First Mid West Longhorn Breeders Production Sale, Taunton 2006

The inaugural sale of the Mid West Group at Taunton saw an entry of 92 Longhorns with significant contingents from Sid Hollier and from David and Pat Lawrence.

A packed sale room following the busy Saturday market at Taunton saw a welcome and significant number of new purchasers.

Top price of the day went to English Nature’s bull, Stoke Eric, a prominent winner in the show ring who now goes to Cornwall. Sid Hollier’s bull, Culcombe Elite, bred by J D Wilson, made 1800 gns. The top priced female was also bred by English Nature, although sold from David Sheppy’s herd at Taunton. The cow, Stoke Brandy made 1450 gns.

Top priced senior heifer at 1100 gns was Sid Hollier’s Long Ash Emma by Quantock Tempest. The top priced Junior Heifer was David Hitchings’ Ashton Freeze who made 720gns and went to David Sheppy.

Results:
5 Cows averaged 818 gns (top 1450)
26 Senior Heifers averaged 620 (top 1100)
38 Junior Heifers averaged 415 (Top 720)
3 Bulls averaged 1573 (top 2000)
7 Steers averaged 380 (top 440)

Auctioneers: Greenslade Taylor Hunt
Clive Roads

REGIONAL GROUP NEWS

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
19th November—Awards Lunch at the Alveston Manor Hotel
Contact: Peter Guest, Colaba Lodge, Ham-nish, Leominster, Herefordshire HR6 0QN
Tel: 01568 760251

South East Longhorn Breeders Group
November—Autumn Lunch
Contact: Robert Williams, Maydencroft Manor, Gosmore, Hitchin Herts
Tel: 01462 434762

North Western Longhorn Breeders Group
Contact: Phil Robinson, Blackden Cottage, Blackden Heath, Goostrey, Crewe, Cheshire CW4 8DG  Tel: 01477 571406

Midland Longhorn Breeders Club
Contact: Pat Stanley, Springbarrow Lodge, Swannymore Road, Coalville, Leics LE67
5UT Tel: 01509 503276

Welsh Longhorn Breeders Club
Contact: Bernard Llewellyn, Carreg Cennan Castle, Trapp, Llandeilo, Dyfed
Tel: 01558 822291

Northern longhorn Breeders Club
Chairman: Nicky Luckett 01697 371487
email: nickyluckett@aol.com
Secretary: Pam Pumphrey 01556 630246
email: clonyard@btinternet.com
Fax: 01387 269747

AGM and Autumn News

Due to increased postal charges, we have a new look newsletter this month.

Inside you will find show results, a report on the First Mid West Sale at Taunton, as well as the agenda and final details for the AGM.

Thank you to all those who have already booked for the AGM. For those of you who have still to send in your forms, it is not too late to do so, although in order to assist with the catering, please could I ask that forms are returned as soon as possible. A further booking slip is enclosing with this mailing.

Finally, don’t forget to use your vote in the election papers sent out earlier this month——voting slips must be received by Saturday 4th November!

Sarah Slade

Dates for Your Diary
AGM weekend inc. Finishing & Marketing Workshop 11-12th November 2006
Spring Sale, Worcester 28th April 2007

Who’s Who at the Society
Breed Secretary:
Sarah Slade
Southcott Farm
Chawleigh
Chulmleigh
Devon
EX18 7HP
Tel/Fax: 01769 581212
E: secret@ry@lroonghorncattlesociety.com
All society matters except registrations, transfers, subscriptions and accounts
Registrations and Accounts:
Libby Henson
PO Box 251
Exeter
EX2 8WJ
Tel/Fax: 01392 270421

For all registrations, transfers, subscriptions and accounts
**Show Results 2006**

**Ashby Show 2006**  
Judge: Clive Roads

**Bull**  
1st Blackbrook Philosopher  
Mr & Mrs J W Stanley  
2nd Bejon Edmund  
W J Spalton  
3rd Blackbrook Galileo  
Mrs E M Hallfield  

