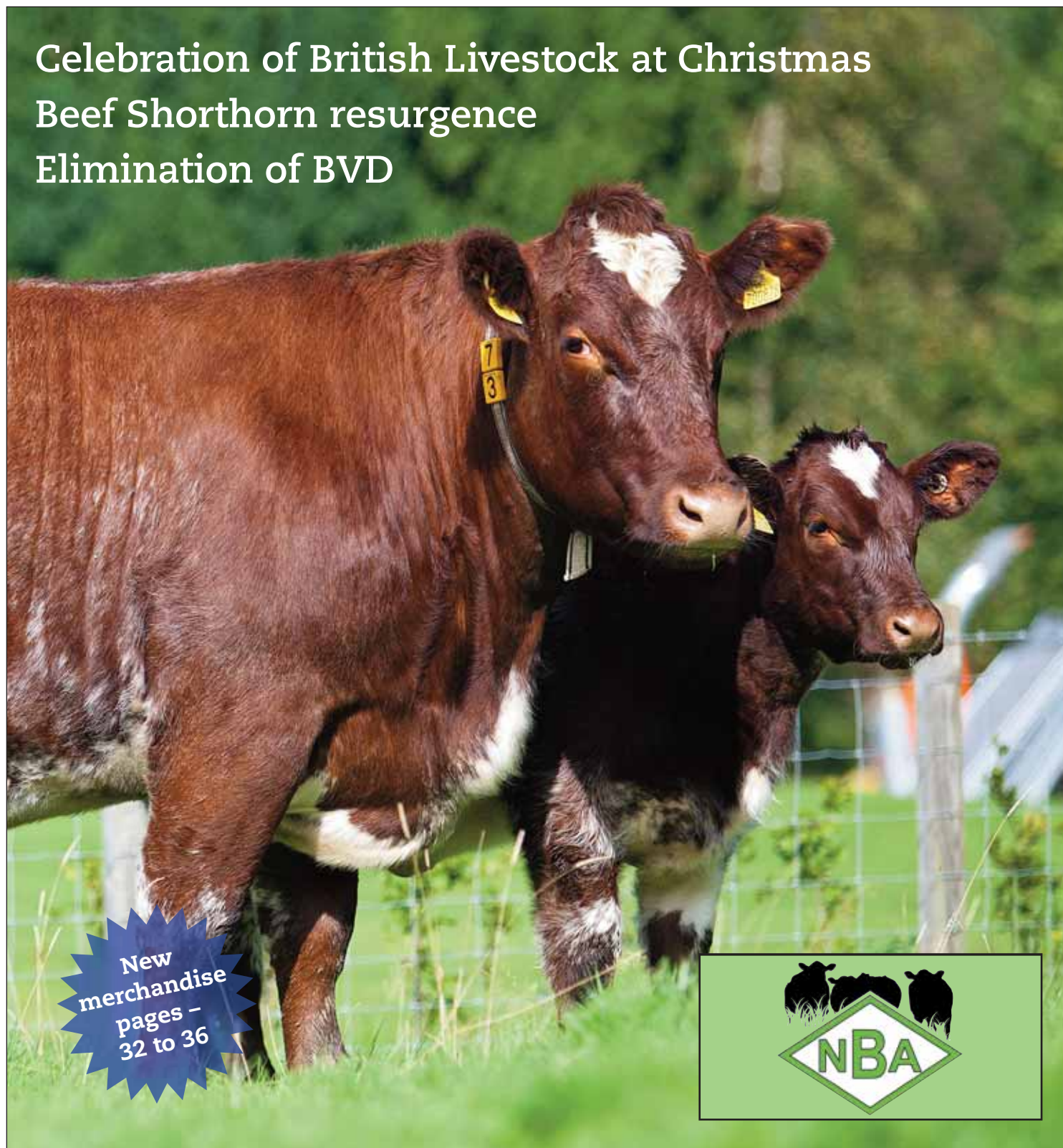


Summer 2015

Beef Farmer

The Journal of the National Beef Association

Celebration of British Livestock at Christmas
Beef Shorthorn resurgence
Elimination of BVD

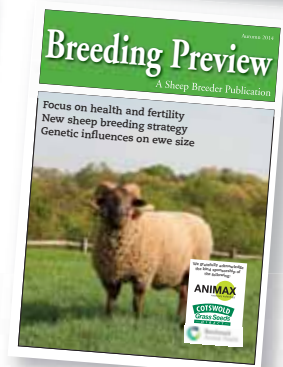
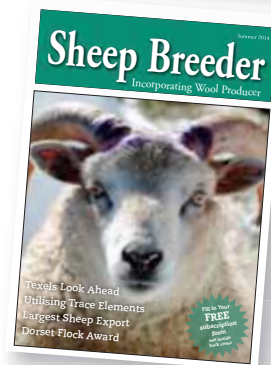
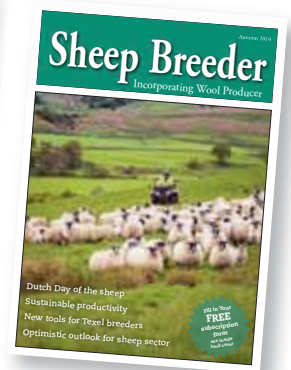
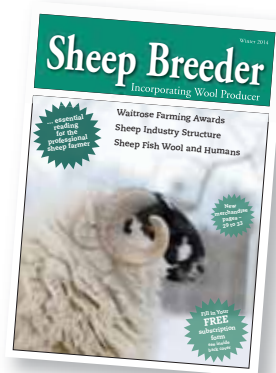


New
merchandise
pages –
32 to 36



Have you seen a copy of **Sheep Breeder?**

Sheep Breeder has developed from and now incorporates *Wool Producer*, launched in 2010 in support of the Campaign for Wool, an important and very successful initiative instigated by HRH the Prince of Wales to promote the qualities of wool to an international retail audience and thereby help increase the value of the annual woolclip.



Supplementary publications – *Lambing Preview*, *Summer Preview*, *Breeding Preview*, and *Winter Preview* are all important additions concentrating on those particularly important seasonal activities that fall within the shepherd's year and are distributed with *Sheep Breeder*.

Sheep Breeder is available to all sheep farmers and those associated with the industry. For your free subscription email your request to info@shepherdpublishing.co.uk



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National Beef Association

A specialist organisation open to everyone with an interest in the UK beef industry.

President John Pappin
Chairman David Thomlinson

Annual membership costs £75.
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Publisher's Welcome



Welcome to the summer issue of *Beef Farmer* within which we review an extremely successful and well attended Beef Expo held in York earlier this summer.

In this issue we also take a look at major industry support for the eradication of BVD, a constant thorn in the side of the industry and costing millions.

Beef Shorthorns are enjoying a period of great success with a record uptake in registrations and will kindly be providing a heifer at our Christmas celebration of British livestock, see pages 8/9. We also preview Sommet de l'elevage, one of Europe's major and most enjoyable livestock events to take place in Clermont-Ferrand in October which we recommend and is well worth a visit.

We are continuing to promote our initiative of the above mentioned Celebration of British Livestock at Christmas, in support of The Addington Fund, officially launched at the Royal Welsh Show with the kind support of Animax Veterinary. We encourage all those involved in the British livestock industry to support this exciting event which is attracting much interest. Please book your place now with Addington. Sponsorship opportunities remain available for those companies and breed societies interested in participating.

Howard Venters

Publisher

Beef Farmer

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Beef Shorthorns are enjoying a resurgence and will be providing a heifer for our Celebration of British Livestock at Christmas



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Chairman's Report

By David Thomlinson

Welcome to this summer edition of the *Beef Farmer*. We have seen a particularly difficult trading period for finished cattle in the first six months of 2015 but now we are starting to see the prime cattle trade firm throughout the UK. The volatility seen in the last few years has many elements to it, a strong sterling and a weak euro, slight increase in supply and also subdued demand. What we are now seeing, however, is supply tightening and the demand for beef is remaining steady.

Processors are actively seeking cattle and deals are able to be made. The cycle of trade is definitely in the upwards and slowly confidence is returning. Notably processors have been more lenient with penalties, bulls over 16-months-of-age and prime cattle outside of supermarket specification are attracting more favourable prices. However we need to look ahead and considering options to reduce the price volatility of the market. Such upwards and downwards swings are damaging to the balance sheets of both farmer and processor. At the end of the day there has to be a cooperative approach ensuring producers can produce at a profit and processors can have a supply of cattle to supply the British market.

On a positive note the value of the British beef market is growing and according to the latest data from Kantar Worldpanel, in the year to 24th May, the value of the UK beef market grew by over 1% on the year earlier to reach £2.17 billion. Whilst much of the increase in value of the UK beef market could be attributed to higher retail prices rather than increased volumes, some beef cuts have performed well and experienced year-on-year growth, frying/grilling cut sales, for instance, were up 4%, while purchases of roasting joints were up over 2% on the year.

