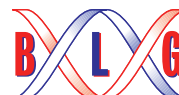


GENETICS EXPORTS 2016

WINTER 2016

AHDB
EXPORTS



Welcome and Introduction

Here are some highlights from the Genetics Exports year. There has been considerable success in 2016 for British livestock and genetics exports with individual breeders as well as breeding organisations flying the flag. BLG (British Livestock Genetics Consortium) with the assistance of AHDB (Agriculture and Horticulture Development Board), also lent their support to a number of Overseas Expos and Inward Missions aimed at helping UK farmers and livestock producers to promote their services on a global stage.



EuroTier 15-18 November, Hannover, Germany

EuroTier was the venue for a dynamic British Livestock stand comprising sheep, cattle and pig breeding organisations, livestock exporters and AI companies. Held every two years, this is the world's largest indoor agricultural exhibition boasting 150,000+

visitors and over 2,300 exhibitors and provided UK companies with a platform for promoting their sector to a global market ●

 **EuroTier**
The world's top event for animal production

Beef Expo hosts 10-strong Inward Mission



The British Livestock Genetics Consortium in conjunction with AHDB Beef and Lamb Export Department were pleased to host an Inward Trade Mission of 10 International Delegates to the National Beef Association's 'Beef Expo' held at Bakewell, Derbyshire 19-20 May 2016.

The Mission comprised of:

- Two representatives from Estonia, one a Charolais breeder and the other from the Estonia Animal Breeders Association

- Two from the Czech Republic, a cattle breeder and the Chief Executive from the Czech Beef Cattle Association
- Four from Germany, including also the Chief Executive from the German Beef Federation, two Longhorn and one Galloway breeder
- Two Aberdeen Angus and Wagyu breeders from Spain ●



Strong International Presence at Bulgarian Sheep Festival

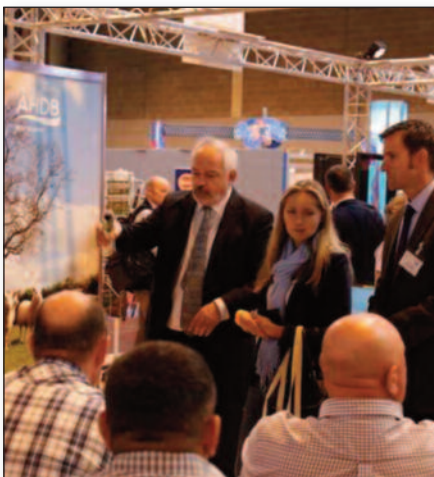
Delegates from 17 countries attended the National Sheep Breeders Festival held in Veliko Tarnovo, Bulgaria 6–8 May 2016. Representing the UK on a visit supported by the Agriculture and Horticulture Development Board (AHDB) were National Sheep Association (NSA) Chief Executive and Chairman respectively Phil Stocker and Sam Wharry together with AHDB representatives Jean-Pierre Garnier and Richard Saunders. The British Sheep stand not only 'flew the flag' but was also well-frequented and its presence much appreciated by the organisers •



This visit was the forerunner to a group of international delegates attending the NSA Sheep Event held in Malvern on 27 July (see below)

Ukrainian Farmers Visit Livestock Event

An Inward Mission from the Ukraine consisting of representatives from 15 significant farming enterprises attended the Livestock Event at the NEC, Birmingham, 6-7 July 2016. The visit was supported by UK Trade & Industry (UKTI), the British Embassy, Kiev, and AHDB. Ukraine is a Priority One Market for the UK – along with India and Southern Africa. An invitation was extended to the UK to take part in Grain Tech & Agro Animal Show to be held in Kiev 15–17 February 2017 •



Sheep Event Draws Overseas Delegates

International Delegates from Germany, France, Denmark, Macedonia, Romania and Greece attended the National Sheep Association (NSA) Sheep Event held at Malvern, Worcestershire 26–27 July 2016. With the support of

AHDB and British Livestock Genetics Consortium, the 40-strong group comprising sheep breeders, vets and breeding companies visited two farms on the first day and attended the pre-event gala dinner. A full day at the event itself presented the overseas visitors with the 'Best of British' sheep farming in terms of genetics, nutrition, health and technological innovation •