**Cow**  
1st Blackbrook Moonstone  
Mr & Mrs J W Stanley  
2nd Gorse Goldilocks  
W J Spalton  
3rd Wellhead Willow  
J Barber  
4th Dodsleigh Crystal  
D Nutt  

**Senior Heifer**  
1st Pokerleys Epic  
Mrs S H Hallfield  
2nd Southfield Ebony  
D Nutt  

**Junior Heifer**  
1st Blackbrook Pebble  
Mr & Mrs J W Stanley  
2nd Barlings Fritillary  
Mrs G S Thomas  
3rd Barlings Fox Glove  
Mrs G S Thomas  
4th Milton Felicity  
J Winnington  

**Pairs**  
1st W J Spalton  
2nd Mrs G S Thomas  
3rd Mr & Mrs J W Stanley  

**Breed Champion**  
Blackbrook Moonstone  
Reserve Breed & Junior Champion  
Blackbrook Philosopher  
Reserve Junior Champion  
Blackbrook Pebble  

**Bath & West Show 2006**  
Judge: John Warne

**Bull**  
1st Ashton Edward  
D Hitchings  
2nd Stoke Eric  
D Sheppy  
3rd Long Ash Equador  
D Hollier  
4th Logan Caesar  
Prof I Craft  

**Cow**  
1st Culcombe Apple  
S Hollier  
2nd Three Bridges Delilah  
D Sheppy  
3rd Tripps Dainty  
D Hollier  
4th Holcombe Dido  
I K Clark  

**Senior Heifer**  
1st Logan Bee  
Prof I Craft  
2nd Stoke Ermintrude  
English Nature  
3rd Three Bridges Ermintrude  
D Sheppy  
4th Culcombe Cider  
S Hollier  

**Junior Heifer**  
1st Logan Cleopatra  
Prof I Craft  
2nd Linton Ffion  
D Hitchings  
3rd Ashton Flame  
D Hollier  
4th Selborne Flame  
Mr & Mrs G Woollatt  

**Pairs**  
1st W J Spalton  
2nd Mrs G S Thomas  
3rd Mr & Mrs J W Stanley  

**Breed Champion**  
Ashton Edward  
Reserve Breed Champion  
Logan Bee  

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**Longhorn Cattle For Sale and Wanted**

**WANTED**

**Mrs Barker, Longlands Farm, Little Bredy, Dorchester, Dorset DT2 9HF**
Tel: 01308 482371
Weaned Longhorn calves required.

**D C Greaves, The Coppice, Hextall Lane, Ranton, Staffs ST18 9JU**
Tel: 01785 282616
Stores always required for rare and traditional breeds finisher

**Richard Vaughan, Huntsham Court, Goodrich, Ross-on-Wye, Hereford**
Tel: 01600 890296
Looking for store cattle, male/female, well grown for finishing. Will pay Continental prices for suitable cattle.

**Michael Davies, Avey Lane Farm, Waltham Abbey, Essex EN9 3QJ**
Tel: 020 8508 2579
Requires OTMS cattle for conservation grazing 30months—10years old. Will collect & pay OTMS prices.

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**National Show & Sale Melton Mowbray 2006**
Bernard & Margaret Llewellyn’s bull, Carreg Everest, was Breed and Interbreed Champion. The bull then went on to make 3,600 gns selling to D Sheppy, Taunton, setting a new breed record for a senior bull. The Llewellyn's also topped the sale with Carreg Equator who made 4,400 gns when sold to P Winterton, Leicester.