The number of times people buy beef is also on the increase however they are buying smaller amounts especially of mince. It is also good to see frying and grilling beef sales still in growth and this was no doubt helped by the good spring weather.



I hope that the growth in the UK beef market benefits British producers with a greater stability for the beef market. The marketing of UK beef has been a concern of mine for a while and it disappoints me to see our beef not obviously labelled and sharing shelf space with imports. The major retailers need to back our product with true commitment and a real belief in partnership.

Corporate Membership

NBA is grateful to the following companies and organisations for their support

Corporate Gold Members



Corporate Members

The following companies have either renewed their annual subscriptions, or joined the NBA, since the last edition of the *Beef Farmer*.

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Sector Working Together

by Chris Mallon, National Director

An example of the farming sector working together has seen a coalition of farming and veterinary organisations, including the NBA, submit proposals to Defra for an industry-led bTB board and a new body, Animal Health England, to tackle non-statutory diseases.

The UK farming and veterinary sectors have submitted a joint proposal to Government outlining a new approach to bovine TB control and non-statutory cattle diseases in England.

The proposals represent a unified front across the sector, seeking a stronger leadership role from industry in addressing disease with support from Government.

We are asking for a TB board to take responsibility for delivering and communicating the 25-year TB strategy in England. The joint approach also proposes an Animal Health England body to deal with non-statutory

endemic cattle diseases like BVD, based partly on what is happening in Australia and Ireland.

The document was signed by NBA, RABDF, LAA, NFU, FFA, CLA, BVA, BCVA and the Industry-Government Cattle Health and Welfare Group (CHAWG).

The industry bodies believe an eradication board, with strong industry representation, would do a better job in delivering the strategy and making it clear to farmers what was expected of them and the reasons for the various regionalised TB controls.

TB is continuing to ravage our industry; nine million cattle were tested for TB last year, while 4,692 new outbreaks were confirmed of which an estimated 50 per cent are attributed to badgers in TB hotspots. This government was re-elected committing itself to tackling TB and continuing with its 25 year eradication strategy, they need to be seen taking the lead for farmers in the affected areas desperate and ready to extend the badger cull. Farmers in the high risk areas are desperate for the government to push ahead with the culls. ■



The industry bodies believe an eradication board, with strong industry representation, would do a better job in delivering the strategy and making it clear to farmers what was expected of them and the reasons for the various regionalised TB controls.

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Newsletter

Sooty sweeps the board at NBA Beef Expo



Held at the York Auction Centre, 2015's NBA Beef Expo had its view firmly fixed on the future. Its theme was focused on technology and its power to improve day-to-day farming, together with the changing needs of modern consumers and what they want from the marketplace.

The event started with over 250 attending the farm tours. The sun shone and farmers from across the length and breadth of the country really were given a detailed insight into the farming practices of three of our best farms. Thanks to the excellent weather, all enjoyed views for 60 miles around.

No Expo is complete without pride in excellence, and the nation's champion beef was showcased by pedigree and commercial livestock breeders. In addition, there were demonstrations, commercial trade stands, and the younger generation – ably waiting to take the industry forward to the future.

Taking place in York for the first time ever, Beef Expo featured more than 380 head of cattle, 19 breed societies, 170 trade stands and in the region of 7,000 visitors – including a party of 50 farmers from Northern Ireland – all keen to get together to admire the winners and talk over latest developments in genetics, breeding, nutrition and the industry's latest technical inventions.

Highlight

However without a doubt the highlight of the day and the perfect conclusion to this major event was the announcement of the overall Supreme Champion of the National Spring Spectacular Show [the NSSS]. This was Sooty, a Limousin cross heifer, bred by Bowen and Bowen and owned by Welsh farmers Rhidian and Cai Edwards [T C Edwards & Sons].

Reserve Supreme Champion was Midnight Black, a Limousin cross steer, owned and bred by TA & LC Lyon & Sons.

On receiving his trophy, Cai said: "We are over the moon to win. When we first saw Sooty she just stood out as calf, and had great width at the top and it really caught my eye."

The £5,000 prize-funded NSSS continues to grow from strength to strength with entry numbers in the 15 classes featuring 152 head of cattle. The judges were leading Scottish Beef Breeders from Perthshire, Wilson Peters and Craig Robertson.

Wilson, who judged the Native and Continental Classes, and Supreme Champion, commenting afterwards on the strength of the entries said: "It is a tremendous show – the overall champion was so correct with a beautiful top and bottom line, and just the sort of animal the butcher wants to buy."

The Baby Beef Classes judged by Craig Robertson also attracted entries from across the UK with the overall Baby Beef Champion being awarded to Black Beauty, a Limousin cross heifer owned and bred by Tecywn Jones.

New ideas

Discussing the day's successes, NBA Beef Expo 2015 Chairman Richard Tasker and Director of York Auction Centre said: "NBA Beef Expo is without a doubt the best opportunity of the year for people in the industry at all levels to network, meet potential new customers and take home new ideas that can help to add to the bottom line."

Throughout the day one of Britain's most famous farmers, Adam Henson, judged the breed society stands, and was on hand, meeting visitors, discussing issues, and presenting awards.

As always the next generation were well represented, and encouraged to participate in competitions. The Young Handler Classes 12-16 years old went to Ellin Wyn Roberts, showing Eye Style and the winner of the Young Handler Classes 17-21 years old was awarded to Hannah Donaldson showing Hoity Toity.

Beef farmer challenge

This year's event also saw the launch of The Future Beef Farmer Challenge, set and sponsored by EBLEX, the Charolais Cattle Society, XL Vets and Thompsons of York. The individual winner receiving the Frank Momber Perpetual Trophy was James Bonnar, from Northampton, aged 25, who works on his family's beef and arable farm.

The group prize and the Duke of Northumberland Trophy went to Askham Agrics, four girl students from Askham Bryan College – sisters, Emily and Amanda Watson from Durham, Becky Green from Derbyshire and Nicola Terry from Ripon. Organiser of the Challenge, Steve Dunkley from EBLEX said, "This competition showed the tremendous

“Taking place in York for the first time ever, Beef Expo featured more than 380 head of cattle, 19 breed societies, 170 trade stands and in the region of 7,000 visitors.



ability of the youngest generation and their strengths in the industry.”

Changing lifestyles

Also featuring for the first time was the focus on understanding what people want when they go to their local butcher or supermarket. “Meeting the Changing Lifestyle of Today’s Consumer” focused on a special ASDA presentation designed to get beef farmers in touch with customer demands.

Included were a Leeds College butchery competition and a cookery demonstration from Steph Moon, the celebrity Yorkshire chef, who demonstrated that beef can be made into an amazing summer supper in 30 minutes, using simple popular cuts.

Seminars

The benefits of technology were clearly demonstrated in three seminars. New technology is much more useable and affordable now than it has been in the past, and the focus was to make more farmers aware of what it can do for them. Mike Powley, who chaired the three seminars said:

“They were exceptionally well attended and a high level of interest was shown, in particular in the VIA and EID seminars. The aim was to demonstrate the technical side of beef farming and how it can help farmers going forward.



“Farmers need to be more aware that to be more efficient they need to have more animals, and less manpower, especially as they can no longer rely on subsidies. Hopefully through these seminars we demonstrated that if you can’t measure it, you can’t manage it.”

“I would like to thank all of the speakers for their time and expertise, and sharing this with farmers the length and breadth of the country.”

Auctioneers’ challenge

Farming has its light hearted moments and these were represented at Beef Expo 2015 by The Auctioneers’ Handler Challenge – the competition was designed to see if Britain’s top Auctioneers can show as well as sell!

Judged by Charles Mills, Show Director of the Great Yorkshire Show, the inaugural challenge was won by Trevor Simpson, of Hexham

*Champion
Presentation with
Adam Henson
(inset) in front of
NBA Board*

“Coming to York has been a great success – the farms tours demonstrated the diversity of beef farming in this area and that this is a tremendous cattle breeding county.

& Northern Marts, who said afterwards “I have never done this before in my life, but I have thoroughly enjoyed the whole process and I will be happy to do it again!”

Breed Societies

Best Breed Society Stand was awarded to the Beef Shorthorn Society, who just pipped to the post the Hereford Cattle Society which was awarded highly commended. The British Charolais Cattle Society received Commended and The Best Small Breed Society Stand was the South Devons.

The breed Society Stands were judged by Adam Henson who commented afterwards: “We judged then on a number of criteria, impact, the stock on the stand, overall presentation of the stand, messages and availability of follow up information.

