

**Minutes of the Longhorn Cattle Society Annual General Meeting
Held at the Hilton Hotel, St Georges Park, Burton on Trent, Derbyshire, DE13 9PD
commencing at 11.30am on Saturday 14 October 2017**

Present were: Mr B Llewellyn (Chairman)
Ms D Dann (Secretary)
Dr P Cleland (President)

74 members and guests were present:

Mr R Adams, Mr P Ashcroft, Mrs S Ashcroft, Mr J Barber, Mr M Barden, Mr I Bayley, Mrs A Bayley, Miss H Beeby, Mr B Bellew, Mr D Bevan, Mr D Blockley, Mrs A Blockley, Mr L Bremehr, Mr J Brewer, Mr John Brigg, Mr N Brownbridge, Mrs L Cleland, Mr P Close, Mrs S Coleman, Ms C Coleman, Mr B Facon, Master W Edwards, Mr P Guest, Mrs E Hallifield, Mr R Hallifield, Mr J Harrison, Mrs S Harrison, Ms R Heard, Mrs V Hopkinson, Mr H Hodgson, Mr D Horne, Mr M Horne, Mr S Horrocks, Mr S Johnson, Mr A Knight, Mrs M Llewellyn, Mrs M Madders, Ms K McKeeman, Mr D McVeigh, Mrs S McVeigh, Mr T Mills, Mr R Mothersill, Mr D Phillips, Mrs C Phillips, Mrs R Poulson, Mr R Poulson, Mr M Smith, Mr D Saxby, Mrs C Saxby, Mr J Stanley, Mrs P Stanley, Mr C Sutcliffe, Mr T Taberner, Mr G Towers, Ms J Van Dellen, Mr N Van Wijk, Mr G Walker, Mr D Walker, Mr R Warner, Mr M Wheeler, Mrs B Wheeler, Mr P Wild, Mr D Wild, Mrs V Wild, Miss C Wild, Mr A Williams, Mr J Winnington, Mr D Winnington, Mr F Wootton, Mr B Wragg, Mr S Wright, Mrs S Zentis

1. Apologies for absence

Apologies were received from:

Mrs E Bremehr, Mr Joshua Brigg, Mr A Bomford, Mrs T Bomford, Mrs T Brownbridge, Mr R Carter, Mrs J Carter, Mr R Close, Mrs S Coke, Mr C Driver, Mrs J Driver, Mr P Evans, Mrs J Evans, Mrs K Gibb, Mr RJH Gilder, Mr T Gurton, Mrs S Gurton, Mrs S Hallifield, Ms L Henson, Mrs F Jenkin, Mrs L Kett, Mr I Kett, Mrs P Neads, Mr A Neads, Mr D Preece, Mrs C Preece, Mr M Preece, Mrs W Preece Mrs P Quinn, Mr G Redfern, Mr H Saxby, Mr D Sheppy, Mrs L Sheppy, Mrs Y Smith, Mr F Sutton, Mr B Sutton, Mr J Stanford, Mr J Stanley, Mrs D Sutcliffe, Mrs G Thomas, Mr M Thomas, Mr J Warner, Mr G Wild, Mrs B Wild, Mr D Wright, Mr J Zentis

2. Minutes of last AGM and matters arising

The Minutes of the 2016 AGM had been previously circulated. Following an amendment to the attendees list to include Mr John Brigg and a correction to a point about bull registrations in Any Other Business raised by Mr P Close and it was proposed by Mr J Brigg and seconded by P Close that the minutes be signed as a true and correct record.

3. Chairman's Report

The Chairman spoke to his report.

There have been several highlights during my term of office in the chair but I begin by thanking the membership for their support and enthusiasm at last year's AGM. It was particularly gratifying to receive so many letters of acknowledgment.

The National Show was a resounding success with the most animals forward since the demise of the Royal. Many thanks to Danny Wyllie for judging, not an insignificant task; to the Lincolnshire Show Society for their cooperation and most significantly the numerous exhibitors who travelled many miles to put on such a good show. Many congratulations to Longhorns for their success in the interbreed competitions.

My personal highlight of the year has been the fruition of our type classification scheme. A number of herds have already been classified to the complete satisfaction of the owners. I'm also satisfied that this scheme will not only be a significant guide to the quality of individual animals but it will be particularly useful when considering the family genetics. The breed as a whole will be far richer for it.

I would remind you all, as I did at last year's AGM, of the financial reliance of the society on registrations and membership fees. Unquestionably we need to expand our income streams but this will not be easy and any ideas are most welcome.

To end with a positive note, with your help, the Council is determined to raise the profile of the breed by ensuring a more significant presence at as many agricultural shows and events as possible over the coming years. My sincere thanks to the whole membership for your support but particularly to members of Council and the secretary.

4. Financial Report

The Secretary presented the accounts and the financial report:

The Longhorn Cattle Society had a year of controlled expenditure, but also invested in the Society's continued improvement. Activity on the herdbook was slightly up with 200 more females being registered in this financial year compared to the previous year.