**Mr & Mrs G Wild’s senior heifer, Riffhams Elder, was the highest priced female selling at 2,900 gns to P Bell.**

**Results:**
6 cows averaged 1057 gns  
(highest 1380)
7 Senior Heifers averaged 1714gns  
(highest 2900)
19 Junior Heifers averaged 875 gns  
(highest 1400)
3 bulls averaged 3000 gns  
(highest 4400)

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**New Members**

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

**Mr Richard Seery, West Down Farm, Jacobstowe, Okehampton, Devon, EX20 3LW**

**Mr Peter Jackson, Roundhill Farm, Adders Green Lane, Quarnford, Buxton, Derbyshire, SK17 0TB**

**Mr T R Key, Church Farm, Brackenfield, Alfreton, Derbyshire, DE55 6AP**

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FEMALES FOR SALE

P Evans, Hollybush Farm, Mathry, Pembrokeshire Tel: 01348 831512
Linton Elinor  Born: 7/7/04
Sire: Southfield Bandit
Dam: Linton Prancer
Linton Foxglove  Born: 19/6/05
Sire: Southfield Bandit
Dam: Linton Prancer

Linton Foxglove

Linton Foxglove

Linton Foxglove

Details at: www.lintonlonghorns.co.uk

J Spalton, Hardley Hill Farm, Sutton on the Hill, Derby, DE6 5JF
Tel: 01283 732881
From the Bejon and Heronbrook herds, heifers for sale, 16 - 18 months old. Halter broken and quiet to catch and lead. Junior heifers from these two herds achieved the top prices at the recent Melton sale. The heifers for sale are similar in quality and breeding.

J Parkinson, Leeds
Tel: 0113 230 3600 Mob: 07788 753582

Lydia Daisy  Born: 30/5/03
Sire: Raincliffe Victor
Dam: Lydia Violet

Lydia Dixie  Born: 9/6/03
Sire: Raincliffe Victor
Dam: Lydia Wanda

Lydia Dorothy born: 8/6/03
Sire: Raincliffe Victor
Dam: Lydia Alice

BULLS FOR SALE

G Matravers, Long Whatton, Loughborough. Tel: 01509 646413
Blackbrook Minotaur  Born: 22/1/02
Sire: Huntsham Cardinal
Dam: Blackbrook Jiggle

Produces excellent conformation calves. Very quiet. For sale as he will be serving his daughters next year.

P Cleland, School Green, Kington Herefordshire Tel: 01544 370650
School Green Murray  Born: 20/4/06
Sire: Southfield Aristocrat

School Green Blockley  Born: 3/4/06
Sire: Southfield Aristocrat

Both these currently suckling dams, but should make nice bulls.

STEERS FOR SALE

Messrs Vaughan, Penlan-Uchaf, Gwaun Valley, Fishguard, Pembrokeshire, SA65
9UA Tel: 01239 820775
Around 20 well grown calves available at weaning in October/November
10 steers born Spring 2005
5 steers 24 months old

East of England Show 2006
Judge: Mr M Day

Senior Bull
1st  Blackbrook Odin
Mr & Mrs J W Stanley
2nd  Blackbrook Newt
Mrs S Coleman
3rd  Bejon Edmund
W J Spalton

Junior Bull
1st  Blackbrook Philosopher
Mr & Mrs J W Stanley

Cow
1st  Blackbrook Moonstone
Mr & Mrs J W Stanley
2nd  Gorse Goldilocks
W J Spalton

Senior Heifer
1st  Chalkney Justice
Mrs S Coleman
2nd  Blackbrook Osprey
Mr & Mrs J W Stanley
3rd  Logan Blithsome
Mrs S Coleman
4th  Bejon Ella
W J Spalton

Junior Heifer
1st  Blackbrook Peach
Mr & Mrs J W Stanley
2nd  Chalkney Krystal
Mrs S Coleman

Pairs
1st  Mrs S Coleman
2nd  W J Spalton

Breed Champion
Blackbrook Moonstone
Reserve Breed Champion
Blackbrook Odin

Heckington Show 2006
Judge: Mr P Robinson

Bull
1st  Tetford Kingpin
Mr & Mrs C T D Sutcliffe

Heifer
1st  Pokerlys Epic
Mrs S Hallifield
2nd  Tetford Lucerne
Mr & Mrs C T D Sutcliffe
3rd  Barlings Fritillary
Mrs G S Thomas
4th  Barlings Foxglove
Mrs G S Thomas