“The good stands were very good, however some demonstrated room for improvement. Breed societies need to learn from one another, and step into the professional world together.”

Trade stands

In the indoors trade stands, Carrs Billington Agriculture was the overall winner, Dow Agrosciences Ltd were Highly Commended, and Northern Nutrition received Commended. The Best Small Stand was awarded to RABI.

There was a large number of outdoor trade stands and L M Bateman, suppliers of cattle handling equipment, picked up the Best Outdoor Trade Stand for their “Attention to detail,

customer welcome and product knowledge.”

Highly Commended went to 3 in 1 Advantage Feeders, and Huntsmoor Park Farm received Commended.

Chris Mallon, Chief Executive of the NBA said: “Coming to York has been a great success – the farms tours demonstrated the diversity of beef farming in this area and that this is a tremendous cattle breeding county.

“Beef Expo, is full of and practical activities designed to give beef farmers the opportunity to future-proof their businesses so I am sure that many have taken away with them some very useful information and advice.”

The presentations included Foot Trimming and Pneumonia prevention held by Phil Alcock of Bishopton Veterinary Group. Demonstrations of grassland management machinery and cattle feeding systems were held by Ripon Farm Services throughout the day.

Concluding, Richard Tasker, Event Chairman, said: “The huge crowds that have come to Yorkshire and the York Auction Centre, have had a superb day. We are all grateful to the support of the many volunteers, and event and competition sponsors. This year’s mainline sponsors included York Auction Centre, Caltech-Crystalix, Dunbia, Eblex, Lloyds Bank and Farmers Guardian as our media partner, and we thank them all.”

“This was not just a huge event for the National Beef Association, but also for Yorkshire as a county and for us at the York Auction Centre.” ■

Commercial units sought for beef efficiency project



INNOVATION for AGRICULTURE

A HDB Beef and Lamb is seeking to recruit two or three commercial beef units where feed efficiency measurements in growing beef cattle can be recorded as part of this new beef feed efficiency project.

The farms must have dedicated shed capacity, a good handling system and be able to install specific feeding equipment to enable the recording of individual feed intake of cattle.

A range of suckler bred and dairy cross beef cattle will come on to the units for periods of around 15 weeks at a time. During this period

they will be group housed, fed a defined total mixed ration and weighed regularly.

Anyone interested in applying must be able to demonstrate high levels of management on their current unit. They must also have a willingness to spend time showing visitors around the unit and promoting the project.

For queries regarding the application or the project, please contact Dr Mary Vickers on 07990 506012 or email mary.vickers@ahdb.org.uk

The closing date for receipt of applications is 5pm 18 September 2015. ■

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The Addington Fund



*Pictured top right:
Addington housing in
Worcestershire
built on donated land*

The Addington Fund is very proud to be associated with the exciting new concept of “A celebration of British Livestock at Christmas”

The Addington Fund was originally set up in 2000 to support the East Anglian pig farming community dealing with the outbreak of Classical Swine Fever. The Fund was the inspiration of Canon Richard Addington, which continues to carry his name and uphold his principles.



*Straw destined for Gloucestershire,
after 2007 floods*

Following the completion of Richard’s initial work his charity went into abeyance until 2001 when the then Archbishop of Canterbury wanted the church to respond to the outbreak of Foot and Mouth Disease. Since then the Fund has responded to several animal disease and weather related situations, the latest being the serious flooding on the Somerset Levels.



*Promoting the industry through our
Cornwall and Devon Farm Business Awards*

I would like to take this opportunity to thank the farming community, across the United Kingdom, for the support they have given Addington to assist the flood affected farmers in Somerset. It is at times like this that the farming industry excels itself; it has been very humbling for us to receive so much generosity in offers of feeding stuffs and straw, loan of machinery, free haulage and an enormous amount of fund-raising. The return to

‘normal’ in situations like the Levels can be painstakingly slow; deliveries of fodder have continued up until the first week of March and we will continue to support a few vulnerable families, who were badly affected by the flooding, but have other problems to deal with too.

Through the work of our Strategic Rural Housing Scheme we continue to meet farmers, mainly in the tenanted sector who have done nothing wrong. They have worked hard, led a very modest lifestyle and done incredibly well to have saved a significant amount of capital towards their retirement. What they could never have envisaged was the current high level of prices of rural properties. 56 of our tenants have a share of equity in their homes, which we think adds to the dignity of their retirement. We are very aware that leaving a farm is like a bereavement and it can take quite some time to come to terms with the change; but with a degree of choice of where to live there is a ‘new season’ and an enjoyable future.

A pleasing aspect of our housing work is that through helping the older generation to retire we are creating opportunities for young people to enter the industry. We have possibly the best educated and most able next generation of farmers searching for opportunities to get into the industry. I have long held the belief that the biggest barrier to movement within the industry is the cost of housing and we must do more to increase the availability of housing at both ends of the age spectrum.

All the proceeds received from ‘A Celebration of British Livestock at Christmas’ will reach the livestock farmers we support. Addington aims to generate sufficient income from our own resources to cover all our day-to-day running costs, allowing donations to directly reach our farming families. ■

Ian Bell
Chief Executive



www.addingtonfund.org.uk
<https://twitter.com/AddingtonFund>

AddingtonFund
a farming charity that means business

BOOK NOW

A Celebration of British Livestock at Christmas

In support of the Addington Fund

3rd December 2015

Service to be held at St Bride's Church, Fleet Street, London, commencing at 11:00am, followed by a champagne reception and lunch at Stationers' Hall.



For further information please contact either:
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An event organised by Shepherd Publishing

Beef Shorthorn resurgence

The Beef Shorthorn Society has reported another record uptake. Registrations were up 41 per cent in the last.

Beef Shorthorn is undoubtedly enjoying resurgence thanks to breeders' efforts to deliver a functional suckler cow that is right on song together with support from Morrisons, writes breed society secretary, Frank Milnes.

The Beef Shorthorn Society has reported another record uptake. Registrations were up 41 per cent in the last five years, and the trend continues with the rolling 12 month average at 3,565; furthermore, membership rose 30 per cent to 742 during the same period.

The society's trends are mirrored in recent BCMS data which shows a 40 per cent increase in Beef Shorthorn and Beef Shorthorn cross registered cattle since 2008, the largest increase of any breed.

Pedigree sales also hit all-time high for

the fifth consecutive year with a record top of 17,000gns together with record averages for both bulls and females at £5,457 and £2,725 respectively.

Beef Shorthorn is a really exciting place to be right now quite simply because suckler producers are seeking a functional cow following radical changes to the dairy gene pool from which they had traditionally sourced their herd replacements, and the breed is able to meet that exceptional demand.

Added to that is Morrisons Traditional Beef scheme which has certainly strengthened trade for Beef Shorthorn sired finished steers that previously were a by-product.

Focused selection

Successfully delivering to meet demand is no mean feat of achievement but attributed to breeders who have adopted a very focused approach to their selection criteria for more than two decades.

Beef Shorthorn was among the leading native beef breeds until they came under increasing pressure with the invasion of the Continentals throughout the 1960s and 1970s in response to farmer demand for larger framed, higher performance animals and consumer demand for lean meat.

The number of registered cattle dwindled to the extent the Beef Shorthorn was introduced to the Rare Breeds Survival Trust (RBST) list which in itself was a call to action.

Breeders began to introduce new genetics in an attempt to improve muscling and scale, whilst at the same time retaining the Beef Shorthorn's native characteristics – hardiness, easy care and low input requirements.

Breedplan

By 2004, registered cattle numbers had grown to the extent, the breed was removed from the RBST list, a milestone which was marked by the society introducing ABRI Breedplan as its performance recording register.

Initial emphasis was on terminal sire traits – growth rates and carcass characteristics, however shortly afterwards the society committed to developing the Beef Shorthorn breed as a damline by introducing Self Replacing Index (SRI), the indices to

Last but certainly not by no means least, Morrisons' approach to the society is literally the icing on the cake.



evaluate maternal traits including milkiness, calving ease and gestation length.

Today almost 20 per cent of its 500 registered herds have embraced ABRI Breedplan performance recording and the trend persists.

Maternal Index

Our proactive approach is continuing. This year we are planning to introduce a new genetic maternal index, we are launching an inaugural young bull promotion scheme offering breeders the opportunity for rapid genetic progress and improved connectivity for maternal traits, and we will also be rolling out a study among commercial producers to define more clearly Beef Shorthorn suckler cow efficiency.

We are also enjoying the show and sale ring limelight, and already had a memorable start to the year. Our patron, HRH the Princess Royal accepted our invitation in February to Stirling bull sales which marked the 150th anniversary of the Perth fixture that recorded a Beef Shorthorn as the first bull through the ring sold. The breed took interbreed award at the Balmoral and Devon County, and we won the top award for our stand at BeefExpo.

