This was felt to be a good idea.

Mr S Barker stated that the web did not promote Longhorn beef enough. It was agreed that the Society's website could include more information on Longhorn beef but that it was not possible to control information on the internet in general.

Mrs Hallifield suggested that registered bulls should be able to be deregistered. A discussion on the pros and cons of deregistration was held and it was agreed that it should be on the agenda for the next Council meeting.

Mr P Guest stated that members had told him they felt their conception rates to AI were not very good. The Secretary stated that she had already asked Genus to test the semen in store to see if any bulls were not of sufficient standard.

Mrs L Kett asked that the Society do an advertising campaign to promote Longhorns to commercial breeders.

Maydencroft Perpetual Trophy

The Secretary reported that there had been 42 bulls shown during the year. In third place with 18 points was Mrs EM Hallifield's Dunstall Indiana, in second place with 24 points was Mrs EM Hallifield's Dunstall Hector and the winner with 34 points was Mr & Mrs JW Stanley's Blackbrook Philosopher. The Maydencroft Perpetual Trophy was presented by the President to Mrs J Stanley.

Leebarn Perpetual Trophy

The Secretary reported that there had been 49 cows shown this year, In third place with 25 points was Mr & Mrs B&M Llewellyn's Carreg Flora, in second place with 28 points was Mr & Mrs JW Stanley's Blackbrook Plenty and in first place with 30 points was Messrs J Brigg's Gorse Jonquil. The Leebarn Perpetual Trophy was presented by the President to Mr Joshua Brigg.

Paul Lockett Memorial Trophy

The Secretary reported that four members had been new to the show circuit in 2009, showing cattle in their own right. In third place Mr C Delamore, in joint second place was Mr A Platt and Mrs J Botham and in first place was Mr & Mrs A Rockey. The Paul Lockett Memorial Trophy was presented by Mrs N Lockett Mrs E Rockey.

The Chairman thanked HMP Kirkham for hosting the morning visit and in advance thanked Mr C Tomlinson for hosting the visit to Martin Mere on Sunday.

There being no further business the Chairman thanked everyone for coming and closed the AGM.