

GENETICS EXPORTS 2019

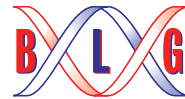
WINTER 2019

Welcome and Introduction

The Winter 2019 edition of the Genetics and Livestock Exports Bulletin heralds some exciting opportunities in Russia and South America as we look towards 2020 and build on the activities undertaken during 2019 to support the UK breeding sector in furthering export business.

We are pleased to report that the UK remains focused on promoting British livestock and genetics in markets where there is opportunity as well as maintaining trade in the European Union. This will continue during 2020 through Inward Missions and Overseas Expos with the support of the levy board AHDB, British Livestock Genetics Consortium (BLG), Department of International Trade (DIT) and UK Export Certification Partnership (UKECP). If you are interested in supporting the UK's breeding sector in overseas activities – many of which have grant funding through the Trade Access Programme (TAP) and are listed below in Overseas Expos – please do get in touch.

AHDB
EXPORTS



With Rio Grande do Sul Governor Eduardo Leite, British Honorary Consul Denise Pellin and Martin Whalley, Director Trade and Investment, Brazil

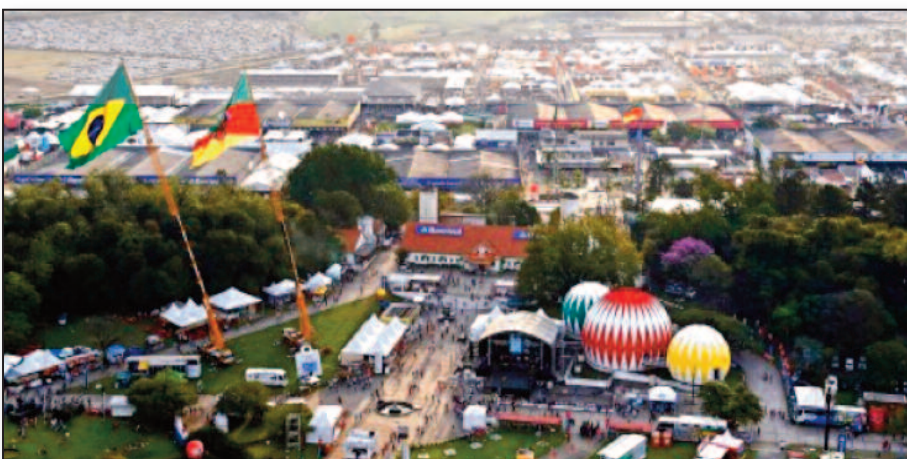
Excellent UK Sheep Prospects in Brazil • 24-31 August 2019

Representatives from the British sheep breeding sector attended the Expointer Show in Brazil 24-31 August 2019 considered to be the largest livestock show in Latin America with 370,000 visitors. Building on the work done last year at the event to pave the way for exports to Brazil of breeding sheep and germplasm, delegates were drawn from pedigree and commercial flocks, breeding companies and the National Sheep Association (NSA) with the aim of taking advantage of EHCs (Export Health Certificates) now in place for the export of ovine semen and embryos

to Brazil. Attending the event through grant support via the Department of International Trade (DIT) were Andrew Hambleton (AB Europe), Bryan Griffiths (Chairman, NSA) with his wife Liz, Kevin McCarthy (Ballycreelly Hampshires), Edward Adamson (UK Sheep Genetics and NSA NI Development Officer) and Richard Saunders (British Livestock Genetics Consortium).

Based at the British House 'Casa Britânica' located within the Expointer showground, meetings were held with ARCO (their NSA), MAPA (their Defra), EMBRAPA (Brazilian Agricultural Research Corporation – part of their Ministry) and FARSUL/SENAR/Casa Rural (Agriculture Federation for Rural Development in the Porto Alegre region of Rio Grande do Sul). A highlight of the event was the Anglo-Brazilian Sheep Seminar which acted as an important forum for discussion and exchange of knowledge.

continued



Expointer 2019

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

Excellent UK Sheep Prospects in Brazil



As the most southerly of Brazil's states – bordering both Uruguay and Argentina – Rio Grande do Sul (population 11 million) benefits from a climate ideally suited to growing grass with its pasture-based system well suited to British breeds of cattle and sheep. The most dominant native cattle breeds are Angus, Hereford and North Devon with continentals led by Charolais, Limousin, Simmental then Blonde. As for sheep,

the Texel and Corriedale breeds lead; thereafter Hampshire, Suffolk, Poll Dorset and Romney Marsh follow. At present, the beef price is low compared to the UK at £2.25 per kilo deadweight, whilst lamb is buoyant at £4.00 per kilo deadweight, on a par with the UK. Hence demand for sheep genetics is strong.