Herdbook activity for the financial year was 1484 (1,286 in 2016) females registered, 1189 (1004) animals birth notified, 52 (84) males registered and 1142 (1,769) transfers. Excluding deaths, a total of 3876 (4,156) 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 and social security costs were the Society's largest single outgoing. A salary review takes place in July each year.

Printing and office costs were lower in this financial year as there was no Journal produced.

Website expenses increased this year due to one off expenditure for the new blog and enhanced security measures following two major international cyber attacks in 2017. Regular website fees such as licences, support and domain name renewals were slightly higher than previous years.

Legal fees increased this year due to one off expenditure on legal fees to secure 'Longhorn Beef' and a new logo as a trademark and device into the Society's ownership to protect the Longhorn Beef brand.

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 £89965 has been approved by Council.

Mr J Brigg stated that he raised the matter of the patent last year and was pleased it had been approved. The Chairman asked Mr McVeigh to update the meeting. Mr McVeigh stated that gaining the trademark approval had been a protracted process but that now they were in place progress could be made on developing the scheme.

Mr C Sutcliffe asked if the legal fees for the trademarks were one off expenditure. The secretary confirmed they were. Mr Sutcliffe also asked why members had not, as had been advised, consulted regarding the beef scheme. It was stated that as the trademarking process had taken so long there had been nothing to report but now the Council were in a position to ask for an input.

The adoption of the accounts was proposed by Mr B Facon and seconded by Mr M Horne.

5. Election of Trustees

Three spaces had been available with John Stanley, David McVeigh and Paul Ashcroft retiring from Council. John Stanley was not eligible for re-election. Paul Ashcroft had put himself forward for re-election as had Mr David Blockley. Mr Ashcroft and Mr Blockley had been duly elected to Council. They were welcomed onto Council.

6. Resolutions to amend the rules of the Society

The Chairman stated that two resolutions had been put forward to the AGM to amend the General Rule regarding the showing of Longhorns without horns. He stated that currently members can disbud or dehorn their cattle if they wish and the Society has no say over that, but currently cattle without horns cannot compete in classes for Longhorn cattle with a Longhorn panel judge. Peter Close wished to propose that hornless cattle could be shown at all shows except the National Show, Angela Blockley wished to propose that disbudded cattle could be shown at all shows, including the National Show.

Comments are given in detail to record an important decision the Society would have to make.

In the first instance Peter Close was asked to speak to his motion.

He stated that his motion was phrased to so that the current rules be amended so that hornless cattle could be shown at all shows except the National Show. He has had many conversations with people at shows who stated that 'if it wasn't for the horns we'd use Longhorns' in their herds as they didn't know or realize that horns could be taken off Longhorns as they could any other horned breed. The only way the commercial aspect of the breed could be pushed was to show people that Longhorns don't have to have horns. Farmers in the borders are using Longhorn crosses. Cattle are sold at a discount of 30 – 40% because of the horns. At a recent Carlisle sale cattle the good cattle were being sold for slaughter and the bad cattle going for breeding. Abattoirs cannot take cows with horns and there are horror stories of cattle at abattoirs so end of life is also a consideration. Peter considered that his motion would address the commercial issue as farmers would be more exposed to Longhorns without horns.

Peter Close proposed his motion, Harry Hodgson seconded Peter Close's motion.

The Chairman then asked Angela Blockley to speak to her amendment.

Angela stated she was glad Peter had changed his opinion from last year's AGM. She stated that members who showed at local shows may also wish to show at the National Show, so why should the National Show be excluded? It should be up to members to choose which cattle they wished to show and the shows they want to take them to.

Angela Blockley proposed her motion, Stephen Wright seconded Angela Blockley's motion.

The Chairman asked for any further amendments to the two motions. None were offered.

Peter Close was given the right to reply to Angela Blockley's amendment. He felt that her proposal was a step too far too soon and that it would 'muddy the waters'. He urged those present that if they were in any doubt to vote for his motion rather than Angela Blockley's. If that worked then the wording of the rule could then be adjusted in the future.

Richard Warner asked for clarification between disbudding and dehorning from the perspective of a panel judge. The Chair stated that the only thing the Society could condone was disbudding or dehorning at an early age, say up to 12 months of age.

Ben Bellew stated that he couldn't see why dehorned cattle couldn't be shown

Bertie Facon stated that it was a change that could be dangerous. Very few people attend shows either to show or to watch. People around the showing are usually those associated with those showing. The breed is not coming from a

position of strength and it would give a mixed message to have both horned and no horned cattle in the show ring. Now is not the time to do this.

Harry Hodgson stated that he felt Bertie Facon had made some valuable points but he felt that in order to increase members of the Society changes needed to be made. Currently the Longhorn breed is competing for recognition against other breeds of lesser quality without horns. He doesn't want the motions to split the breed.

Angela Blockley was given the right to reply to Peter Close's motion. She stated that it would take 5-10 years for the motions to have a noticeable impact on the breed so members need to vote on it now.