Best Pair
1st  Mrs G S Thomas
2nd  Mr & Mrs C T D Sutcliffe

Breed Champion
Pokerlys Epic
Reserve Breed Champion
Tetford Kingpin
Champion Male
Tetford Kingpin
Champion Female
Pokerlys Epic
Reserve Champion Female
Tetford Lucerne

Kent County Show 2006
Judge: Joe Henson

Senior Bull
1st  Blackbrook Newt
Mrs S Coleman

Junior Bull
1st  Riffhams Warrior
Mr & Mrs G H Wild

Cow
1st  Riffhams Belle
Mr & Mrs G H Wild
2nd  Culcombe Dandelion
S Hollier
3rd  Wellhead Dora
Clark & Sons
4th  Riffhams Briar
Mr & Mrs G H Wild
Show Results 2006

Pembrokeshire Show 2006
Judge: Mrs P Stanley

Senior Heifer
1st Riffhams Elder
   Mr & Mrs G H Wild
2nd Chalkney Justice
   Mrs S Coleman

Junior Heifer
1st Longash Francis
   S Hollier
2nd Chalkney Krystal
   Mrs S Coleman
3rd Chalkney Karma
   Mrs S Coleman
4th Riffhams Apple
   Mr & Mrs G H Wild

Breed Champion    Blackbrook Newt
Reserve Breed Champion Riffhams Belle

Interbreed Group of Four – Longhorns were placed Fourth (8 entries)
Native Cow with Calf at Foot – 2nd –
Riffhams Belle (8 entries)

Moreton in Marsh Show 2006
Judge: S Gray

Senior Bull
1st Carreg Everest
   B & M Llewellyn
2nd Slebech Duke
   M R Owen
3rd Carreg Equator
   B & M Llewellyn

Junior Bull
1st Carreg Frodo
   B & M Llewellyn

Cow
1st Charlecote Gloria
   Messrs Vaughan
2nd Carreg Dodo
   B & M Llewellyn
3rd Carreg Christine B & M Llewellyn
4th Linton Nerissa
   M R Owen

Bull Calf
1st Carn Edward Glyn
   Messrs Vaughan
2nd Carreg Goliath
   M R Owen
3rd Carreg Mia
   B & M Llewellyn
4th Carn Edward Enid
   M R Owen

Heifer Calf
1st Slebech Fig
   M R Owen
2nd Carreg
   B & M Llewellyn
3rd Slebech Guinea
   M R Owen

Senior Heifer
1st Carreg Ellen
   B & M Llewellyn
2nd Pengraig Goch Bertha
   Messrs Vaughan
3rd Bollin Elaine
   B & M Llewellyn
4th Carn Edward Enid
   Messrs Vaughan

Junior Heifer
1st Carreg Escapade
   B & M Llewellyn
2nd Slebech Filigree
   M R Owen
3rd Carn Edward Faye
   Messrs Vaughan
4th Carreg Flora
   B & M Llewellyn

Group of Three
1st B & M Llewellyn
2nd Messrs Vaughan
3rd M R Owen

Breed & Female Champion Carreg Ellen
Reserve Breed & Male Champion
Carreg Escapade
Reserve Male Champion Carreg Frodo

Photographic Competition
There were over 100 entries which had been displayed the previous evening. Rosettes were distributed to the first, second and third prize winners, with the winner of each class also receiving a bottle of wine. The overall winner, who receives a free female registration, was the Hon Mrs A Laing.