The State of Rio Grande do Sul alone is responsible for 44% of Brazil's agricultural production which includes soya bean and rice as well as livestock. State support is being given to small farmers with diversification encouraged – for example into planting olive trees for oil. Within a 900 mile radius of Rio Grande do Sul (incorporating parts of Argentina, Paraguay and Uruguay) is a population of 150 million representing

70% of South America's GDP. Agriculture in Brazil accounts for around 8% of the country's GDP (UK = 0.6%) rising to around 25% if you include Agribusiness as a whole.

Contacts made at the previous expo were cemented with ready demand found for importing sheep embryos and semen from the UK in particular for the Hampshire, Poll Dorset and Suffolk breeds. An Inward Mission is planned for May 2020 to bring Brazilian breeders to the UK to select stock. It should be noted that the EHC stipulates that flocks must be scrapie monitored for seven years in addition to fulfilling other health protocols.

The group was ably assisted by the Honorary Consul, Denise Pellin, who was responsible for a full and varied programme, in addition to Martin Whalley (Deputy Consul General, Sao Paulo) and Pedro Mendes (Strategic Accounts Manager AgriTech, DIT) ●



Clockwise from the top:

Liz Griffiths with a Texel ewe purchased at the Expolnter Show Auction for the equivalent of £11,750 by Fazenda Descanso

Suffolk Grand Champion with British-bred genetics (Ballynacanon and Perrinpit)



NSA Chairman Visits Expo Prado, Uruguay • 4-15 September 2019

Bryan Griffiths, Chairman of the National Sheep Association, and his wife Liz have been on a fact-finding mission to learn more about the sheep industry in Uruguay, taking in the noted Expo Prado agricultural show in Montevideo along with a visit to a Texel breeder near Conchillas and the SUL CEIDEG research station near Florida.

He writes: "The sheep flock has declined over recent years from over 12 million mainly fine-woolled Merinos to 6 million, 50% of which are dual purpose Corriedale ewes and 25% meat focused flocks. Amongst the high-end terminal sire breeders there was a clear desire to introduce British genetics and a frustration at the lack of import



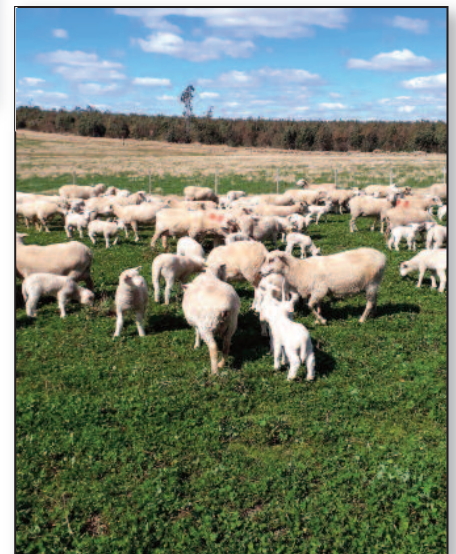
would be negated by increased costs and loss of value of wool on the finished hogget.

The British Pavilion at Expo Prado was excellent, with Harper Adams having a place there, several Uruguayan students having studied there last year. Any significant uptake of British genetics could go hand-in-hand with knowledge transfer and sharing best practice ●



certification. Texels lead the field, but the historic focus on wool has led to problems registering some sheep where any black fibres appear.

The large flocks are concentrated on natural pastures in the north and west. Trial work at SUL is working on better grasses and clovers, and better management practices especially at lambing time, to improve output. Those running the trial questioned whether improved meat outputs



Russia opening up to British Sheep

• 29-31 January 2020

The Department of International Trade (DIT) is supporting a Sheep Mission to Moscow at the end of January, 29-31 January 2020. Although at present the UK does not have an agreed Export Health Certificate for Russia, UK sheep are, nevertheless, in smallish numbers making their way to Russia via another eastern EU country where they get local residency prior to onward movement. With massive potential out East, this expo gives our sheep sector a subsidised opportunity to go to Moscow, gauge the market and make contacts. We look forward to hearing from those Charollais, Texel, Suffolk and Lleyn breeders who have already signed up ●

Looking Ahead to EuroTier, Germany

• 17-20 November 2020



Would you like to be involved in promoting UK genetics to the rest of the globe at the world's largest indoor livestock exhibition, EuroTier, being held 17-20 November 2020 in Hannover, Germany? We are hoping to repeat the excellent British



Livestock presence during the four-day show with a wide range of UK companies from the animal breeding, genetics and export sectors present. Grant support is available for eligible British farming and breeding organisations. Contact exports@uktag.co.uk ●

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

India

Agritex Hyderabad

• 5-7 September 2019

Attending this AgriTech event were seven UK companies from across the agriculture sector encompassing livestock, slaughtering equipment as well farm hygiene and irrigation systems. With interest mainly in pigs and cattle, there is an increasing demand for both meat and milk sheep along with goats.

