

# British Cattle Conference

ORGANISED BY THE BRITISH CATTLE BREEDERS CLUB - 2011

## 'Intelligent Breeding - we owe it to the next generation'

### A Message from the Chairman - Lucy Andrews NSch

It is an absolute honour & privilege for me to be the 2011 Chairman of the British Cattle Breeders Club. The pressure is on this year, being the youngest ever Chairman and the first 'lady' in 30 years to take the helm. As ever, our main activity remains our popular Annual Conference held for the 3rd year at the Telford Golf & Spa Hotel, Shropshire.

Although January is a busy time, this conference is an essential addition to your diary with the theme "Intelligent Breeding - we owe it to the next generation". This theme is focused on the importance of 'passing on' the science and knowledge between our own farming generations as well as those of our cows. The team has worked hard to deliver a practical and positive conference designed to 'inspire and secure' a strong future for our next generation of cattle breeders, coupled with a great social and networking element.

I'm passionate about continuing the success of the 2010 conference, which attracted over 300 delegates. The 2011 speaker line-up of 17 over the two days includes a record 6 International speakers, 2 student presentations and 4 Nuffield Farming Scholars, including your Chairman! This is a huge opportunity to learn, discuss and share ideas with some of the most inspiring individuals in the industry today.

Other key conference activities include free workshops on 'Genomics', 'Maximising Your Breed's Potential' and 'The Web as a Research Tool' plus our fun Monday night Quiz! Coupled with this will be the exciting announcement of this year's Holstein UK President's Medal winner at a Champagne reception, followed by the famous Annual Club Dinner and Q&A panel session. This year we are delighted to welcome to the panel - Defra Director General, Katrina Williams; CVO of the Welsh Assembly, Christianne Glossop and the ever vivacious Justin McCarthy, Livestock Editor for the Irish Farmers Journal.

Without our future generation, we have no future at all. If you come for one or both days of the conference remember; you are never too young or old to learn something new and a day off is never wasted if you come back with a new idea!

I look forward to welcoming you to our conference and would like to take this opportunity to thank all those who have helped to develop this programme and all our generous sponsors, Biobest, BOCM PAULS, DairyCo, Dovecote Park, EBLEX, EGENES, Genus Breeding, Intervet Schering Plough, Marks & Spencer, NMR, Norbreck Genetics, Shepherd Publishing, Waitrose and especially our four main contributors: Holstein UK, CIS, ASDA and Igenity.

## Annual Winter Conference

### 24th-26th January 2011

**Telford Golf and Spa Hotel**  
Great Hay Drive, Sutton Heights, Telford, Shropshire TF7 4DT

President: Henry Lewis  
Chairman: Lucy Andrews  
Secretary: Lesley Lewin

# BCBC

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British Cattle Breeders Club, Lake Villa, Bradworthy, Holsworthy, Devon EX22 7SQ  
Tel: 01409 241579 Email: [lesley.lewin@cattlebreeders.org.uk](mailto:lesley.lewin@cattlebreeders.org.uk) Website: [www.cattlebreeders.org.uk](http://www.cattlebreeders.org.uk)





## MONDAY 24th JANUARY

All events take place in the Great Hay Suite unless otherwise stated

**12.45** Pedigree Beef Societies Group Meeting in the Coalbrookdale Room. More information from John Fleming 01768 88775.

**14.30 Workshop 1 - Implementation of Genomics in the UK** - led by Dr Mike Coffey with Professor Dorian Garrick, Dr Roel Veerkamp and Henk Bles. The workshop will enable attendees to discuss how the implementation of genomic selection will change cattle breeding and what strategies need to be employed to fully exploit the emerging technology. The workshop will identify how Breed Societies and recording companies need to adapt to ensure adequate data is available and how funding agencies need to cooperate and stimulate capacity building in this area.

**15.45** Tea

**16.30 Workshop 2 - Maximising Your Breed's Potential** - Andy Dodd (DairyCo Extension Officer) will lead the discussion on tools available to help get the best from your cows. Topics include: bench marking, heifer rearing, reducing mastitis, improving mobility and housing. Calum Murray (Lead Technologist - Sustainable Agriculture and Food Technology Board) will discuss funding for the development and implementation of new technologies and how this will benefit the UK livestock sector.