Mike Smith stated he supported the Angela Blockley's amendment. Poor quality cattle are being offered for sale and disbudded cattle will sell as well as other native breeds. Members to grasp the opportunity to move the breed forward in a commercial sense. The showing ring doesn't keep the bank balance full!

Charles Sutcliffe asked what the Society was doing to promote disbudded cattle at events. Also having gone down the route of attracting commercial buyers what would the financial benefit be to the Society. Commercial buyers would not contribute membership or registration fees.

Angela Blockley stated that she and David Blockley had twice supplied disbudded steers to the Beef Expo event and that they had been very well received, including by the chief buyer for Woodhead Brothers.

The Chair stated that initially the change to endorsing disbudded cattle for the show ring would have benefits to the membership rather than direct to the Society.

Stephen Wright stated that he has had to dehorn a number of cull cows in recent years because the abattoirs cannot take them with their horns on. He stated the Society would start to see a benefit as members registered more cattle as there was more of a market for them commercially. It would have a knock on effect.

Bertie Facon asked for a show of hands from members who would show disbudded cattle. A large number of hands were raised.

Peter Close stated that the number of people showing had fallen in recent years.

John Stanley stated he felt there would be confusion over both horned and disbudded cattle being shown, when the name of the cattle was 'Longhorn'. Commercial men must see more cattle without horns whether in the show ring or not.

Matt Horne agreed with John Stanley. He disbuds and castrates all his steers but when taking cattle to events people are excited to see the horns. A Longhorn without horns is like a Zebra without stripes. He felt commercial breeders are more likely to visit farms to see working cattle rather than select a breed from what is seen in the showing.

Brian Wragg stated that Longhorns without horns could be shown in AOB classes.

John Brigg disputed Brian Wragg's statement as Longhorns that had their own classes could not then go into AOB classes at the same show. He stated that he reared disbudded, castrated cattle that sold better than some other breeds through Worcester Market.

Lesley Cleland questioned why disbudded cattle should not be able to be shown at the National Show.

Peter Close felt that Angela Blockley's motion may be a step too far too soon and might not get passed.

Tom Mills stated that if the motion was passed members should stand by it by taking disbudded cattle to Winter Fairs.

The Chairman stated that those that wished to speak had had the opportunity and that the meeting would move on to the voting process. Nanning Van Wijk and Janny Van Dellen offered to be tellers and abstain from the vote.

The Chairman asked for a show of hands for Angela Blockley's amendment the General Rules to read

'Disbudded cows, heifers or bulls are eligible to compete in show classes for breeding cattle. Only fully registered animals will be eligible to compete in show classes for breeding cattle. Disbudded cattle may be shown at Society sales.'

Those voting in favour of the amendment	43
Those voting against the amendment	32
Those abstaining from the vote	1

Angela Blockley's amendment then went forward to the final vote.

Those voting for the amendment	51
Those voting against the amendment	19
Those abstaining from the vote	5

The Chairman declared that Angela Blockley's amendment had been carried and the General Rules would be amended.

8. Any other business

John Brigg felt that members were entering their cattle into the shows and sales as 'led' to get them further up the catalogue. He asked that there be just two sections – Show & Sale (led) and Sale only (unled).

Awards

Maydencroft Perpetual Trophy – Bull of the Year

The Secretary reported that there had been 26 registered bulls shown during the year. In third place with 14 points was Rhyfel Q from Mr TA Williams, in second place with 15 points was Carreg Quintet from Mr & Mrs B&M Llewellyn. In first place with 21 points was Pointer Can Dance from David Howden. The Maydencroft Trophy was presented to Jamie Brewer for David Howden by Society President Dr P Cleland

Leebarn Perpetual Trophy – Cow of the Year

The Secretary reported that there had been 28 cows shown this year. In third place with nine points was Chalkney Tempo from Mr S Dixon in second place was Tetford Twinkle from Mr & Mrs CTD Sutcliffe. In first place with 15 points was Gorse Valentine Rose from Mrs V Hopkinson. The Leebarn Perpetual Trophy was presented by the Society President Dr P Cleland to Vicki Hopkinson

Lesley Hutton Perpetual Trophy – Heifer of the Year

The Secretary reported that there had been 70 heifers show this year. In third place with 25 points was Dunstall Peony from Mrs EM Hallfield, in 2nd place with 28 points was Pointer Caci from Mr D Howden. In first place with 32 points was Carreg Quicksilver from Mr & Mrs B&M Wheeler. The Lesley Hutton Perpetual Trophy was presented to Mark Wheeler by the Society President Dr P Cleland.

Paul Lockett Memorial Trophy

The Secretary reported that three members had shown Longhorn cattle in their own right for the first time in 2017. Yvonne Ferguson and Harry Saxby tied for second place and in first place was Bertie Stanley. The Trophy was presented to Bertie on the Sunday of the AGM weekend.

Frank Sutton Young Handlers Competition

The Secretary reported that four Junior members had taken part in stockjudging competitions this year. In fourth place was Dan Preece, in third place was Coby Horrocks, in second place was Rhiannydd Davies, and in first place was William Edwards. The Frank Sutton Trophy was presented to William by Society President Dr P Cleland

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