From the UKTAG information booth we were able to advise potential breeders of the depth and scope of the UK industry and suggest that they might like to attend one of our sheep events to be held in the UK in 2020. Our new Capability Brochure was particularly useful in this regard.

Although Hyderabad is situated in a predominately crop growing area there was considerable interest in our pig industry with two of our companies arranging site visits to the Punjab and the North Eastern states where their regional governments want to expand and improve their industries with on-going demand for pig genetics in both regions. Interest for pig production was shown from producers in Mumbai and we were able to follow this up at the Kisan Agri-tech event in December (*see right*).

We also had enquiries for live dairy cattle, Jerseys and Black and Whites. Negotiations to agree a health certificate are underway ●

Pune • Kisan Agri-Tech

• 11-13 December 2019

The City of Pune in Maharashtra State sits halfway between India's second city, Mumbai, to the north and the tourist destination of Goa to the south.

Mumbai is famous as the home to Bollywood but more importantly it is India's financial capital with 46,000 millionaires and 28 billionaires with a total wealth of \$820M resident. It is



ranked as the 12th richest city in the world, has a total population of 19 million people with a huge demand for dairy products and a growing middle class who have substantial disposable income and are developing a taste for ham on their pizzas!

Goa only has a population of 1.5 million but it welcomes more than two million tourists a year and has the highest GDP of any Indian state.

The livestock priorities for Maharashtra include goats, dairy cattle and pigs. Genus had lots of enquiries for cattle genetics from private farmers. Meetings were held with the State Commissioner for Animal Husbandry who explained that the rising demand for pork both from domestic consumers and international hotels was being met by imports. The State wants to establish breeding farms to supply improved

breeding stock to farmers and encourage investment in building new abattoirs and packing stations. They also want to convert their existing goat meat industry into a goat dairy industry.

The State Government were impressed with the lead taken by the Punjab and the North Eastern States in importing UK genetics ●

Genus had a lot of enquires for bovine semen at the Pune event and Members of the DIT team in India with Prof Uppal and Chris Jackson from UKTAG visited the state government to hear about ambitious plans for livestock development.





Update from UKTAG UK
(UK Technology for Agriculture & Genetics)



Inward Mission for Goats and Pigs from India

• **October 2019**

As part of our ongoing India strategy we hosted a visit in October by Prof. P K Uppal, a leading consultant and government advisor to the Indian livestock sector. As well as visiting the

Pirbright Institute for discussions with the research teams on African Swine Fever, FMD and PRRS he also visited Yorkshire Goats to see their genetics, also visiting pig breeders •



An Inward Mission from India in October visited Yorkshire Goats as well as the Pirbright Institute. The leading role taken by UK scientists in developing a vaccine for African Swine Fever should be a source of pride for UK livestock breeders and exporters.

China

VIV China and Beijing Expo

• **19-23 September 2019**

As part of a concerted run of events leading up to the Chinese 70th Anniversary celebrations UKTAG organised British Livestock Genetics week partnership with DIT. We had a stand at the VIV China event as well as a Sheep Mission to visit a number of important breeders. The week concluded with a very successful seminar at the Beijing Expo attended by some of the country's largest pig producers as well as sheep and cattle interests. The event was used to launch the UK Livestock & Genetics Capability document in Chinese with a keynote presentation from Roslin Genetics as well as speakers covering cattle, sheep and pigs.

The event concluded with a reception at the Beijing Embassy joined by the UK's Chief Veterinary Officer, Christine Middlemiss and Phil Hadley (International Market Development Director, AHDB) who were on their



A one-way entry system to the show through a biosecurity tunnel with disinfectant mats and fogging was just part of the precautions taken against African Swine Fever.

way to the World Pork Congress. Christine Middlemiss was able to address to the reception and speak to Chinese

sheep breeders about their interest in acquiring British genetics.