Maydencroft Perpetual Trophy.
The secretary reported that there had been 38 bulls shown during the year. In third place with 25 points was Mr & Mrs J W Stanley’s Blackbrook Odin. In second place with 27 points was Mr W J Spalton’s Bejon Dickie. In first place with 36 points was Mr & Mrs C T D & S D Sutcliffe’s Tetford Kingpin. The Maydencroft Perpetual Trophy, a beautiful tapestry made by Past President Bob Williams, was therefore awarded to Charles Sutcliffe to keep for a year.

President’s Award
Mrs Pat Quinn then thanked the Society for her term as President. She wished to make an award to be presented by the retiring president, to the person who has contributed exceptional service to the breed. The award can be made for past service as well as present.

In recognition of many years of hard work and commonsense promoting the breed and ensuring its survival, without which Longhorns would not be held in the high esteem which they are today, Mrs Quinn presented the award to John and Joshua Brigg. She was saddened that John could not be there to accept the award, but delighted that Joshua was able to accept it on behalf of them both.

Joshua Brigg said that he was thrilled to be presented with this award, and knew that John would be too. John put in a tremendous amount of time in the early years, and the society has progressed from the 11 members of the early days to 450 of today. He was sure that there would be many more worthy recipients of the award in the years to come, and he was delighted to be the first recipient of the award.

There being no further business the Chairman thanked everyone for coming and closed the meeting.
however, that it was vital that members stood down to allow new blood to come onto Council and it was for that reason that he had decided not to stand again this year.

Devon County Show
Peter Guest noted that Devon County Show was prepared to offer Longhorn classes and that this offer would be considered by the Mid West group.

Sale in October 2006
Peter Guest advised that there would be a joint production sale in October 2006 at Taunton Market, with consignments from the herds of Sid Hollier, Ian Clark and David Lawrence. He advised that other members would be most welcome to enter cattle for the sale as well.

Commercial Focus for the Breed and New Judges
John Hedges noted that a letter had been received from Mr W J Spalton which urged Council to give an even more positive lead to the breed, to focus on the commercial promotion of the breed, and in that respect he was in favour of inspections at sales and approved wholeheartedly of Council’s recent decision to appoint outside judges to the judging panel. He felt also that success in interbreed competitions should be the aim, rather than simply within Longhorn classes.

The secretary confirmed that the new judges appointed to the panel were: Steve Gray, Christine Williams, Richard Bartle, Dan Bull, David Bell, Richard Warner, George Young and Giles Green.

Defra Foot and Mouth Disease Derogation
The Treasurer reported that Defra had agreed that, in line with an EU Directive on the subject, that a register would be kept of herds and flocks of conservation importance, for which a derogation may apply if Foot and Mouth Disease measures are introduced. Any derogation will only apply to the herds and flocks on the register and therefore it was imperative that members applied to Defra to be included on the list.

Proposed New Rules for Beef on the Bone
Andrew Nelson reported that Defra was currently consulting on new rules to bring the UK into line with the remainder of Europe. The implications of that were particularly crucial for Longhorn breeders, as beef will no longer be able to be sold on the bone if the animal is over 24 months old.

Mr Nelson asked that as many members as possible respond to the Defra consultation advising Defra of their concern.

Mr Winterton advised that the ruling was being brought in to align with EU rules, and that it was not of Defra’s making. He suggested that members should also lobby their MEPs.

Society AGM Weekend
11—12th November 2006
Hotel – The Three Swans Hotel, Market Harborough
Telephone - 01858 466644
Please mention the Longhorn Cattle Society when booking to get discounted rates as follows:
- Standard Double Room £35 per person Bed & Breakfast Based on two people sharing
  £52.50 per person Dinner B & B based on two sharing
- Superior Double Room £40 per person Bed & Breakfast based on two people sharing
  £62.50 per person Dinner B & B based on two sharing
- Single Room £60 Bed & Breakfast
  £72.50 Dinner Bed & Breakfast