Morrisons

Last but certainly not by no means least, Morrisons' approach to the society is literally the icing on the cake. All finished cattle sired by a registered Beef Shorthorn bull are eligible for its Traditional Beef Scheme until numbers grow sufficiently when it plans to launch a sole Beef Shorthorn brand.

As previously mentioned, the marketing initiative has been a major boost in helping to fuel demand for steers in the store ring. Last year it brought rewards; 98 per cent of finished throughput met the specification

and were awarded a premium.

Morrisons confidence and commitment to the breed continues from offering free membership and five free registrations to all new members during 2015 to introducing a pedigree Beef Shorthorn herd at the Dumfries House Estate, Cumnock where the retailer has developed a unique collaboration with one of The Prince of Wales' charities, which saved the property for the nation.

Beef Shorthorn is supporting "A Celebration of British Livestock at Christmas". The society is providing a heifer to feature at St Bride's Church, Fleet Street prior to which she will make an escorted walk through the city. ■



Sommet de L'élevage:

7-9 October, Clermont-Ferrand, France

French livestock show ideal venue for international visitors



In order to host a record number of exhibitors, the exhibition floorspace has been reconfigured to add an extra 5,000 m² of floorspace compared to last year

Established as one of the world's largest livestock shows, the Sommet de L'élevage ("Livestock Summit" in English), to be held on October 7-9 in Clermont-Ferrand in France, each year attracts more and more livestock professionals.

In 2015, it is estimated that more than 85,000 visitors, including 4,000 from abroad, will be present at the exhibition.

The Sommet de L'élevage is also an event well known for the quality of its business contacts. With its 1,300 exhibitors, the Sommet presents the full commercial agricultural spectrum including livestock handling equipment, animal feed, veterinary products, milking and other farm machinery, etc.

Located in the heart of the Massif Central, in the largest beef cattle breeding region in Europe, the Sommet is a business forum primarily devoted to showing animals. In 2015, more than 2,000 animals of high genetic value will be present at the show (22 cattle breeds, 26 sheep breeds, 16 horse breeds, etc.).

The Limousin breed will organize its nat-

ional competition with its 400 best animals on show.

The International Business Club, a dedicated 300 m² host centre space will be provided for the convenience of all international delegations, with a team of professionals on-hand to guide them around the show, help organize business meetings with exhibitors, etc.

Every effort is made to provide VIP treatment for international visitors: free entry to the show, an accommodation bookings centre, free shuttle links to town centre, student interpreters, and more.

Excellent tours of farms and agribusiness technical units are lined up for international visitors. These 35 highly professional tours, complete with technicians and interpreters, are a big success every year, offering the delegations a golden opportunity to discover the outstanding quality of the French breeding sector as a whole. The 2015 farm tour schedule features beef and dairy breed farms, sheep and goat farms, a slaughterhouse, a cattle export centre, a meat industry research centre, and more. ■

More information on
www.sommet-elevage.fr/en, email:
info@sommet-elevage.fr,
Tel: +33 4 73 28 95 13

1,300 exhibitors, 2,000 animals, 70 breeds on show.

There are still 5 months to go, but this 24th edition is already shaping up as a classic: the exhibition site looks like a sell-out with nearly 90% of exhibitor registrations already in, the National Limousin best-of-breed competition promises to be a top-flight event, and international delegations are readying to flock to the Sommet in numbers.

In order to host a record number of exhibitors, the exhibition floorspace has been reconfigured to add an extra 5,000 m² of floorspace compared to last year, with another 25,000 m² of facility space promised for 2016 by site owners the Auvergne Regional Council.

The Sommet is thus moving to further confirm its position as leading European forum for livestock professionals, readying to host up to 86,000 attendees over the 3-day event.

175,000 m² of showcase space for livestock professionals!

The Sommet de L'élevage has progressively grown to become a benchmark among the largest international trade shows dedicated to livestock production, pulling in more and more visitors every year. 2014 footfall figures clocked 85,000 visitors, including 4,000 international visitors from 70 countries (+11% against 2013), breaking new attendance records.

The Sommet is part business hub, part community forum for exchanging news and views—a brand that is synonymous with top-quality sales leads. Note that with over 1,300 exhibitors running stands, including nearly 300 businesses from 30 different countries worldwide, the Sommet delivers a full package of solutions for every link in the livestock farming value chain, from feeds and veterinary products to animal husbandry equipment, dairying equipment, agricultural machinery, renewable energies, and more.

An exceptional showcase for the world's top breeds

Set deep in central France, at the heart of the biggest area of natural grassland in Europe, the Sommet de L'élevage is an exceptional showcase for French knowhow in livestock breeding and breed genetics.

With 2,000 animals on show, the Sommet is the leading international beef cattle sector trade show as well as the leading national forum for French dairy breeders in rugged



uplands and mountain zones.

The sheep sector, with 400 animals on show, is also gaining stature, while the goat sector will be showing a number of specimens for the second year in a row.

Finally, with a total of 300 horses from 16 breeds, the Sommet remains the largest French gathering of draught horses.

National Limousin cattle championships

In the wake of resounding successes marking the 2004 and 2011 events, the Limousin breed is back at the Sommet for another national show headlining this 24th edition, where the line-up will feature 400 elite specimens in competition, and where an auction will also be held.

The *Concours National* – French national best-of-breed competition – is the biggest gathering of elite Limousin cattle in the world, making it a major headline event. The *Concours* usually draws competitors from over 200 farms in 35 different *départements*, making the 'National' a huge event for Limousin breeders across France – and abroad too, given how many international delegations have already booked places ringside. Over the 3 half-days allocated to the event, visitors will get to witness first hand the work of the best French breeders as they show animals boasting excellent genetic merit.

Livestock showings – the 2015 programme

Year-in year-out, the Sommet hosts the very best of what French and European livestock has to offer.

The cattle, sheep and horse arenas will be buzzing with 2,000 specimens on show over the 3-day event. ■



Year-in year-out, the Sommet hosts the very best of what French and European livestock has to offer.

Preventing death in the beef herd requires a health plan

Many causes of death in calves, growing cattle and suckler cows are preventable. For example, diseases such as pneumonia, which is common in calves and growing cattle, and clostridial diseases, mostly seen in growing cattle at grass, can be vaccinated against.

Parasites such as liver fluke and lungworm are also common causes of death and can easily be controlled. A comprehensive health plan that includes prophylactic treatments and vaccinations can prevent death and poor growth in animals.

Other aspects of husbandry, such as ensuring good hygiene is practised and calves have optimum colostrum intake, can also be addressed to help prevent fatalities within the herd caused by diseases such as E.coli and navel ill.

Research project

A year-long EBLEX research project to investigate whether offering a post mortem service at a Fallen Stock Collection Centre provides useful disease surveillance data for collection, has provided some really interesting results.

EBLEX has worked with Ben Strugnell of Farm Mortem Ltd and John Warren (ABP) Ltd in County Durham on the project. The amount of data on disease levels in beef cattle and sheep is currently very low and needs significant improvement.

Therefore, EBLEX has subsidised the service for beef and sheep producers to understand whether it might be a good source of data. Over the year, more than 200 calves (0 to six months), nearly 100 growing and finishing cattle and around 100 suckler cows

have been submitted to the Fallen Stock Centre for a post mortem.

For the top ten diagnoses for beef cattle see the chart below.

The data has shown that no diagnosis is common and sometimes it is not cost effective to establish the exact cause of death with further laboratory testing.

In these instances, the aim is often to rule out common infectious or contagious diseases. The results will always be biased away from very obvious causes because producers will know the reason of death in these cases.

It is when the cause of death or history is unknown that a producer will want to confirm what has caused the mortality. See Beef Disease Directory and NADIS website for more information. The full final report for this research project will be available on the EBLEX website in June. ■



Top ten diagnoses for beef cattle

Rank	Calves	Growing cattle	Suckler cows
1	No diagnosis	Pneumonia – bacterial	Clostridial disease
2	E. coli infection	No diagnosis	Johnes
3	Pneumonia bacterial	Pneumonia – viral	No diagnosis
4	Pneumonia – viral	Blackleg	Uterine tear
5	Abomasal Ulcer	Black disease	Liver fluke
6	Cryptosporidia	Pneumonia – chronic	Fog fever
7	Necrotic Enteritis	Clostridial disease	Mastitis
8	Navel ill	Clostridial enteritis	Post caesarean complications
9	Pneumonia mycoplasma	Lungworm	Wire in gut
10	Clostridial disease	Acidosis	Pneumonia bacterial

Parasites such as liver fluke and lungworm are also common causes of death and can easily be controlled.