British Pigs Attract Indian Delegation

A high-level delegation from the Punjab government paid a visit in early June 2016 to the UK to assess British pig production and genetics as the Indian state intends to develop its burgeoning pig sector. The visit was organised by the British Pig Association in conjunction with AHDB Pork and included trips to pig breeding firms, a feed mill, an abattoir and AHDB Pork,

where they were given presentations on the economics of the UK pork sector as well as pig health and welfare. The visitors also went to APHA Weybridge and Kent University to look at research into pig breeding, including embryo transplant ●



Texel Record Export to Switzerland



Pig Promo in China



AHDB supported the British pig industry at the China International Animal Husbandry Expo (CAHE), the largest livestock show in Asia, held 18–20 May which saw a big demand for British genetics and technology ●



The largest single export of Texels to leave the UK has recently headed to Switzerland, with a total of 103 Texels from seven Scottish flocks exported at the end of September. The consignment included both males and females, with both ram lambs and shearling rams among those purchased by the Swiss breeders. Gimmers made up the bulk of the females sent, with a selection of ewe lambs also bought, explained Robert Laird who coordinated the export. "They were once again looking for good, functional, commercial sheep with growth and carcass."

Flying the Flag at Ploughing Match

The British Livestock stand, organised in conjunction with the British Livestock Genetics Consortium (BLG) and supported by the Export Department of AHDB Beef and Lamb was abuzz with interest throughout the three days of the 85th Irish National Ploughing Championships near Tullamore, about 60 miles due west of Dublin from 20 to 22

September 2016. The attendance at this, the largest outdoor exhibitor and agricultural trade show in Europe, was in excess of 283,000 over the three days, with visitors being drawn from every corner of the island of Ireland in addition to strong international support. The event attracted over 1700 exhibitors covering all aspects of rural life ●



Sheep in the consignment came from Mr Laird's Cambwell flock, the Clark family's Garngour, Teiglum and Clarks flocks, Angus McColm's Crailloch flock, Jimmy Warnock's Watchknowe flock, David McKerrow's Nochnary flock and Allan Campbell's Strawfrank flock. Swiss importer and breeder Heinz Pluss said the latest consignment of Texels to leave for the country had been sourced to meet growing demand and interest in the breed in Switzerland. "Interest in Texels is very high in Switzerland and some breeders are now undertaking performance recording too." Texel Sheep Society chief executive John Yates said the continued export demand for British Texels and particularly performance-recorded stock was something the breed could be rightly proud of ●

New BLG Website Goes Live!



A rebranded British Livestock Genetics (BLG) website

www.britisHLivestockgenetics.com has been launched to continue the work of promoting the UK livestock and animal breeding sector to a global audience.

Under the banner 'Great Britain – Great Livestock' the new-look site provides both domestic and international audiences with a source of information, news and forthcoming events on the UK livestock sector ●

Herefords to Germany

WR Kemp & Sons have exported two Hereford bulls to Germany - Auckvale Marquis 1479M and Auckvale Marquess 1488L. They set off for Continental Europe on 21 August, after successfully completing various health requirements and associated paperwork. They have been purchased by repeat customer Mr Giel Hermans from the region of



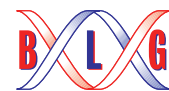
Nimsreuland. Auckvale Marquis 1479M (pictured) is an Auckvale Masterman 784E son and out of Auckvale Janet 917G whilst Auckvale Marquess 1488L is out Auckvale Peach 1173J and by Auckvale 157K Ribstone Lad 1131H. Both 16-month-old bulls have a tremendous set of Performance Recorded Figures across the board,

something which caught the eye of Mr Hermans. In particular, Marquis 1479M is in the Top 1% for Scrotal Size and has Terminal & Self Replacing Indexes in the Top 10% for the Hereford Breed ●

New Foothold for Welsh Blacks in Germany

Landmark Deal Sees 35 Head Exported

Welsh Black cattle have established a new foothold in Germany following the sale of 35 animals to a pair of breeders in Bavaria. Buyers Jan Janssen and Tamme Hanken placed their orders after touring Wales with a group of German breeders. The majority of cattle were from the Cennen herd of Dai and Joan Francis, and sons Rhys and John, in Llangadog, Carmarthenshire. Another two heifers came from the Rhydygarnedd herd owned by Edward Williams, Dolaugwyn, Tywyn, Gwynedd. The animals have now reached their new homes following blood tests and a period in quarantine with export technicalities arranged by Hexham-based Eggs-Port Ltd ●



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