**18.00 Wine Reception** sponsored by Shepherd Publishing in the Coalport Lounge

**19.00** onwards – Dinner in the restaurant

**21.15 Quiz Night** in the Lounge Bar

## TUESDAY 25TH JANUARY

**Session 1 Chairman: Philip Hadley**  
**WORKING 'ON' THE BUSINESS WHILST 'IN' THE BUSINESS**

**09.15** Chairman Opens Conference

**09.25 Mr Mike Gooding**, Managing Director, FAI Farms Ltd, The Field Station, Oxford, England.  
mike.gooding@faifarms.co.uk

### Science into Practice

As demand to feed a growing population escalates, Mike Gooding will look at the role of science in meeting those challenges, society's attitude to scientific development and effect of media in helping consumers make informed choices, and the challenges of getting research, through development, into day-to-day farming practice.

**09.55 William Haire** NSch, Pedigree & Commercial Beef Farmer, Dundrod, Crumlin, County Antrim, Northern Ireland. williamhaire@hotmail.com

### Beefing Up Your Breeding Decisions

Genetic improvement is the most under-valued method of returning a profit from beef production. The term sends shivers down farmers' backs as they think of its possible meaning,

fuelling their addiction to outdated techniques, incapable of supporting 21st century demands. Get the genetics right and everything else will fall into place!

### 10.25 Coffee

**11.05 Nick Davis** NSch, Beef & Sheep Farmer, Esgairdraenllwyn, Llaithddu, Llandrindod Wells, Wales.  
nickdavis115@hotmail.co.uk

### Get Away, Get Inspired then Go For It!

Winner of the 1st Farmers Guardian & NBA - Beef Stockman of the Future Award, Nick will recommend taking every opportunity to get off the farm, visit other businesses and learn how they operate. Get out there, he will say, and learn how to make your stock work for you and become more focused on efficient production. Turn grass, via beef, into profits.

**11.35 Professor John Alliston**, Director of Development, Royal Agricultural College, Cirencester, Gloucestershire, England. john.alliston@rac.ac.uk

### So you think you have finished learning?

This paper will highlight the upskilling opportunities that exist to help individuals develop either their management capabilities or their own careers. John will share his wealth of experience and passion to highlight the challenges which may need to be overcome and the opportunities and benefits which result from taking part in career development activity.

### 12.05 Panel Discussion

**12.20 Beef Student Presentation**, sponsored by EBLEX

### 12.35 Lunch

**Session 2 Chairman: Neil Wharton**  
**SCIENCE LEADS OUR BREEDING BUSINESS**

**13.50 Professor Dorian Garrick**, Professor of Animal Breeding & Genetics, Chair in Animal Breeding and Genetics, Iowa State University, Ames, Iowa, USA.  
dorian@iastate.edu

### Status and Opportunities for Genomic Selection in Beef Cattle

Genomic prediction can improve the accuracy of selection and the rate of genetic improvement. It uses DNA markers and genotypes from historical populations of phenotyped individuals to identify chromosome fragments associated with value. Young animals can be genotyped to see what fragments they inherited thereby allowing us to work out their predicted value. This process is set to revolutionise animal breeding and promises great benefits.

**14.30 Nigel Lok**, Dairy Farmer, Robhoek, Witelsbos, South Africa. lok@kingsley.co.za

### Technology to Optimise Yields and Profit on Large Dairy Farms

Managing cows as individuals within a large herd requires the use of cutting edge technology to record not only milk yield, but also real-time body weight, butterfat, protein, lactose, SCC, activity and lying-down behaviour. This technology is available and with the supporting software we are now able to manage and feed each cow as an individual so that she can reach her genetic potential.

**15.05** Tea

**Session 3 Chairman: Philip Halhead**  
**MAKING YOUR MARKETING FUTURE-PROOF**

**15.45 Chrissie Lawrence** and **Jonathan Long**, Freelance Agricultural Journalists, Aldington, Kent, England. chrissie@mooandbaa.com

### Future proof marketing: Getting your herd the exposure it deserves

In an age when image is everything making sure your herd is noticed is central to getting top prices and maximum exposure for your stock. With this in mind it is now essential for breeders to create a brand and back this brand image with first class stock which deliver for your customers.

**16.15 Iain Kerr**, Director, British Limousin Cattle Society, Stoneleigh Park, Kenilworth, England.  
iain@limousin.co.uk

**Semenstore.co.uk: An e-commerce business adding value**  
Semenstore.co.uk was launched in February 2009 to provide an e-commerce website business for buyers and sellers of livestock

semen. Built around a fully automated site it aims to add value at every level and deals with all aspects of marketing, delivery, payment collection and financials. The initial Semenstore.co.uk build has been future-proofed to allow the business to expand into other breeds, species and territories.

