

GENETICS EXPORTS 2021

SUMMER 2021

AHDB
EXPORTS



SOUTH AMERICA SHEEP STRATEGY



Partnership Model expands Genetic Exports, despite the Pandemic

Marcus Bates, UKECP Director writes:

When exporters talk about market access, we often assume this is something Government has to do and it's out of our hands. There is also the perception it takes too long and other countries find it easier to get access to new markets.

There are countries without the challenges of Scrapie and Schmallenberg but, when you compare like with like, the UK is doing a pretty good job of opening new markets.

One reason for this is how the UK Export Certification Partnership (UKECP) has developed a partnership model where the sheep industry works with government through Department for International Trade (DIT) to promote our world-class genetics and stimulate demand while, at the same time, helping Defra to develop workable certificates.

The Covid-19 pandemic has served to reinforce the need to work together through the UK Export Certification Partnership. In 2017, UKECP published its first strategic action plan. A meeting in London, organised by the DIT Agritech team, brought together staff from embassies from across the whole of Latin America and they told us about the huge demand for UK breeding sheep. At that time we had no access to any of these markets.

An intensive programme of outward and inward missions followed to excite importers about buying UK sheep so they would put pressure on their own governments to open their markets. Mexico was an early success and then we set about the difficult business of prying open the doors in South America.

Thanks to the support of AHDB and DIT, UK sheep breeders were able to visit Brazil, Colombia and Uruguay. With promises of real progress on certification, we were well on the way to setting up an inward mission for buyers for the summer of 2020. Meanwhile, UKECP had appointed a team based in Brazil to co-ordinate the mission: Denise Pellin, a former British Consul in Brazil; and Daniel Benitez, a sheep consultant with contacts across the whole region.



Bryan & Liz Griffiths and Richard Saunders at Expoiner in Brazil with locally bred Suffolk Sheep

Four breeds have been identified as priorities – Dorset, Hampshire Down, Suffolk and Texel. A week-long visit to Colombia has enabled us to move forwards with completing a much shorter version of the Risk Assessment Questionnaire, which is always the first step towards a new Export Health Certificate. At the Expoiner event in Brazil, the UKECP team held meetings with all the key associations and institutions and established that, as well as the supply of genetics, there is also a real opportunity for training and sharing of expertise – particularly among the younger generation of South American sheep breeders.

So what has all this activity achieved? Table 1 overleaf shows how far we have come while the pandemic rages around the world.

continued

Romney Sheep on display in the British Ambassador's garden in Montevideo

continued **SOUTH AMERICAN SHEEP STRATEGY**

As well as huge progress in South America, we have opened up Australia and Taiwan. Trade has already begun and, as Covid-19 vaccination programmes are rolled out, UKECP is well placed to receive inward missions and see exports taking off in these new markets.

As well as the business opportunities offered by the opening of Australia and Taiwan, access to these markets for the UK can be used as examples for China which remains an important longer-term priority.

The UK team – comprising Chris Jackson, Ian Cumming and Rob Grinnall – continues to work with NSA, AHDB, DIT and Defra to prise open doors around the world. ●

Table 1 New markets opened during the Pandemic

Country	Species	Commodity	Date
Australia	Sheep	Semen and Embryos	Mar 20
Australia	Goats	Semen	Mar 20
Argentina	Sheep	Semen and Embryos	Oct 20
Brazil	Sheep	Semen and Embryos	Sep 20
Brazil	Goats	Semen and Embryos	May 21
Chile	Sheep and Goats	Semen and Embryos	May 21
Paraguay	Sheep	Embryos	Mar 21
Taiwan	Sheep and Goats	Semen	Mar 20

Update from our team in South America



Consultants Denise Crawshaw-Pellin and Daniel Benitez Ojeda, based in Brazil, are focused on updating, strengthening and expanding the market for British Sheep Genetics in the South American region. Their priorities are to foster the integration of the sheep meat chain, using British genetics not only for breed improvement, but also as a vector for sustainable change in the sector; to build a network as broad and reliable as possible to include institutions, breeding

associations and some individual breeders seen as opinion leaders; and using the highest quantity and quality of technical information, to reintroduce the UK as a major breeding option in the local sheep farming. And simultaneously work towards the approval of the Export Health Certificates (EHCs) in the targeted countries.

“Advances to date include meetings with key players in Argentina, Brazil, Chile, Colombia and Paraguay, with some of these meetings also involving representatives of NSA, SIGNET/AHDB and Suffolk, Hampshire Down, Texel and Dorset Breed Societies. Other major achievements are the signing of EHCs with Chile, Paraguay and Argentina,” says Daniel.