More than £500k of orders for UK pig genetics resulted from this work and there will now be a reappraisal visit for our AI centres early next year with three new centres to be added for cattle and pigs. As part of that visit we also hope to introduce the Chinese to our sheep AI and Embryo centres in advance of the lifting of the Scrapie ban •



UK TAG

Update from UKTAG UK (UK Technology for Agriculture & Genetics)

Taiwan

Livestock Expo

• 31 October-2 November 2019

More than 14,000 Taiwanese livestock producers and international visitors attended the exhibition in Taipei and were very pleased to see a UK stand returning to the show after a long absence. The UK Livestock and Genetics Capability brochure which has been translated into Chinese was very popular. The majority of the enquires were for pig genetics and this visit was very timely as the Taiwan government are reviewing their import conditions. The excellent biosecurity controls at both the airport and the exhibitions itself show how seriously Taiwan regards the risk of African Swine Fever but also illustrates that it is possible to host an international exhibition if biosecurity is handled in the right way •

Many of these may be 'retail' enquiries but they indicate that there is huge potential for UK exporters to establish trade if they can find local importers and distributors with whom they can work to service this enormous demand.

There are also major projects for meat production and processing being discussed with DIT by large scale investors.

The development of modern sustainable livestock production in Africa is the big challenge and opportunity of the 21st century. UK industry and government should be looking south for the next big livestock genetics export opportunity •

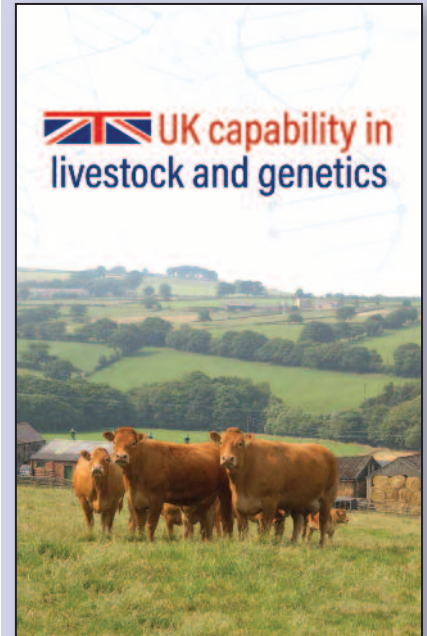
Two members of the DIT Agri-Tech team from London joined us at this event in Nigeria and we needed all the help we could get to deal with the vast number of enquires handled every day on the stand.

Nigeria

Agra Innovate

• 25-26 November 2019

More than four hundred visitors came to the UK TAG stand and left contact details. Almost two thirds of these related to livestock. Pigs were the species generating most interest with forty percent of enquires relating to improved pig breeding stock and genetics



The 48 page document sets out in detail the UK's capability in Livestock breeding and genetics.

With introductions from both DIT and Defra it is packed with great pictures of British livestock, iconic breeds and beautiful countryside. The document itself focuses on high tech breeding and selection programmes and cutting edge R&D. Sections on Dairy and Beef Cattle, Pigs, Sheep and Goats, Poultry feature export success stories. There is also a section on Research and Innovation and a contacts directory for industry organisations. It has already been translated into Chinese and we will be translating it into other languages next year.

We also hope to publish it on line so that the export success stories can be updated •



UK Maintains Strong Genetic Linkage with Ireland • 17-19 September 2019

Promoting British Pedigree Genetics at Ploughing Match

A record-breaking attendance of 297,000 over the three-day event made this year's Irish National Ploughing Championships held 17-19 September 2019 the most successful ever.

Spirits were high on the opening day as 102,500 visitors poured onto the site. This first day, being strongly business dominated, saw tremendous interest shown in the literature available from 26 British Beef, 6 British Sheep Societies, the British Pig Association along with breed information from a number of private pedigree herds and one semen company.

Visitors to the 'Ploughing' are drawn from every corner of the island of Ireland, in addition to strong international visitor support; the event attracts over 1700 trade exhibitors, covering all aspects of rural life. This was in addition to over 300 acres of competition ploughing, involving the



most modern and biggest reversibles to horses and vintage classes, with 300 competitors taking part. From an economic view point, the two million feet of trade space contributing to the event having an economic impact of over Euro 35m.

The steady stream of visitors to the stand clearly demonstrated the great

respect there is in Ireland for the quality of British pedigree genetics, with weighty Breed Year Books being highly sought after. Having had a presence at the event for a number of years, many breeders and Irish Pedigree Societies now seek out the stand, to update their breed information; the keen interest in the Native Breeds being very noticeable.

This, the 88th Irish National Ploughing Championships, was held near Ballinrane, Fenagh, Co Carlow, about 60 miles southwest of Dublin.