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Support for national elimination of BVD

AHDB is backing a major cattle industry initiative to help eliminate bovine viral diarrhoea (BVD) by extending the existing BVD Free programme in England.

The extended programme, which is still in the initial planning stages, is being supported with £60,000 of pump priming funding from AHDB's Dairy division (DairyCo) and AHDB's Beef and Lamb division (EBLEX).

The aim is that BVD Free will be launched in England later this year, and will work closely with similar BVD programmes operating in Scotland and Wales.

The Royal Veterinary College has estimated the impact of BVD on the English dairy and beef sectors to be £11.36 million per year – with the impact doubling to over £22 million in a 'worst case scenario.'

Knowledge transfer

AHDB's BVD Free programme will build on an RDPE

funded two year knowledge transfer programme managed by DairyCo since 2013.

Gwyn Jones, chair of AHDB's Dairy Division (DairyCo) and of the Responsible Use of Medicines in Agriculture Alliance (RUMA) commented: "BVD adds significant cost through its ill effects on fertility and health.

"Eliminating BVD virus will not only improve health, welfare and production efficiency but contribute to our aim of reducing the need to use antimicrobials through better health.

"I passionately believe that this is a goal that is not only right for the dairy industry but is achievable if everyone works together".

Stuart Roberts, Chair of the AHDB Beef and Lamb Division (EBLEX) added: "Beef farmers are particularly vulnerable to the effects of BVD which can potentially wipe out one year of the productive life of beef suckler cows either because they do not get in calf or they produce a persistently infected calf which then dies before reaching a marketable weight.

"BVD elimination will not only improve individual suckler herd outputs in the short term but through less pneumonia and other health effects will yield industrywide long term benefits".

Stakeholders

BVD control is one of the key priorities of the GB Cattle Health and Welfare Group (CHAWG). The 19 industry stakeholder members of CHAWG all recognise that appropriate monitoring, control and ultimately eradication can lead to success as far as BVD is concerned.

"We know what to do" says Tim Brigstocke, Chairman of CHAWG. "It is a case of having a joined up campaign tapping into the work being done on eradication in Scotland and the Republic of Ireland to make England free of this nasty insidious disease which is costing cattle farmers millions of pounds."

More than 25 organisations and companies have now signed CHAWG's BVD Statement of Intent. In Wales the BVD Sub Group of the Animal Health and Welfare Strategy (AHWS) Steering Group has strongly recommended that Wales should eradicate BVD from the country as this is desirable and possible.

Derek Armstrong of AHDB's Dairy division who will lead for AHDB on BVD elimination welcomed the broad industry support and added "The time is now right for a coordinated and concerted effort to eliminate BVD from the UK which will improve the health and welfare of and reduce production costs for future generations of British cattle." ■



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Belt And Braces BVD Control



Guy Prudom

Bovine Viral Diarrhoea (BVD) can cause major reproductive losses – with a huge price tag – in both beef and dairy herds. The main reservoir for infection is via persistently infected (PI) animals and these can reside in the herd as ‘trojan cows’ for many years, re-infecting any susceptible animals.

North Yorkshire beef producer Guy Prudom knows all about the impact of BVD and how it spreads. It first appeared on his radar in 2007, when his Saltburn-based suckler herd was hit with a severe outbreak of the disease. “We’d had BVD ‘storms’ before, but they were relatively brief and minor. The one we saw in 2007/08 was very bad indeed and we decided that we had to take action and to tackle the problem head on.”

He runs an organic 185-cow commercial suckler herd, in partnership with his parents Peter and Christine, at Northfields Farm. The predominantly Simmental herd numbers 600-head in total and also comprises 180 yearlings and nine Aberdeen Angus and Beef Shorthorn bulls.

“The disease had a huge impact on suckler cow fertility, which was compounded by a liver fluke problem that we also saw in the same year. We had 40 suckler cows with no calves for a year. Some aborted, some didn’t get in calf at all and we also had a lot of dead calves,” says Guy, who takes all the calves through to finishing.

Guy began to routinely vaccinate against BVD in 2009 and then in 2012 his vet attended a veterinary seminar on BVD that flagged up a new approach to tackling the disease using Nordic Star’s Tag and Test, where a tissue sample from young calves is tested for an antigen present in the BVD virus

“Unfortunately it’s much easier to explain how the disease is spread – and to see the impact that it can have on your herd – than it is to sort the problem out,” adds Guy. “But, fortunately, this test is a tool that can be used to identify PIs very early – before they join the herd.”

“It costs me around £800 a year, which is nothing compared to the potential losses that can occur if a PI slips through the net and we have another BVD storm.”

Key points to BVD eradication

- Vaccination alone is not enough
- Surveillance is important even if the virus is absent
- Vital to establish and monitor BVD status in all herds
- Any PI animals must be identified quickly and removed
- Don’t forget to test bulls too.

PIs are born as a result of infection of the dam at between 40 and 120 days into pregnancy. The BVD virus will persist in the herd if PIs are present, even if the herd has a strict vaccination policy.

More and more beef producers are becoming aware of the benefits of a comprehensive BVD control programme and, particularly, the advantages of early detection of PIs in the herd by testing calves. There are huge cost-savings to be made by taking them out of the herd at this stage.

Since spring 2013, Guy has routinely tagged and BVD tested all the beef calves born at his North Yorkshire-based unit through Nordic Star’s Tag and Test service within 24 hours of birth. “Tagging new born calves is a legal requirement anyway, so it makes a lot of sense to take a tissue sample from the ear at the same time and test it for the BVD virus,” says Guy.

“From start to finish it’s a good product and service – tags are with us in 24 hours from ordering and the efficacy of the product and service is first class.

“It’s a fast and easy way of getting reliable results from these young animals and avoids the cost, time and any stress for the calf that can result from blood testing.”

The tags are easy to use and tamper proof. The samples they take are tested in UKAS-accredited NML laboratories and the tags themselves are also Defra/DARD approved. Tag prices start at £1.50 for the basic management tag with the option to pay for the test later, but most opt to pay the ‘all in’ price starting at £4.50 each for the Tag and Test that includes the test and works out a cheaper option.

It’s money well spent, according to Guy. “It costs me around £800 a year, which is nothing compared to the potential losses that can occur if a PI slips through the net and we have another BVD storm.”

But it’s the peace of mind that the BVD test gives Guy that he finds particularly valuable. “It is an integral part of our herd health programme. So far we haven’t had any positive tests – no PIs have been born since we began using the tool. But if we do identify any calves as PIs then they will be removed immediately and I will blood test the cow to see if she’s a PI. We also routinely vaccinate the herd against BVD now, using Bovilis BVD.”

Guy thinks that he brought the disease into



the herd through buying in calves. “If we lost a calf, we used to buy another from one of several other local herds to run with the cow. So it could have entered the herd like that.

“We don’t buy in any foster calves as we feel the risk of bringing the disease in is too great. Instead we will take a calf from a cow we have earmarked to cull within the herd to foster onto another cow.”

He stresses that tackling BVD certainly requires more than one ‘tool’, so cattle producers must take a comprehensive approach to control in order to eradicate this costly and devastating disease from their herds.

It involves status surveillance and decisive action, depending on that status. For Guy this means Tag and Test and a vaccination programme. It is now becoming well recognised that a vaccination programme alone will not achieve BVD control.

The US is an interesting example. It has been vaccinating cattle for more than 40 years, but BVD is still rife. However, Germany and Switzerland set up more comprehensive schemes three years ago, which involved tissue testing – such as Tag and Test and herd surveillance, and the disease is all but eradicated from both these countries.

That’s not to say that BVD is history. The highly contagious nature of the disease means that routine surveillance has to be part of any eradication programme.

“We know more about BVD now,” says Cheshire-based vet Neil Howie. “And we have more tests to use in an eradication plan, so why wait? Producers – beef and dairy – should monitor their herds and if the virus is identified then act quickly and effectively and most of all, employ a comprehensive plan and don’t expect that just by vaccinating the job will be done.” ▶



One-Stop BVD Surveillance Scheme

Results from BVD HerdCheck highlight where further investigation is required.

National Milk Laboratories (NML) offers the comprehensive surveillance scheme BVD HerdCheck to help UK beef and dairy producers with BVD control in their herds.

For beef herds, the CHeCS* accredited BVD HerdCheck scheme involves a youngstock screen of at least ten unvaccinated animals aged between nine and 18 months old and the use of Tag and Test in all calves soon after birth.

"All HerdCheck tests carried out on milk and bloods and results from Tag and Test are reported

by email, fax or on the NMR Herd Companion site," says NML service development manager Nicola Hares. "And the scheme is compatible with many of the existing national and voluntary schemes in the UK."