FRIDAY 10th NOVEMBER
Arrive at the Hotel
Informal Dinner at the Hotel

SATURDAY 11th NOVEMBER
By kind invitation of Mr and Mrs A & J Nelson
9am meet at Glebe Farm for BREAKFAST
9.45 Chairman’s Introduction to FINISHING AND MARKETING WORKSHOP
Talk on Finishing of Cattle Butchery Demonstration
11am VIEW THE HAMBLETON HERD at Glebe Farm and Stonehouse Farm
12.30 Return to hotel
1.30 BUFFET LUNCH at Hotel
2.45 AGM Presentation of Awards
3.45  Talk and Demonstration by Libby Henson on the ON-LINE HERD BOOK
4.30  Finish (there will be an opportunity to speak with Libby after the demonstration, if required)

7.30 for 8pm  DINNER at Hotel

Chicken Liver and Bacon Parfait laced with brandy, accompanied by a tangy
Cumberland Sauce

Or

(Vegetarian option) Savoury tartlet of asparagus, cheese and egg custard
Leek and Potato Soup

Roast Beef served with Yorkshire pudding, horseradish sauce and roast gravy

Or

(Vegetarian option) Layers of vegetables with Roquefort cheese wrapped in pastry
with asparagus cream

Profiteroles served with Chocolate Sauce

Coffee and Mints

Speaker, John Uffold

Raffle

SUNDAY 12th NOVEMBER
By kind invitation of Mr and Mrs J & P Stanley

10.45  meet at Springbarrow Lodge to view the BLACKBROOK HERD
12.30 (approx)  LUNCH and depart

All maps and directions will be supplied when bookings are received.

In terms of expenditure, running costs have once again been kept to a minimum. Increases in printing reflect the creation of the New Year Book and other publicity materials. Similarly the increased figure associated with shows reflects the much higher profile we have had at the shows this year.

Council have budgeted for a significant expenditure in the coming months to revamp and re-launch the web site both as a marketing tool and as service to members. We now have on-line access to the breed society database, on-line registration. If members notify the society office of animals for this will be added to the on-line data. On line payment for registration and subscriptions may be introduced if members find the services beneficial.

The new site can now be managed direct from the society office and will form an up to date means of communicating with the membership and those interested in our breed.

Despite this increase in activity and expenditure the final balance shows an overall profit of some £10,000 which contributes to the £80,278 we now have in the bank.

As a charity, the trustees are entrusted with the role of ensuring the monies we hold are well managed and that we have a prudent reserve. Beyond this they are expected to ensure that funds are used to carry out the principal objectives of the Charity. Council policy is to ensure the routine running costs of the Society are self funding, and that the Society has a financial cushion roughly equivalent to a years annual expenditure. Thanks to many years of prudent management our existing reserves currently exceed this requirement. The council will therefore continue to budget to make incursion into this capital reserve for the purposes of breed promotion.

Peter Guest noted that the Gift Aid rules have been changed so that gift aid can be back-dated further than previously. The Treasurer noted that the Society benefits considerably from Gift Aid, at no cost to the member, and welcomed this change in the rules.

There were no further questions on the accounts. It was proposed by Frank Sutton and seconded by Joshua Brigg that they be adopted. All were in favour.

5. Election of Officers
Three members had retired by rotation and four members had been nominated for possible election: Freddie de Lisle, Peter Guest, John Hedges, Philip Robinson. They were all thanked for offering themselves for possible election. A paper ballot had been distributed and the results counted. Mr Guest, Mr Hedges, Mr Robinson were duly elected for a three year term.

6. Any Other Business
Council Elections and Terms
Bernard Llewellyn reported that he had thoroughly enjoyed working on Council, and he thanked both Frank Sutton and previous Chairmen for the support they had given. He felt,
3. Chairman’s Report
The Chairman then read his report which appears in full in the 2005/6 Year Book.

4. Treasurer’s Report
The treasurer read her report for the year:

This has been a very successful year for the breed, with the increased activity generated by having two people working for the Society more than generating enough business to cover our expenses despite the fact that Council had created provision for a deficit budget.