**16.35** Chairman closes the paper sessions

**16.40** AGM in the Coalbrookdale Room

**16.40** onwards **Hands-onWorkshop:**

**The Web as a Research Tool** in the Jackfield Room

The web has long since been a tool for general purpose information gathering and for making business. Agriculture has not been as fast as other industries in incorporating the web into their everyday businesses but that is changing and now large amounts of relevant breeding information is available. CIS, BASCO, NMR and DairyCo (amongst others) have all produced exceptional web front ends to their databases and breeders need to know how to access these data and, more importantly, what to do with it. This will be a hands-on workshop – come and have a go and get professional help if you get stuck. (The computers kindly loaned by NMR.)

## **EVENING EVENTS**

**19.00** Champagne Reception sponsored by Genus ABS and Holstein UK in the Coalport Lounge

**19.15** Holstein UK's President's Medal Presentation in the Great Hay Suite. This annual prestigious award will be announced and presented by Holstein UK President – Bernard Liddle

**19.45** Club Annual Dinner in the Great Hay Suite with beef kindly donated by Waitrose and Dovecote Park Ltd.

**21.15 ANY QUESTIONS** in the Great Hay Suite

**Chairman - Paul Westaway**

### **PANEL**

**Katrina Williams**, Defra Director General

**Christianne Glossop**, Chief Veterinary Officer, Welsh Assembly Government

**Justin McCarthy**, Agricultural Editor at the Irish Farmers Journal

## **WEDNESDAY 26TH JANUARY**

**Session 4 Chairman: Mike Coffey**

### **BREEDING INNOVATION IN ACTION**

**09.10** Chairman opens the day

**09.15 Henk Bles**, Managing Director

Bles Dairies, Leeuwarden, The Netherlands.

H.bles@bles-dairies.nl

### **From little acorns do oak trees grow**

From supplier to a business solution company. The majority of our large customers are not only interested in buying a product but expect to receive a full service in providing solutions. These customers have the ambition to grow and increase profitability in order to safeguard their future. Our company's strategy is to anticipate our customers' needs and create a real partnership.

**09.45 Peter Willes**, Dairy Farmer and Cheese Maker

Parkham Farms Ltd, Woolsery, Bideford, North Devon, England. peterwilles@parkhamfarms.com

### **Does Size Matter?**

When Peter joined the family farm in 1979 they were milking 100 cows. They have since grown to 2,000 cows on three North Devon farms and buy milk from 31 farms for their cheese making business. Now the business has grown further to Wales, Northumberland and Lincoln and further expansion is planned. Peter will give details of why he believes size does matter.

**10.15 Panel Discussion**

**10.30 Coffee**

**11.10 Dr Roel Veerkamp**, Head of Animal Breeding and Genetics, Animal Sciences Group of Wageningen UR, Animal Breeding and Genomics Centre, Lelystad, The Netherlands. Roel.Veerkamp@wur.nl

### **Selection for robustness and product in dairy cattle - an international effort**

The impact on profitability of reduced health, fertility and longevity in dairy cattle is unsustainable. Furthermore, there is a growing awareness of the components in milk with

favourable health aspects for humans. The project RobustMilk ([www.robustmilk.eu](http://www.robustmilk.eu)) brings together geneticists from The Netherlands, UK, Sweden, Belgium and Ireland with the objective of developing new practical tools to allow breeders to refocus their selection to include milk quality and dairy cow robustness.

**11.40 Justin McCarthy** NSch, Livestock Editor

Irish Farmers Journal, Bluebell, Dublin, Ireland

[jmccarthy@farmersjournal.ie](mailto:jmccarthy@farmersjournal.ie)

### **Innovation & Inspiration in Economic Hell**

Ireland has enjoyed the lavish benefits of EU funding, but now the bubble has burst, what does the future hold for Ireland's future farming generation? We don't have a crystal ball but we do have guts and vision! We may all be in the same boat so let's get paddling!

**12.10 Panel Discussion**

**12.25 Dairy Student Presentation** sponsored by DairyCo

**12.40 Lunch**

**Session 5 Chairman: Duncan Sinclair**

### **THE BOTTOM LINE - PROFIT AND OPPORTUNITY**

**14.00 Andrew Harle**, Managing Partner

Smiths Gore, Stuart House, City Road, Peterborough, England  
[andrew.harle@smithsgore.co.uk](mailto:andrew.harle@smithsgore.co.uk)

### **Getting into agriculture – The new opportunities & what we look for in a First Time Tenant**

Andrew will explore the challenges, perceived and real, faced by new entrants to agriculture and offer suggestions as to how best to overcome them. His presentation will specifically look at the factors likely to be of importance to a prospective landlord, and highlight pitfalls to be avoided when pitching for a tenancy.