Adds Denise: “Findings so far confirm that the lamb meat market in South America is demanding sheep genetics of proven quality and the UK has the genetics to meet these demands. It is key to continue advancing EHCs in the other countries, and to intensify the dissemination of productive data (EBVs) of suitable genetics together as well as developing the import/export procedure.” ●

Contacts

Denise Crawshaw-Pellin

Operational Director, South America, UKTAG
denise.uktag@gmail.com

Daniel Benitez

Technical Director, South America, UKTAG
daniel.uktag@gmail.com
WhatsApp : + 55 83 998077393

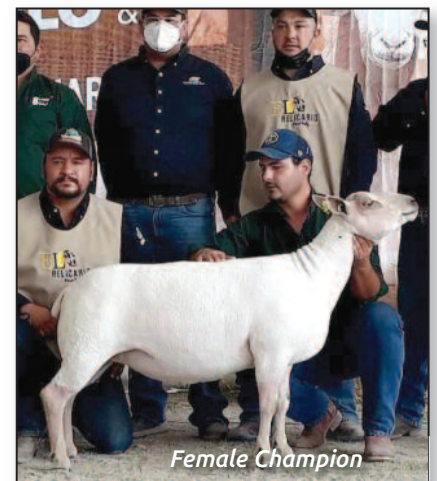
BRITISH CHAROLLAIS SUCCESS IN MEXICO



Charollais ram 'Lennon'

We share with you news of double British genetics success at the Mexican National Charollais Sheep Championship held at the end of May. The Champion Charollais Ram 'Lennon' was the result of a UK embryo from a past exportation – bred by Logie Durno and facilitated by AB Europe.

The Female Champion was from an embryo imported from Robert Gregory's Edstaston flock through Farmgene. Comments Farmgene's Ian McDougall: “Edstaston Charollais genetics have revolutionised Charollais sheep breeding in Mexico. In the space of just two years Edstaston Charollais genetics are



Female Champion

winning major awards at the National Charollais show. They have added growth, muscle and style to what was already a very useful type of Charollais.” ●

EUROTIER REVIEW



Europe's largest indoor agricultural show, EuroTier, will return to Hanover, Germany, as a face-to-face event November 15-18, 2022. Opposite you will find the headline figures for the virtual event held February 9-12, 2021 attended by 20 plus representatives of the British Livestock sector.

Please contact Richard Saunders if you would like to be part of the planned British Livestock stand at EuroTier in 2022. ●



UK EXPORT CERTIFICATION PARTNERSHIP



Rob Grinnall, UKECP Director reports:

Whilst local exports are still being thwarted by the lack of an EU BCP (Border Control Post), more distant markets are building with countries queuing to express interest in UK genetics and livestock. Although the process can be lengthy and at times frustrating, the partnership continues to work for the UK livestock and meat industry in opening new avenues for trade.

Previously agreed certificates with countries in South America are now being put to use and other southern hemisphere markets are on the cusp of agreement.

Some countries have requested new certificates since we left the EU and these have been given swift attention to

avoid a break in existing trade. An order for breeding sheep to Russia continues to occupy the team whilst new discussions are underway with the vast markets that are China and India.

Contact between industry and the Export Certification Partnership continues informally almost daily and formally on a fortnightly basis. Breed Societies have been canvassed three times since Christmas in the hope of advertising the need for genetics for export. Trade exhibitions will begin in the autumn with the opportunity to represent breeders, breeds and the industry as a whole.

Specimen Export Health Certificates (EHCs) and their accompanying Notes for Guidance are now available on the Government website. ●



Rob Grinnall

Animal Health Regulation – Update on EHCs

Defra's Trader Readiness Team reports:

The EU is making changes to its laws, therefore Export Health Certificates (EHCs) used to export goods to the EU need to be updated. If you are a GB trader who exports certain animals, germinal products and products of animal origin, these changes will affect you.

In April, Defra made available new EHCs for composite products, products of an animal origin and a new private attestation for composite products exempt from certification. From 30 June we published 38 new EHCs. The remaining EHCs will be published on 29 July 2021. GB traders exporting their goods to the EU will need to use the new EHCs from 21 August 2021. Current EHCs signed before 21 August may be used until October for goods en route to the EU." ●

Contact: Trader Readiness Team, GB-EU Exports Delivery, traders@defra.gov.uk

<https://www.gov.uk/export-health-certificates>.

For all enquiries, please get in touch with admin@ukecp.com.

