

# LONGHORN



## Cattle Society

### BEEF PRODUCTION WORKSHOP SUNDAY 17 AUGUST 2014

**THE GARTH, LITTLE LONDON, TETFORD, HORNCastle, Lincs, LN9 6QL**

Contact details: Charles Sutcliffe 07771 611718      Debbie Dann 07884 065959

In 2010 the Society organised a very successful Beef Production Workshop at Charles & Debbie Sutcliffe's TETFORD herd near Horncastle, Lincolnshire.

The Sutcliffes have kindly agreed to host another workshop on Sunday 17 August. Charlie and his son Jim (who runs the family butchers Meridian Meats in Louth) will lead the day.

Below are Charles' thoughts behind some of the themes to be explored during the day.

*Nobody would disagree that over the past 20-25 years the Longhorn has been improved by selective breeding probably more than at any time since Robert Bakewell selectively bred the "improved Longhorn" in the late eighteenth century.*

*An eye to the show ring has been the motivation almost exclusively in the present day improvements whereas Bakewell concentrated on meat production and by the time he had finished his cattle were fat and meaty and suitable for the market of that era.*

*The Longhorn is now a mainstream breed and, on the whole, is doing a great job producing quality beef for a discerning "niche" market. But how does today's Longhorn match up to what the trade buyers look for when selecting cattle to purchase? We all know that our breed can produce beef of unrivalled taste, texture and succulence but how does it shape up in terms of wastage at the boning out stage? Have breeders moved on from viewing beef production as a by-product of pedigree breeding rather than their prime objective of breeding beef cattle? How much influence does diet, stress free rearing, age at slaughter, hanging time have on the quality of the end product? Can pedigree breeding and meat production lie together in comfort?*

A 10am start is anticipated, concluding mid afternoon - a degree of flexibility should be allowed for! More information will be provided nearer the time but the day will include discussion on identifying various marketing opportunities and producing to meet those specifications. An opportunity to view cattle being finished on the farm as well as Jim's butchery demonstration, breaking down a Longhorn carcass identifying its strengths and weaknesses and examples of cuts and joints that can be produced. Questions and discussion throughout the day will be encouraged!

The booking form is below. Numbers may have to be limited. Suggestions for overnight accommodation is also listed for those wishing to make a weekend of it. Early booking is recommended - **it's holiday season!!** Meridian Meats in Louth will be open on Saturday until 3pm for those wishing to have a look at how Jim retails Longhorn beef. You might also be interested in his article in the Longhorn Journal.

#### **Recommended accommodation:**

**The Royal Oak (The Splash), Watery Lane, Little Cawthorpe, Louth, Lincolnshire, LN11 8LZ, 01507 600750**  
<http://www.royaloaksplash.co.uk/>

A good pub & restaurant with nice rooms, if any of you fancy a "get together" with others attending then this is the ideal place to stay.

**The Travellers, 106 Uppate, Louth, Lincolnshire, LN11 9HG, 01507 602765 or 07788 983024**  
<http://www.travellerslouth.co.uk/>

#### **BOOKING FORM FOR BEEF PRODUCTION WORKSHOP, 17 AUGUST**

**I/WE WISH TO ATTEND THE BEEF PRODUCTION WORKSHOP ON 17 AUGUST 2014**

Name..... Herd no.....

Expected number of attendees.....

To help defray costs a small charge of £10 per head will be levied. This helps cover the costs of catering etc

Cheque enclosed for £..... or please send me an invoice for...£.....

Return to The Secretary, Longhorn Cattle Society, Stoneleigh Park, Stoneleigh, Warwickshire, CV8 2LG by 10 August or email [secretary@longhorncattlesociety.com](mailto:secretary@longhorncattlesociety.com) with the above details