**14.30 Chris Shepherd**, Agribusiness Partner

Yorkshire Bank, North West Agribusiness Centre, Preston, Lancashire. [chris.shepherd@eu.nabgroup.com](mailto:chris.shepherd@eu.nabgroup.com)

### **What goes on in the mind of an agricultural bank manger when you ask him for more money?**

Banks are seen to be the necessary evil within many business relationships but bank funding will be vital to the next generation if they are to build a successful farming business for the future. Approaching new expansion projects or modern technologies can be daunting, but here lie opportunities for all young and established farming businesses, but only with the right advice.

**15.00 Andrew Jones**, Dairy Farmer

Rackery Farm, Burton Rossett, Wrexham, Wales

### **I'd rather have a cheque than a trophy**

Andrew and his wife Jenny run the Rossett herd of pedigree Holsteins consisting of 90 milkers and 70 followers. Stock sales are a major part of the business and having sold the complete herd three times, and rebuilt the herd with home bred heifers, he is well qualified to speak on his chosen title.

**15.30 Panel Discussion**

**15.45 Chairman closes Conference**

**15.50 Tea available before departure**



All are welcome to attend the conference but by joining the Club when completing this form you will benefit from the 20% members' discount on registration fees. Members who pay by Standing Order should put "SO" in the membership fee box. There are special rates for students – please download these forms from the website.

Name of delegate (Please include title) .....

Address .....

Telephone ..... Email .....

**BRITISH CATTLE CONFERENCE**  
**24th - 26th JANUARY 2011**  
**BOOKING FORM**

	Registration	Resident in Conf. Hotel	Non Resident	Fill in these boxes as appropriate
	WHOLE EVENT	£210	£280	£
Or book separate parts of the conference here	Monday workshops	FOC to all conference delegates but please tick box to book your place		
	Monday Dinner	Inc. if resident in hotel on Mon night otherwise £30	£30	£
	Tuesday conference	£115	£115	£
	Tuesday's Club Dinner Inc. Question Time	Inc. if resident in hotel on Tues night otherwise £40	£40	£
	Wednesday conference	£115	£115	£
SUB TOTAL				£
Less Members' 20% discount (if applicable)				£
<b>Membership</b>				
	Membership fees - if you join/rejoin now you may apply the above discount	£25		£
<b>TOTAL</b>				£

**Telford Golf and Spa Hotel**  
**Great Hay Drive, Sutton Heights,**  
**Telford, Shropshire TF7 4DT**  
 Tel: 01952 429977 Fax: 01952 586602  
 www.QHotels.o.uk

**HOW TO FIND US**  
**By Road**

Leave the M54 at Junction 4 and take the second exit signposted A442. At the second round-about go left onto the A442 signposted Bridgnorth. Take the second slip-road continuing on the A442 sign-posted Madeley and Shifnal, Ironbridge Gorge Museum. Filter right remaining on the A442. Caution: the left lane goes to Madeley and Shifnal.

At the first roundabout turn right following the brown tourist sign for Telford Golf Club. Pass the petrol station on the right hand side and turn left at the first roundabout towards Sutton Heights. Proceed along this road for half a mile until you reach Great Hay Drive. Turn left, the Hotel is located at the at the end of the road.

**BY RAIL**

Telford Station – 5 miles

**BY AIR**

Birmingham International – 44 miles



**Accommodation Reservation**

– payable to the hotel upon departure

- Accommodation is limited and allocated on a first-come-first-served basis. If the accommodation is full when you book, alternative accommodation suggestions will be made but you will need to pay for the dinner(s) at the conference hotel if you wish to attend them.
- By filling in the section below you are agreeing to this accommodation being booked on your behalf. You will be liable to pay unless at least 2 weeks' notice of cancellation is provided.

Please tick appropriate boxes	Monday night	Tuesday night
Single Room - £98 per night		
Double or Twin - £78 per person per night. Name of person sharing room .....		

**ALL DELEGATES** – please sign here to agree to the terms specified on this form:

Signature ..... Date .....

Please return this form to the Secretary with your remittance made payable to BCBC at:

BCBC, Lake Villa, Bradworthy, Devon, EX22 7SQ Tel: 01409 241579

Email: lesley.lewin@cattlebreeders.org.uk Website: www.cattlebreeders.org.uk