CLAYBURY CRUSADER HEADING TO BRAZIL



Claybury Crusader



Semen from the British Texel ram, Claybury Crusader, is destined for export to Brazil very soon, reports Farmgene's Ian McDougall. Bred by Claybury Texels, Montford Bridge, Shrewsbury, Crusader comes from a very strong breeding family which goes back to Claybury Istabraq sold for 88,000gns. Claybury Crusader's dam bred the English Overall Sale Champion and Overall Reserve Champion 2019. ●

PARAGUAY DEMAND FOR BLUE TEXELS



Paraguayan sheep breeders have expressed an interest in Blue Texel genetics from the UK – both semen and embryos. The flock of origin does need to be scrapie monitored so in anticipation semen and embryos have been made available from Grace

Sercombe's Bubblegum Blue Texel flock based at Sandlands Farm, Frisby on the Wreake, Leicestershire. The flock is performance recorded, MV accredited and scrapie monitored and has won many prizes and championships at shows over the last

five years. One of Grace's rams has performed well in RamCompare being the number one rated ram for forequarter meat yield. The flock is managed alongside her father Charles' Dalby flocks of performance recorded Charollais and Lleyan ewes. ●



Senior stock ram 'You Tube' winning Breed Championship Royal Welsh Show 2018. Pictured with Grace and Charles Sercombe are judge John Lyle and sponsor



Grace Sercombe pictured with Bubblegum Tubby Two – multiple breed and interbreed championship winning ewe

NEW WEBSITE LAUNCHING

A new website will promote all aspects of AgriTech from the UK with special emphasis on Livestock and Genetics. Each overseas event includes a listing of participating companies to help exhibitors raise their profiles internationally. ●



Agritech UK

WWW.AGRITECH-UK.ORG

CAHE (China Animal Husbandry Exhibition)



The CAHE event took place as planned 18-20 May in Nanchang, China, and included international pavilions all manned by their in-country staff as travel restrictions meant it was almost impossible for international visitors to attend. In China we are fortunate to be able to continue effectively to use the services of our resident agent Katherine Wang Adong on the stand sponsored by Deerpark Pedigree Pigs and their Chinese partners enabling us to run another 'hybrid' event.



This included a presentation given by UKTAG's Chris Jackson live via the internet on UK pig industry capability to an invited audience.

The UK also facilitated video presentations for Deerpark Pedigree Pigs who continue to supply China with frozen pig semen. ●

GENESUS PIGS TO CHINA

The largest ever shipment by air of purebred breeding pigs from the UK was completed in May 2021. 1,030 head of Genesis GGP breeding pigs including 156 boars from nucleus farms in the UK arrived safely at Chengdu Shuangliu International Airport for the company Wanjiahao. The total number of GGP breeding stock shipped to China from UK nucleus farms now stands at 2,700 head with a value of in excess of £12.5 million.

This is the third shipment from the

UK nucleus farms of Genesis – a remarkable achievement given all shipments took place under lockdown.

The role of the official vet, Julia James of Larkmead Vets, deserves special mention having pioneered the remote supervision of the quarantine for all three shipments, each one involving a different team of Chinese Government vets. Building a relationship of trust with her Chinese counterparts has played a key role in ensuring the success of these shipments. ●



AHDB TARGETS EXPORT OPPORTUNITIES IN FIVE-YEAR STRATEGY

At the end of last year, AHDB published its new strategy and change programme outlining plans for the next five years. Export markets form two of the key areas of the levy board's work 2021-2026, namely:

- Unlocking and making the most of export opportunities to grow markets for British produce
- Promoting our industry and building the reputation of its products at home and overseas

Says AHDB Chair Nicholas Saphir: "New international trading arrangements, leaving the EU, environmental and sustainability concerns, changes to UK farm and land policy, and significant shifts in consumer behaviour will impact us all. AHDB is committed to change to better support you and your business to meet these challenges." ●



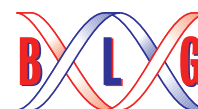
For the full report please see www.ahdb.org/strategy

SELECTED OVERSEAS EXPOS 2021-2022

Event Name	City	Country	Date
*Expointer	Porto Alegre	Brazil	4-12 September
*Expo Prado	Montevideo	Uruguay	10-19 September
Virtual VIV Asia			22-24 September
Sommet de L'Elevage	Clermont Ferrand	France	5-8 October
Anuga	Cologne	Germany	9-12 October
EuroTier China	Nanjing	China	18-20 October
*VIV Asia	Bangkok	Thailand	12-14 January
Agros Expo	Moscow	Russia	25-27 January
EuroTier Middle East	Abu Dhabi	UAE	21-23 March

*Funding available for eligible companies.

For further details and information on funding opportunities please email UKTAG's Chris Jackson exports@uktag.co.uk or see www.britishlivestockgenetics.com



The British Livestock Genetics (BLG) website continues the work of promoting the UK livestock and animal breeding sector to a global audience.

Please visit www.britishlivestockgenetics.com for all the news, report and details of upcoming events.

For further information on Genetics and Livestock Exports, please contact Richard Saunders on 07901 768904 or richardsaunders1965@yahoo.co.uk