NML has worked closely with vets in developing the service and emphasises the need for collaboration with the farm vet in interpreting results and implementing a control plan.

"Results from BVD HerdCheck highlight where further investigation is required, for example if persistently infected (PI) animals may be present and need identifying," adds Ms Hares. "The key to addressing BVD is tackling the problem quickly, as soon as it is identified."

"And as a CHeCS approved service, producers purchasing stock from BVD HerdCheck herds are able to do so with more confidence. Stock from herds using an accredited service and with a clean bill of health are increasingly sought after as more producers appreciate the high cost of the disease."

The cost for beef herds, which includes 10 antibody blood tests a year (youngstock screen) and reporting of all BVD related test results, is £75 per year. ■

**CHeCS – the Cattle Health Certification Standards - is the self-regulatory body for cattle health schemes in the UK and Ireland. It is a non-trading organisation established by the cattle industry for the control and eradication of non-statutory diseases, using a set of standards to which all licensed cattle health schemes must adhere.*





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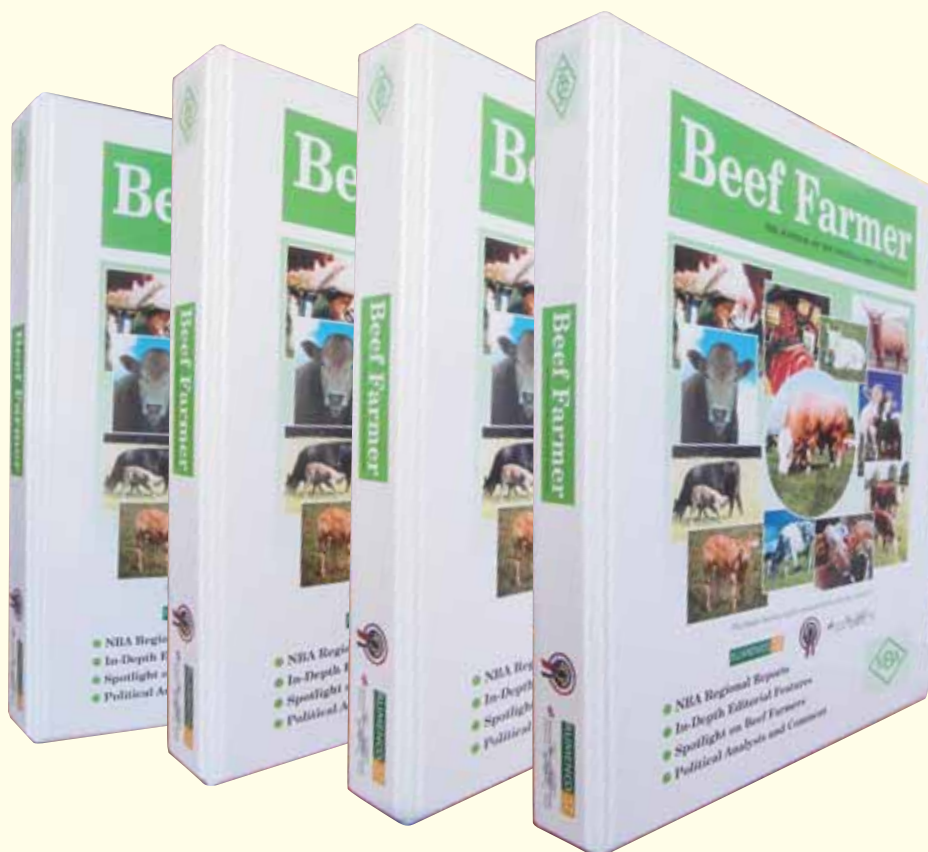
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Accurate dosing vital to stay on top of worm burdens



The summer grazing season provides a real challenge in terms of worm burdens, particularly for weaned calves and growing cattle.

The industry steering group COWS (Control of Worms Sustainably) advises implementing a parasite management programme that includes monitoring growth rates and accurately treating animals with anthelmintics when necessary, to ensure young stock continue to grow well this summer.

Dr Andy Forbes, COWS technical representative and Honorary Professor at the University of Glasgow's School of Veterinary Medicine, explains the common symptoms of worm infestations in cattle can cause significant growth checks in young animals.

"Ill thrift, diarrhoea, weight loss and loss of appetite, are some of the adverse effects of worms which can result in significant implications to health and performance.

"Therefore, monitoring cattle performance throughout the grazing season, and implementing a worm management plan could pay dividends this season," he says.

Monitoring performance

The COWS best practice principles recommend implementing a worm management

plan that ensures cattle are treated at the right time, with the right product for the type of worm burden and class of cattle.

Dr Forbes explains that to achieve this, cattle performance should be monitored during the grazing season.

"Generally, weaned calves and stock under the age of two years are at the greatest risk of succumbing to worm challenges, due to the combination of potentially being exposed to high risk pastures and having a weaker immunity to tackle on-farm worm challenges.

"Therefore, this is where regular monitoring and, where possible, weighing cattle during the grazing season will help identify when animals may be challenged by worms.

Depending on the breed, daily live weight gain (DLWG) for growing cattle should average between 0.8 and 1.1kg per day, over the grazing season.

"When the average DLWG falls below the set target, or a loss of body condition associated with ill thrift is seen, this may indicate anthelmintic control measures need to be implemented to reduce the risk of the disease taking hold to an extent where growth is affected."

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worms, Dr Forbes recommends speaking to your local vet or suitably qualified person (SQP). “They will be able to advise you on a strategic programme that involves treating cattle with the right type of anthelmintic, specific to the on-farm situation, helping keep on top of the disease long-term.”

In addition to this, Dr Forbes explains that the COWS best practice principles also highlight the importance of ensuring cattle receive an accurate dose of anthelmintic to reduce unnecessary costs to businesses and the risk of anthelmintic resistance.

Accurately dosing

Dr Forbes explains that there are significant risks associated with inaccurately dosing cattle with wormer that can have a major impact to economic, social and welfare issues.

“Under-dosing cattle with wormers means they haven’t been treated with enough anthelmintic to allow them to keep on top of the worm problem they may be faced with. Rather than saving money it is likely that the treatment may not be effective.

“In addition to this there are also wider implications that shouldn’t be forgotten. Firstly, there is the risk of anthelmintic resistance developing. Under-dosing has been shown to be a risk factor for the selection of anthelmintic resistance which is a growing cause for concern in the cattle industry and is a major reason why COWS has been formed.

“Secondly, under-dosing can also lead to poor efficacy when treating cattle for clinical cases of worms. This can mean repeat treatments are required, adding to unnecessary costs to the business. If products used have a persistent activity, under-dosing can reduce the time cattle are protected.

“On the other hand, over-dosing can lead to issues with withdrawal periods being lengthened for meat and milk production which farmers may not be aware of until it’s too late. In some cases over-dosing can also increase the risk of toxicity,” he says.

Weighing

To reduce the risk of such significant consequences, measuring cattle live weight and ensuring dosing equipment is calibrated

and checked regularly is important.

Dr Forbes says, “Weighing each animal using a weigh crate, or using a weigh band will allow cattle live weights to be recorded.

“As a result, the recorded weight can be cross checked with the dosing information provided on the product label, ensuring each animal receives an accurate dose to help keep on top of any worm challenges.”

He also adds that checking dosing equipment for precision and calibration is vital. “For this I’d advise pre-testing the equipment.

“Fill the dosing equipment to the required dose using the anthelmintic you are going to administer, or water unless there are specific restrictions. Then, depress the plunger to eject the liquid into a measuring cylinder or jug.

“The important factor is to check the level of liquid in the measuring cylinder or jug to make sure there is consistency between the volume drawn into the dosing gun and ejected. If there is discrepancy, the plunger should be adjusted accordingly if possible, or a new applicator purchased,” he says.

“By ensuring cattle receive an exact dose that corresponds with the recommendation on the product label, on-farm worm burdens can be effectively controlled.”

Dr Forbes concludes, “The summer grazing season is a risky period and we often see a rise in clinical cases of worm infections at this time of year, particularly in weaned calves and growing cattle.

“However, by implementing a worm management programme that follows the COWS principles involving regular monitoring of cattle performance and ensures cattle receive an accurate dose of anthelmintic, will help reduce the risk of potential growth checks from worm burdens.

“Following these guidelines could result in significant savings in terms of time and money, as worm control measures are likely to be more effective and the risk of on-farm anthelmintic resistance reduced,” he says. ■



Generally, weaned calves and stock under the age of two years are at the greatest risk of succumbing to worm challenges.