The stand was organised in conjunction with the British Livestock Genetics Consortium (BLG) and the Export Department of AHDB – Beef and Lamb; the objective of this British presence, at Ireland's premier agricultural event, being to raise the profile of quality British livestock genetics and to generate trade ●



Export Pathways Update

As Brexit has been looming, the members of the UK Export Certification Partnership (UKECP) have been updating and changing a great range of export health certificates (EHCs) to comply with the UK's new pending status. Hitherto all exports of livestock, semen and embryos (plus meat) to the other 27 members of the European Union have been covered by the TRACES system - this arrangement will continue for some while yet.

UKECP is a formal arrangement between Defra and Industry, the Industry partner is Export Certification Ltd (ECL) which is greatly supported by the Levy Boards. It's to the non-EU countries i.e. 'Third Countries', that most of UKECP/ECL's work is focused and as these EHCs are largely agreed bi-laterally they are independent of Brexit and the EU.

It's good to report that significant business in ovine germplasm has and is being undertaken in Mexico, New Zealand and USA, amongst others. With TAP unding to many countries via DIT and UKTAG it's a 'no brainer' to make use of this to travel and explore, make or refresh business connections.

Since the last Export Bulletin there has been much focus on seeking EHCs for various countries in South America, Asia and Eastern Europe. An ongoing feature is that frequently countries change their import conditions, necessitating more time and inputs in agreeing updates to the EHCs – a frustrating feature of our times.

All EHCs and their accompanying Notes For Guidance (NFGs) can be seen at:

www.gov.uk/export-health-certificates

If you have any queries about new markets and export certification, please contact us by email: admin@ukecp.com ●



UKECP Export Update

Specimen Export Health Certificates (EHCs) and their accompanying Notes for Guidance are available on the UK Export Certification Partnership's website – www.ukexp.com with new and revised EHCs signalled by Tweets.

For unlisted countries there may be political and other obstacles but we are always keen to help seek certification for commercially valuable exports

Email: admin@ukecp.com ●

Shropshires to Menorca

The Shropshire Sheep Breeders Association (SSBA) has seen export growth year-on-year with recent successes to Ireland, Spain, Belgium, Holland and France. Over the last eight years, the SSBA has facilitated over £200,000 of orders for its breeders. Shropshires are being used in conifer plantations and more recently orchards – with growers finding they not only eat the fallen and diseased leaves to help clean the pasture but also lift the canopy of the trees allowing more air flow to help maintain tree health. Buyers have included a kiwi fruit plantation in Spain as well as a 'first' to the Balearics with 17 shearling ewes and 2 rams heading to Menorca to work amongst fruit and olive trees. Most sheep are unsuitable for controlling herbage in tree plantations because they eat a lot of the foliage and cause serious damage by stripping bark, however pure-bred Shropshires behave differently and have a proven track record for controlling weeds which both reduces the need for herbicides whilst producing a valuable second 'crop' of lamb.

www.shropshire-sheep.co.uk ●



The Shropshires sent a load of shearling ewes and two rams over to Menorca this autumn, that is a first for the Breed to the Balearics



Semen to Bulgaria



Melview Redmaster Burgundy

A consignment of semen has been exported to Bulgaria following a visit to the NBA Beef Expo in May. A quantity of semen from four British bulls Greensons Howlett (Limousin), Melview Redmaster Burgundy

(Red Angus) together with Givendale Sportsman and Givendale Black Oswald (both Stabiliser) headed to a private investor in November ●

FARMGENE Update



Over the past 12 months, Farmgene has exported genetics to Mexico, Dominican Republic, EU, Norway, New Zealand, Tristan da Cunha, Canada and the USA and conducted services work in the EU, Kuwait, Iran, Australia and New Zealand.

See www.farmgene.com ●

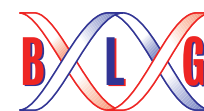
Selected Overseas Expos 2020

- *29 – 31 January • Agros Expo • Russia
- *18–20 February • Agro Spring • Ukraine
- 22 February–1 March • SIA • Paris
- *11–13 March • AgriTek/FarmTek • Kazakhstan
- *14–22 March • Fiagrop • Cuba (Hull Chamber)
- *18 March • Ildex • Vietnam
- 2–5 April • Agraria • Cluj • Romania
- *17–20 November • Eurotier • Hanover • Romania

UK Inward Missions

- 27–28 May • Beef Expo • Darlington
- 27–28 July • Sheep Event • Malvern

** TAP grant funding available for eligible companies. For further details and information on possible 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