During the year we have produced, not only the normal pedigree herd book but also a most attractive year Book which has raised our profile and been a very useful marketing tool. Sarah has replaced the display boards for show and created some attractive new light weight graphics. We have new leaflets, promotional folders, car stickers and metal badges. Sarah has also represented us, with the help of Council and other members at a number of agricultural shows including the Game Fair which attracted a great deal of interest.

In terms of the accounts, income from subscriptions has continued to increase as the number of active members increases. We also continue to see an increase in registration, transfer and semen sales. The sustained increase in late fees continues to reflect the increased value of breeding animals, making the payment of late fees worth while. All calves should be notified within three months of birth to avoid double registration fees. Animals registered after a year of age are charged from £50 to £50 per year, late fine.

Thanks to the continued support of those members who advertised in the Year Book. Sarah was able to raise enough revenue for advertising to almost cover the cost of both the Year Book and the Herd Book. It is hoped that now people know what the book looks like even more will wish to join in and support the publication of the 2005 issue, which we hope will go to press before Christmas.

Merchandise sales have dropped off this year but we do still have four of the limited edition Naturecraft bull models available to members at £225. We are happy to take orders for Christmas.

Members who have signed a Gift Aid declaration enable us to reclaim the tax they have already paid on their subscriptions. Any member who pays tax and is willing to sign this form should please ask for one.

Member meetings are run at cost and any surplus running from one year into another is because events are run close to the financial year end. Our thanks to all those members who regularly attend these meetings, workshops, herd visits and outings.
Defra and “One Planet Living”

Those who will recall Agriculture Minister David Milliband’s speech at the Royal Show this year will have heard his references to “one planet living”. Few of us, perhaps, had any real idea of what he meant. That has become clearer over the following months.

The phrase was coined from research work which showed that if everyone in the world consumed resources at the rate that we did, we would need three planets and not one. As we don’t actually have three planets (and ignoring for the moment the fact that consumption is not the same throughout the world), the clear focus of Defra’s agenda is away from economic and social needs and very clearly on the environment.

Research work undertaken by Defra has been gathering data on the products that have the highest environmental burdens throughout their life-cycle, and that preliminary work has led to Defra focusing on 4 broad areas—food and drink, passenger transport, homes and clothing. The focus has been refined still further so that within the food and drink sector, it wishes to concentrate particularly on milk and meat production.

Defra is undertaking “environmental life cycle assessments” which look at the impact of production of a product from raw material through its transport, processing, eventual use and even its impact as a waste product. This takes into account, in the case of food production, things such as the production of pesticides, diesel, fertilizers, feed crop production, fodder production, transportation, use and storage of manures, processing and packaging, transportation to the retailer and consumer, final consumption and the amount of waste meat product, and the transport of waste products including recycling, incineration and landfill.

The system is still in its infancy, but Defra is keen to produce a paper early in 2007 and to get some “quick wins” thereafter. What this means for livestock producers is, potentially, an increase in regulation, an alteration of voluntary schemes to compulsory, and a focus on the substance of everyday farming. Because what is quite clear from the preliminary work is that primary agricultural production is seen as having the greatest negative environmental impact and will therefore (some might say) be an easy target.

There is still some way to go, but what will this mean for Longhorn breeders? Well, the answer might be that there is an opportunity for the breed. Longhorns, as we know, do not require highly industrialized farming systems—they can be grazed extensively and naturally. They are generally sold to a specific market which often does not involve travelling long distances. Frequently their grazing can provide positive environmental effects—hence why they are used on SSSIs and Grazing Animal Projects. Certainly it appears that those in the intensive chicken and milk industries are to be initially targeted by Defra. But this is to be a whole industry and supply chain approach—there is, so they say, to be no shifting of the burdens—whether that will be the case, we shall have to see,…!