COWS tips to manage worm burdens:

- Use the right product for the type of worm burden and class of cattle
- Treat the right animals at the right time, in line with your farm health plan agreed with your vet, SQP or farm adviser
- Administer the right dose, in the right way as per the product label

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Trace element strategy boosts health on award-winning farm

An award-winning beef farmer who lost several newborn calves because they failed to suckle has prevented further losses after identifying iodine and selenium shortfalls in suckler cows.

Welsh Black x Limousin cows at Lan Farm, Cynwyl Elfed, Carmarthenshire, were in excellent condition and calving down easily but their calves would not get up. “They were so dull,” recalls farmer, Philip Jones. “I spent hours every morning on my knees trying to get these calves to suck. Just imagine tying a suckler cow up while trying to get her calf to suck? I remember a few mornings I was in tears on my knees in the calving boxes.”

Several calves died and those that did survive failed to thrive. A turning point came when it was found that their mothers were lacking in iodine and selenium and this

meant that the calves could not thrive.

Philip then bolused his cows with Tracesure @Cu/I, a bolus that uses leaching technology to slowly release iodine, selenium, copper and cobalt over a period of five to six months.

“Since bolusing the cows calve easier, the calves are up sucking on their own pretty quickly,” says Philip. “We don’t have to attend to that at all.”

Cows are given the bolus at turnout and at housing. “Retained cleansings are a thing of the past, I haven’t had a vet out for retained cleansings for at least seven or eight years,” Philip reports.

Philip and his wife Sian operate a low-cost, low-input system at 200-acre Lan Farm. They also rent a 200-acre neighbouring farm. They run a closed herd of 100 cows and 20 heifer replacements on an organic system.

Philip Jones’ bolused cows calve easier and their calves thrive.





Cows calve outdoors in April and May.

Philip first realised he had a trace element issue in the herd when a friend commented on the appearance of his cattle. "I was at the market and he said to me: 'Philip, there is something wrong with your store cattle. They are not looking right, there is something wrong there. I knew this guy pretty well and I don't think I spoke to him for six months after that.'"

But he did take advice on trace element supplementation and decided to use the Tracesure @Cu/I bolus on his store cattle too.

No concentrates or minerals are fed to the cattle. "In the spring and the autumn cows have magnesium licks but there are no minerals at all in their diet. We don't use a feeder wagon," says Philip. "Once we have fired that bolus down the throat it is 'Amen, ta ta, you are on your own' and I must say Tracesure has done the trick."

As the Farmers Weekly Beef Farmer of the Year 2013, it is evident that Philip takes great pride in his farming enterprise but he says he has more pride in what his herd achieves on his behalf.

"It means I can spend time in bed while the cow is looking after her calf, that is the important thing. The whole point of having a suckler cow is so that she looks after her

calf, not that the farmer looks after the calf.

"If we can look after the cow with Tracesure @Cu/I that will follow on through to the youngstock."

And the friend who first pointed out the trace element shortfall is a friend once more. "I have since apologised that I sulked and took his comments the wrong way. I have thanked him for pointing me in the right direction," says Philip. ■

Philip Jones doesn't feed concentrates or minerals to his cattle.

Philip Jones is proud of what his herd achieves on his behalf.



New liquid feed product launched at NBA's Beef Expo



LactoBoost is an ideal option for beef farmers who are looking to lower their feed costs by maximising the utilisation of home grown crops

For more information, contact your local feed merchant or Michelle at Trident Feeds on 01733 422750.

LactoBoost, a new liquid feed product from Trident Feeds that is highly palatable and a high energy source, was launched at the NBA Beef Expo event in York earlier this year.

Showcased alongside Trident's extensive range of animal feeds, Dr Michael Marsden, Trident Feeds technical manager highlights that LactoBoost is a co-product from the milk processing industry.

"LactoBoost is a sugar rich, free flowing whey permeate. It stimulates intakes, provides rapidly available rumen energy to drive rumen microbial protein production, and reduces diet sorting," explains Dr Marsden.

"This makes LactoBoost an ideal option for beef farmers who're looking to lower their feed costs by maximising the utilisation of home grown crops, especially forages which are low in sugars," he adds.

Balanced diet

"What's more, LactoBoost is a great binding liquid and dust suppressant, thereby reduc-

ing ration sorting. This leads to a more balanced diet, which can be associated with a reduced risk of acidosis, and any growth checks that could affect finishing."

Dr Marsden highlights that the liquid is a really flexible addition to any farm feeding system.

"LactoBoost can be fed as part of a TMR or, as straight liquid, poured onto other feeds. The fact that there's no further processing required means it's easy to feed and store too."

For any farmers who would like to 'road test' the product, Trident Feeds is offering a 'tank on farm' service, which means farmers can try before they buy.

LactoBoost complements Trident's existing liquid range of Beet Molasses, Beetmol Flow, Proflo Syrup, Rouxminate and Spey Syrup. ■

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AFBI suckler cow project

The new project aims to develop practical breeding strategies to enable suckler herds to calve heifers down at 24 months, with a subsequent calving interval of 365 days.

AFB – the AgriFood and Biosciences Institute – has launched a major new beef research project involving 1000 breeding cattle on 12 farms across Northern Ireland.

The project will evaluate the ability of novel breeding methods to improve the output from suckler herds in Northern Ireland and will involve close cooperation between the farmer co-researchers, industry partners and AFBI.

Funding is being provided by the Department of Agriculture & Rural Development (DARD) through a Research Challenge Fund grant, and AgriSearch in association with AI Services, Genus ABS and Zoetis.

This project follows on from a previous pilot study funded by AgriSearch, which

evaluated the role of oestrus synchronisation and the use of artificial insemination (AI) in meeting breeding targets for suckler herds.

The new project aims to develop practical breeding strategies to enable suckler herds to calve heifers down at 24 months, with a subsequent calving interval of 365 days.

This compares with the current industry average of first calving at 31 months and a subsequent calving interval of 399 days.

The project will seek to devise and embed alternative management protocols for oestrus synchronisation and artificial insemination with high genetic merit sires in order to significantly improve the output from suckler herds in Northern Ireland. ■

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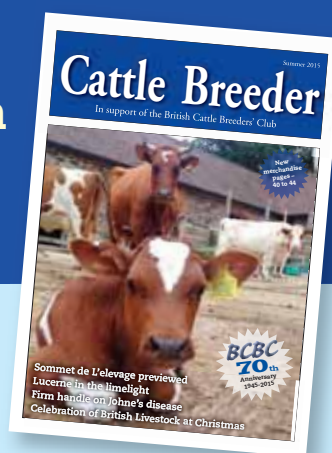
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BCBC

QMS secures a million plus Euro grant from Brussels

The Scottish red meat industry is set to benefit from a €1.2 million (£861,000) grant secured from the European Commission (EC) by Quality Meat Scotland (QMS).

The EC has approved the two year grant to support activities to promote Scotch Beef PGI and Scotch Lamb PGI in Great Britain and five important European markets – Denmark, Belgium, Germany, Netherlands and Sweden.

Uel Morton, Chief Executive of Quality Meat Scotland, said the organisation was absolutely delighted to receive the news of its successful application for EU funding.

“The key to unlocking this European funding is the Protected Geographical Indication (PGI) status we have for Scotch Beef and Scotch Lamb and the quality standards set out in our assurance schemes are essential for us to maintain that PGI status.

Added value

“It is important that our industry is aware of this additional value quality assurance brings and continues to support us with our

ongoing recruitment campaign to encourage farmers who are not members of our quality assurance schemes to understand their importance to the future of our industry.”

Cabinet Secretary for Rural Affairs, Food and the Environment Richard Lochhead said: “Scotch Beef PGI and Scotch Lamb PGI are rightly renowned for their delicious taste, fantastic quality and unrivalled provenance.

“We know there is a great global appetite for these protected products and previous EU grants secured by QMS have enabled exports of Scotch Beef and Lamb to secure a real premium presence in the French and Italian markets.

“This new grant will help promote them achieve the same status in other key European target markets as Scotland celebrates our Year of Food and Drink, and beyond. This award also highlights the benefits of protected status and membership of a quality assurance scheme, and I’d encourage any producers who aren’t currently signed up to consider doing so.” ■

“The key to unlocking this European funding is the Protected Geographical Indication (PGI) status we have for Scotch Beef and Scotch Lamb and the quality standards set out in our assurance schemes are essential for us to maintain that PGI status.



If you are a beef farmer, the NBA is your organisation. We are there to preserve and improve for the benefit of the public, the general standards of cattle, especially beef cattle, in the United Kingdom, by promoting and encouraging the breeding of beef cattle.

