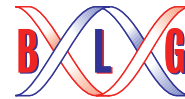


GENETICS EXPORTS 2020

SUMMER 2020



Welcome and Introduction

In 2018, the first integrated Livestock and Genetics export promotion strategy was introduced bringing together the resources of AHDB and the Department of International Trade (DIT) with its Trade Show Access Programme (TAP) funding in a co-ordinated programme managed by industry stakeholders British Livestock Genetics (BLG) and UK Technology for Agriculture and Genetics (UKTAG).

The strategy – Preparing for Brexit – proposed a three-year plan to build momentum through the Brexit transition period so that we leave the EU with our exports on an upward trend. The Sheep Industry has been identified as one of the sectors most at risk as we leave the EU. A significant part of our strategy has been aimed at developing new markets for the export of UK sheep genetics. Our trade promotion programmes, comprising inward and outward missions, are an essential part of developing market access, working closely with the UK Export Certification Partnership (UKECP).



Suffolk Championship at the 2019 Brazil ExpoInter Show



South American Sheep Strategy

Following the UK presence at ExpoInter (Porto Alegre, Brazil) in 2018 and 2019, which included an extension mission to Expo Prado in Uruguay, we will continue to build momentum despite Covid 19 – working with our partners across Mercosur focusing on Brazil, Chile and Paraguay. With the Brazilian ExpoInter Show postponed from end-August to end-September (26 September – 4 October) we still hope to bring a delegation of circa eight breeders to coincide with the NSA Sheep Event on 19 October. This week-long visit will include a technical conference, networking opportunities, visit to semen/embryo collection facilities, training institutions, abattoirs and individual flock visits on farm.



ExpoInter Show in Brazil considered to be the largest livestock show in Latin America

British Sheep Export Potential to Russia

British Sheep Mission to Agros Expo, Moscow • 29-31 January 2020

UK TAG

A group of British sheep breeders attended the Agros Expo held 29-31 January 2020 in Strogino, Moscow supported by the Department of International Trade's Trade Show Access Programme (TAP). The delegation comprised Texel breeders Sue and Aubrey Andrews (Miserden Flock), Gregor Ingram (Logie Durno), Carroll and Jonathan Barber (Crogham Charollais) and Irene Fowlie (Essie Suffolks).

The newly appointed British Ambassador to Russia hosted a networking evening to which some 20 Russian sheep breeders were invited none of whom had less than 3,000 sheep all of whom were very interested in UK genetics and some also had interest in both dairy and beef cattle.

Chris Jackson's speech about UK livestock capability was well received and all of the delegates were given a copy of our industry publication. This was a worthwhile venture with considerable interest in British sheep, along with several export transporters prepared to assist with relocation of livestock.



UKTAG's Chris Jackson promoting British sheep and livestock genetics at the Ambassador's residence

Russia has a diverse variety of sheep breeds which inhabit different climate zones and landscapes ranging from hot deserts to harsh northern areas, with over 75 million hectares of grassland. Sheep breeding has always been important in Russia - the harsh climate, with low temperatures and strong



British Livestock stand in Moscow

winds dictate a steady demand for wool, sheepskins and felt products.

Until 1990 Russia was one of the world leaders in wool production, however, due to the worldwide lack of demand for wool, Russia has currently turned its production towards sheep meat with meat-producing breeds increasing from 10% in 1990 to about 45% today. This opens up the market for the introduction of our quality British meat breeds.

Russia's largest investor in agribusiness, Miratorg, based at Kursk Oblast, about 350 miles south of Moscow, have plans for a 30,000 head sheep farm and processing plant so opportunities could well arise there for British genetics to be involved.

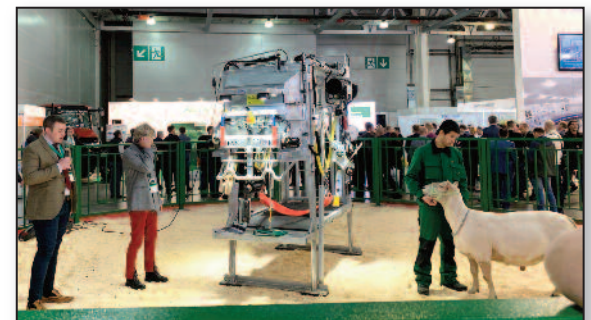
From their relatively short fact-finding trip to Russia, the British delegates were able to observe three main types of sheep unit in Russia and nearby countries: the first are extensive systems which farm marginal poorer ground farming flocks in the hundreds up to many thousands; the second are intensive systems raising sheep indoors for much of the year reared for their

meat on high concentrate diets with varying flock sizes with large units carrying up to 10,000 animals; the third are milking farms which vary in size. Export opportunities exist for the UK to supply stock for the first two types with local farmers feeling like their genetics are stagnant at the moment and need new blood to increase output. Overall, the potential is enormous for terminal sire breeds in intensive systems and hardy maternal breeds for extensive ones.