Our aims are to:

- Identify and promote highest possible levels of best practice throughout the production chain
- Achieve a return that allows quality welfare and standards in the chain to rise
- Raise cattle health standards in the UK
- Develop beef eating and health benefits to consumers
- Improve and widen the scope of beef labelling for the benefits of consumers
- Identify and promote the environmental benefits where appropriate of grazing cattle
- Maintain beef cattle in the uplands and the communities and landscapes that they sustain



Shepherd's Boots and Merchandise

Shepherd Publishing is delighted to continue with our recent cooperation with K&T Footwear, leading suppliers of high quality shoes and boots who are this year celebrating their 53rd anniversary. This highly respected

Northamptonshire company have been trading since 1962 and are suppliers of quality footwear including work boots, show footwear, farm boots, wellington boots, auction boots, dress boots, town and country boots, shepherds'

boots, City footwear, hunting boots, fell boots, mountain boots, hill boots and equestrian footwear. Many readers will know founding Director Ken Storey (pictured right) from many of the agricultural shows, livestock markets, sales and winter

R E Tricker are manufacturers of the highest quality shoes and boots, making handmade footwear in Northampton since 1829 and have been awarded a Royal Warrant by Appointment to his Royal Highness the Prince of Wales. Tricker's Town & Country collection are bench-made by highly skilled craftsmen using only the highest quality materials. All styles are Goodyear welted, leather lined and have a leather in-sole. Goodyear welted footwear can be re-soled and refurbished thereby offering years of comfortable service. Tricker's also manufacture a ladies country collection.

Such superior footwear should be regarded as a wise investment.

Henry Trickers Semi Brogue Dealer / Market Boots

- **Colours:** Burnished calf (pictured), espresso burnished calf (dark brown) and black calf leather uppers, Semi brogue dealer
- Market boot, Fully leather lined & leather insole
- Pull on tabs, Goodyear storm welted commando rubber stitched sole & heel
- Standard Fitting
- **Sizes:** 6-11 including half sizes, and 12 and 13

Price: £390.00 (inc VAT / P&P)



Malton / Trickers 7 Eyelet Brogue Boots (Commando Sole)

- C shade tan (pictured) gorse calf leather uppers, 7 Eyelet heavy brogue derby lace ankle boot, 1/2 bellows tongue
- Fully leather lined & leather insole, Pull on tabs, Goodyear storm welted commando stitched sole & heel
- Wide Fitting
- Options: Commando sole or leather sole. Also available with a leather sole and heel with half inch rubber heel tip
- **Sizes:** 6-11 including half sizes, and 12 and 13

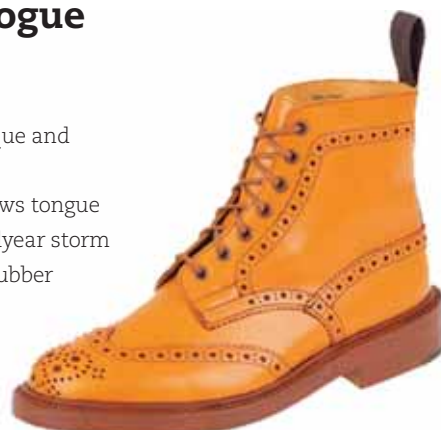
Price: £390.00 (inc VAT / P&P)



Stow Trickers 7 Eyelet Full Brogue Lace Boots (Leather Sole)

- **Colours:** Espresso burnished, black calf, marron antique and acorn antique leather upper. (pictured)
- 7 Eyelet heavy brogue derby ankle lace boot, 1/2 bellows tongue
- Fully leather lined & leather insole, Pull on tabs, Goodyear storm welted double leather stitched sole & heel with 1/2" rubber heel tip
- Standard fitting
- **Sizes:** 6-11 including half sizes, and 12 and 13

Price: £390.00 (inc VAT / P&P)



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fairs and we are pleased to offer a bespoke service to all of our readers. All products available from our suppliers are invariably British made and of the highest quality including such well-known names as Loakes, Trickers and Alfred Sargent. All of the Town & Country collection are bench-made in Northamptonshire by highly skilled craftsmen using quality leathers and materials.

All styles are wide fitting and Goodyear storm welted with a variety of soles available. Bench-made Goodyear storm welted footwear can be re-soled and refurbished, thereby offering years of comfortable service. Such superior footwear should be regarded as a wise investment and we are pleased to offer a full range of styles and colours in a variety of sizes.



★ Prices include vat, postage and packing - there is nothing more to pay ★

Loake shoe makers have been making Goodyear welted footwear since 1880 and were awarded a Royal Warrant by Appointment to the Queen in 2007. Loake's town and country collection of boots and shoes are made in Kettering, Northamptonshire by highly skilled craftsmen using only the highest quality materials. All styles are Goodyear welted, leather lined and have a leather insole. Goodyear welted footwear can be re-soled and refurbished, thereby offering years of comfortable service. Such superior footwear should be regarded as a wise investment.

Newbury Loakes Dealer / Market Boots

- **Colour:** Tan burnished calf leather uppers
- Elasticated side panels, dealer / market boot, Pull on tabs
- Goodyear welted leather sole & heel. Fully leather lined, Leather insoles
- G fitting.
- **Sizes:** 6-13 including half sizes

Price: £175.00 (inc VAT / P&P)



Thirsk Loakes Full Brogue Chelsea / Jodphur Boots

Brogue Chelsea Boot

- **Colour:** Tan burnished calf leather uppers, Elasticated side panels, Pull on tabs, Fully leather lined, Leather insoles, Goodyear storm welted dainite rubber sole & heel
- F Fitting
- **Sizes:** 6-13 including half sizes

Price: £220.00 (inc VAT / P&P)



Welt sewing

The "welt" is a strip of leather that is stitched to the upper and the in-sole and to which the sole will also be stitched. The fact that welted shoes and boots are sown together, as opposed to glued, means that skilled craftsmen can dismantle and repair them.

Chester Loakes Full Brogue 5 Eyelet Lace Shoes

- **Colours:** Tan burnished calf, Mahogany burnished calf & Black calf leather uppers, 5 Eyelet full brogue lace shoe, Goodyear storm welted leather sole & heel
- Fully leather lined
- Leather insoles
- F Fitting
- Also available with Dainite rubber sole and heel
- **Sizes:** 6-13 including half sizes

Price: £220.00 (inc VAT / P&P)



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Buckler's benchmark for dependability, durability, value and service all started from a blank piece of paper. The company's founders chronicled 70 years of combined experience in footwear and safety boot manufacture, marketing sales and distribution by listing every product, packaging and service deficiency known to bedevil the industry. Consequently each deficient item was eliminated and Buckler was launched with a unique guarantee – "body and soul, together forever".

Buckbootz Non-Safety BBZ5020 Boots now with K2 sole

- Buckler's non-safety footwear range for wet and mucky weather
Made with Neoprene synthetic rubber which provides: the ultimate in comfort when bonded to rubber
- Waterproofing - weight saving - insulated chemical resistance
- Abrasion resistance - oil resistance
- Easy to clean, with detachable cushion insoles
- **Sizes:** 5-13 no half sizes

Price: £79.95 (inc VAT / P&P)



Buckshot BSH006BR Boots

- **Colours:** Dark Brown Crazy Horse Leather,
- Anti scuff toe safety boot
- **Sizes:** 6-13 no half sizes

Price: £82.95 (inc VAT / P&P)



Buckflex B1151SM Safety Boots

- **Colour:** Autumn Oak Leather
- Buckflex Dealer boot with Steel Toecap and Steel Midsole.
- Triple stitched seams and integral leather pull on loop.
- Heat and Oil Resistant sole
- **Sizes:** 6-13 no half sizes

Price: £82.95 (inc VAT / P&P)



X10R Fully Sprung Shepherd's 10 Eyelet Fell Boots

- **Colour:** Blackwax kip leather shepherd's boog, black (pictured)
- Traditional British made outdoor country footwear. Fully sprung.
- With long tab lace to toe design to maximise water resistance.
Half bellows tongue. Made from reverse tanned waxed kip butt leather uppers which is ultra durable yet very flexible and comfortable when broken in
- Waxed kip leather
- **Sizes:** 6-12 no half sizes

Price: £195.00 (inc VAT / P&P)



To order any of those products listed within these pages, simply return the order form right. If you have any queries regarding any of these products simply email Shepherd's Boots & Merchandise at info@shepherdpublishing.co.uk.

Shepherd's Boots and Merchandise

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Stow Trickers 7 eyelet				£390.00	
Newbury Loakes Dealer				£175.00	
Thirsk Loakes Full Brogue				£220.00	
Chester Loakes Full Brogue				£220.00	
Buckbootz BBZ5020				£79.95	
Buckshot BSH006BR				£82.95	
Buckflex B1151SM				£82.95	
X10R Fell Boots				£195.00	
White Sheepskin Rug				£95.00	
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