Export at the moment is not possible direct to Russia although there are companies managing to export via third countries like Hungary and Austria. The people of Russia, Ukraine, Mongolia etc seem easy to work with and are keen to make contact with the UK and work together. It is hoped that this Outward Mission, supported by The Department for International Trade and UKTAG, will be repeated with invitations extended to Russian counterparts •



British sheep breeders attending the Agro Expo



Gregor Ingram and Carroll Barber at Agros 2020

Agros[®]
2020 expo

Argentina, Australia and Taiwan Opening to UK Sheep Semen and Embryos Export



The work of the unique UK Export Certification Partnership (UKECP) continues behind the scenes to open up markets around the world for our livestock and meat export business.

In June, after two years of negotiations we were pleased to hear that SENASA (Argentina's National Animal Health Service) have confirmed that the Argentine market to import ovine semen and embryos from the UK is now opened. A big thank you to UKECP, breeders as well as UK Embassy and other officials in both countries for bringing this to a successful conclusion. Britain has a long involvement of working with the

Argentine livestock sector and it has been open to cattle germplasm for some time.

The Australian market has also been re-opened recently to British sheep genetics following a gap of some years. It's not an easy protocol to follow but has been used previously to help with introductions of breeds such as Charollais & Texel and to refresh other breeds' bloodlines, eg Suffolk.

And a new market in the Far East – Taiwan - has also recently been opened, thus with existing access also to Mongolia, a potentially exciting new theatre is being developed.

We invite cattle, pig, sheep and goat breeders to explore overseas markets to build their businesses and reducing dependence on the home market by adding an export dimension to their activities, using national resources available for such work ●



To check certification visit <https://www.gov.uk/export-health-certificates> and for enquiries contact admin@ukecp.com



Hampshire Down Championship at the 2019 Palermo Show featuring judge and breeder Lucio Brandi who came to the UK as part of the 2018 Sheep Event Inward Mission which helped to facilitate the market opening

Future of Exports of Breeding Stock Post-Brexit

Marcus Bates, UK Export Certification Partnership, writes:

"With the Transition Period coming to an end on 31 December, there will be issues to resolve on certification and border inspection posts in a no deal scenario. Recognising the impact of coronavirus on businesses' ability to prepare, Michael Gove announced (12 June) that the UK had taken the decision to introduce the new border controls in three stages up until 1 July 2021. All

traders importing live animals and high-risk plants and plant products will, however, be required to have pre-notification and health documentation from the outset ie from 1 January 2021. Perhaps the biggest concern at present is the looming consultation on live exports. The Farm Animal Welfare Committee (FAWC) report on welfare in transport has been

published in Scotland. All breeding stock exporters should be lobbying to have breeding stock excluded from the scope of the consultation. The government has a manifesto commitment to 'end excessive long journeys for slaughter'. The risk is they make it difficult for us to export breeding stock." ●

How has Coronavirus affected exports?



Above we see pigs loading onto a 747 freighter prior to the Covid crisis now with so few planes flying we are using Russian built transporters. Either way the pigs still travel in comfort •

Quarantine procedures for live breeding stock are both complicated and expensive so companies are also looking to export frozen boar semen.

Deerpark Pedigree Pigs took full advantage of UK genetics week in China to secure orders for £750K of frozen boar semen for this year •



UK breeding companies are working to expand the number of AI centres licenced for export to China to help the Chinese producers rebuild their industry following African Swine Fever and take advantage of the world class genetics that the UK has to offer.

Coronavirus has had big impact on the process of inspections for export. The forthcoming AI inspection will be carried out remotely with Chinese inspectors using video technology to avoid the need for international travel.

This has already been pioneered during the recent export of breeding pigs to China. Normally a Chinese vet would travel the UK to oversee the final 30 days of the quarantine. For this shipment all the documentation, photos and videos were shared with the supervising vet in China. Everything went very smoothly with an excellent relationship developing between the two vets.

This is just as well. China's domestic pork production was badly disrupted by African Swine Fever from 2018 reducing its sow herd by up to 60% according to some estimates. Now China is ready to start rebuilding its national herd with

imported genetics. Breeding pigs are being shipped in by the planeload and one genetics company estimates that there could be as many as 150 such shipments this year •



The first of three shipments of British breeding pigs to China from breeding company Genesis loading at Stansted and unloading in China. The pigs were quarantined at Charlie Thompson's herd near Northampton. Charlie who won Innovation of the Year at the National Pig Awards had no problems using all the technology for the remote supervision by the Chinese vets •



The first shipment of UK breeding pigs to India this century was completed by JSR genetics. More than 250 Hampshire, Large White and Landrace were delivered just ahead of the Coronavirus lock down. Here the pigs are being inspected in the New Delhi quarantine •

EuroTier, Germany • 9-12 February 2021

Following the successful events held in 2016 & 2018, the Agriculture and Horticulture Development Board (AHDB), British Livestock Genetics Consortium (BLG) and UKTAG will again be supporting and organising a 'British Livestock' stand at EuroTier, Hannover, Germany, with a revised date of 9-12 February 2021.

This important international event will act as the major re-launch of the UK's livestock capability in the wake of Covid-19. Its timing is also crucial with the Brexit transition period due to end on 31st December 2020 as Great Britain leaves the customs union and single market.

Held biennially, this is the world's largest

indoor livestock exhibition boasting 150,000+ visitors and over 2,300 exhibitors – half of whom are international companies. As such, a strong UK presence at EuroTier allows British farming and breeding organisations to promote themselves on the global stage.

A pavilion has been reserved in the Livestock and Animal Breeding Hall (Hall 11) to provide a platform for promoting our sector 'under one roof'. A limited number of Trade Access Programme (TAP) grants of £1,500 are available to qualifying companies and will be administered by UKTAG.

Participating companies will be part of a joint 'British Livestock' stand and benefit

from shared resources including display graphics, British Livestock brochure, meeting area, interpreter, stand manager, light refreshments together with one entry ticket for the four days. The cost per company is £1,000. Please note, places are limited therefore allocation to the pavilion will be on a 'first come – first served' basis' •

For full information regarding participation please contact Richard Saunders on **07901768904** or richardsaunders1965@yahoo.co.uk

If you require information on TAP grants, please contact Chris Jackson on **07801826069** or exports@uktag.co.uk



Clockwise from the left:

Richard Saunders, Seamus Killen, Juergen Lueckhoff, Ingo Stoll, Dr Christiane Profittlich and Hartmut Glamann in 2018

The Charollais Team of Charles Sercombe, Robert Gregory, Carroll and Jonathan Barber

UK livestock representatives pictured at the last edition of EuroTier in 2018



Export Enquiry for Semen or Embryos – What Next?

AB Europe Veterinary Surgeon, James Mylne, writes:

“Many of you receive enquiries from fellow breeders overseas who want to import either embryos or semen from your sheep. Selling will be different to your usual ram sale pattern. There are language, cultural differences, decision-making processes to run through and the unknown to deal with. So, what do you do?

First, I try to establish how serious an enquiry is. We deal with very many enquiries and if we achieve a ‘hit rate’ to actual export of 2-3% we think that is good. Remember that, unless you are very lucky, every other society member with a recorded email/website will have received the same request as you. The process is neither easy nor cheap and enquiries will fall by the wayside for any number of reasons. My first tip though is to take ALL enquiries seriously. The briefest conversations are often the most serious of all. The ones asking for every detail under the sun almost inevitably lead to failure.

Make sure the importer realises that it is highly unlikely that you have product to sell ‘off the shelf’. Embryos or semen that has been taken for UK use is not usually qualified for export. Emphasise that most exports are tailor-made to fit the needs of the importer. Next, ask for written detail specifying what they want. Make sure that you ask them to do some work ie ask about their country’s import permit

process. This again flushes out the casual enquiry.

Establish trust. They have to believe and trust you to produce what they want and to choose suitable sheep for them. This can feel impossible. If they want endless photos and meaningless pedigrees, invite them over to have a look. You can’t please all of the people all of the time. They may not like what you like in your sheep. That’s fine as long as they like some of your sheep. Most other countries put value in performance figures and not just maternal/paternal financial values. Do not make the mistake of trying to change their mind. They usually know what they want.

When animals are selected, ask for a deposit. You need to be sure the enquiry is serious before you go further. From here on in you run into costs.

Establish that the germplasm (ie semen or embryos) they choose can be exported. Are there agreed official import export certificates (EHCs)? Check using the DEFRA website. It is easy and self-explanatory. Read the EHC and supplementary certificates and make sure your sheep are likely to meet the health criteria specified.

Establish costs. Exports are made up of three components: genetic cost, germplasm collection costs, shipping and export certification costs. Volume of order often makes the difference

between success and failure. As a general rule, you will need to make sure volume is over 40 embryos or 100 doses of semen otherwise it is simply uneconomical. Remember, sheep in Britain are more expensive than pretty much anywhere else in the world. Be realistic. You are going to keep the donor sheep. You sell germplasm.

The cost that you are interested in is the genetic cost ie the money paid to you. How much is this worth? The other costs are decided by the animal breeding company (ABC), freight company etc. You need to talk to them to get your final price. Define when payments are due; never export before final payment. Decide how you will charge. Remember volume of order defines the unit price. Who do you want to pay the ABC and freight company? Keep it simple, just rent the animals to the client and get them to pay for the rest of the process? The solutions like the questions are pretty endless.

You need to involve your own vet. He will be needed to sign certification of animal health. You can organise it on your own or involve an ABC as agent. It is all your decision.

Finally, please remember not to be put off. Although rarely as easy or as profitable as you think, they are good alternative incomes and they are fun.

Good Luck!” ●

Who are AB Europe? (Note, other export services are available!)

They have 30 years of experience in imports/exports throughout the world and can provide professional advice on all semen/embryo export matters. They can quarantine/export your products at centres in Edinburgh, Malvern or Belfast. They can provide a Sheep AI/ET service anywhere in the world to help complement your germplasm export. www.abreeds.co.uk





Bounce-Back Plan for UK Agri-Business

The Government has announced a 'bounce-back' plan of trade measures for the agriculture, food and drink industries to help support UK businesses that have been impacted by COVID-19.

These new strategic interventions jointly announced with the Department for Environment, Food and Rural Affairs (DEFRA), will offer support for your business and help you grow your trade activity overseas.

The measures will support producers, manufacturers and Agri-Tech companies right through the food supply chain. To find out more about the support available, use the following link ●

<https://www.great.gov.uk/campaigns/agriculture-food-and-drink-support/>

Shropshire Sheep Society Does it Again!

Claire Jakeman, Sales and Publicity Officer, writes:



"For over 25 years the Shropshire Sheep Society have not missed a year selling sheep for export. Due to the uncertain times we are all living in, with Brexit and Coronavirus, I really didn't think I could secure any orders. However, after contacting our European members to see if they had any requirements, the

orders started coming in. Three orders from Ireland, one member and two new contacts. One of our French members has ordered five additional ram lambs to add to his flock of nearly 1,000 Shropshires. This flock is used to graze cider orchards and groups are hired out to other orchard growers to assist in

management of the trees. Another order came in from a Belgium member for shearling ewes and a shearling ram. A new one for us is Estonia where rams have been purchased for a commercial venture." ●

You can contact Claire Jakeman on 07766 238346 • www.shropshire-sheep.co.uk

Selected Overseas Expos 2020-21

UKTAG's Chris Jackson comments: "Covid 19 has seriously disrupted our exhibition plans with many shows and events if not cancelled then postponed. Because of this, the DIT Agri Tech team have allowed us to switch some funding so that we can now support the Global Forum for Innovation in Agriculture (GFIA) to be held in Abu Dhabi 31 August–2 September. The UAE is very keen to improve its food production and security and has a very large budget to achieve its aims.

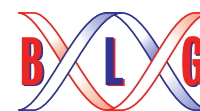
As we move forward to the 'new normal', however, some countries are beginning to get some sense of how events will go ahead but UK business may either not want to or indeed not be able to attend given travel or quarantine restrictions. But rest assured our competitors will be there.

To combat this, we have a fall-back strategy. We will take stands and man them with Embassy and locally-engaged staff supported by members of your

trade associations who will be showing UK capability videos produced by us but with your input. At the same time, we can arrange video meetings with potential clients to help establish leads and connections. Keeping the UK's messages in front of its audience is key."

For further information on any of the grant-funded events below, please contact: Chris Jackson, exports@uktag.co.uk or **07801 826069**

Event Name	Grant	City	Country	Start Date	End Date	
Agro-Futuro	£2,500	Bogota	Colombia	19.08.20	21.08.20	Virtual
GFIA	£2,500	Abu Dhabi	UAE	31.08.20	03.09.20	
Expointer	£2,500	Porto Alegre	Brazil	26.09.20	04.10.20	
CAHE	£2,500	Changsha	China	04.09.20	06.09.20	
VIV China	£2,500	Qingdao	China	17.09.20	19.09.20	
Agritechnica Asia	£2,500	Bangkok	Thailand	14.10.20	16.10.20	
Vietstock	£2,500	Ho Chi Minh City	Vietnam	14.10.20	16.10.20	
Agro-innovate	£2,500	Lagos	Nigeria	25.11.20	26.11.20	
Agritex	£2,500	Chandigarh	India	05.12.20	08.12.20	
Ildex	£2,500	HCMC	Vietnam	09.12.20	11.12.20	
Agros Expo	£2,500	Moscow	Russia	27.01.21	29.01.21	
Eurotier	£1,500	Hanover	Germany	09.02.21	12.02.21	
Agro Spring	£2,000	Kiev	Ukraine	18.02.21	20.02.21	
VIV Asia	£2,500	Bangkok	Thailand	10.03.21	12.03.21	



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