The Hereford

Breed Newsletter No. 86 February 2015

Issued by:
The Hereford Cattle Society
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Breed Newsletter

Hereford Spring Show & Sale Tuesday 14th April 2015
Hereford Mart, Hereford

Entries Close Friday 27th February

Follow UK Herefords
THE HEREFORD CATTLE SOCIETY
SPRING SHOW & SALE
at
Hereford Livestock Market - HR4 7AN
TUESDAY, 14th APRIL, 2015
Judging: 9.00 a.m.  Sale: 12 noon
(Times may change dependent upon number of entries)

JUDGE
Mr. G. Blandford – “Bosa Herefords”
Entries Close: Friday, 27th February
Catalogues for this Sale will only be available
upon request and can be viewed on the Society’s Website

GENETIC SCREENING
Members are informed that ALL bulls entered for the Society’s forthcoming Spring Show & Sale in Hereford on Tuesday, 14th April will be tested in accordance with the Society’s genetic screening policy and results displayed at the Sale.

Whilst the Genetic Screening Policy is under constant review, the Council have agreed that any bull testing positive for either Idiopathic Epilepsy or Dilutor cannot be put up for auction at Official Society Sales.

DNA CHARGES
1. Sire Verification - £27.00
2. Sire Verification, plus Genetic Screening - £43.20
3. Sire Verification, Genetic Screening and Poll Gene Test - £60.00
(all inclusive of VAT)

In respect of 2, a discount of 5% is offered when 20 or more cattle are tested at the same time.
REMINDER
DNA TESTING SALE BULLS

All bulls entered in officially recognised Sales MUST be DNA tested and results received by the Society prior to the Sale.

To ensure that the results of the DNA test are received in time, “Hair Samples” should be submitted at least 6 weeks prior to the Sale.

Any bull for which a result has not been received will not be allowed to go forward for sale.

SALE INSPECTIONS
AT
HEREFORD LIVESTOCK MARKET

You are asked to note that, following the Veterinary & Independent Inspector’s inspection of Sale Entries, any that are rejected should be removed or returned home from the Sale premises by no later than 8.00 a.m. on the morning of the Sale.

If it is not practical to do so, they will be marked appropriately and re-penned in an area designated where signs will be displayed identifying the animals as rejected by the Veterinarian and Inspector and that they are not offered for sale.

SPRING SALES

The last Official Sale to be held this Spring will be the Native Breed Show & Sale at Dungannon on Tuesday, 21st April.
RANDOM INSPECTION OF CALVES

It is now six months since the Society commenced using the services of the independent organisation “NMR” to conduct the inspection of calves randomly selected each month and, to date, the service provided has been very efficient.

So far all calves selected have been inspected within 6 weeks of age and many within 4 weeks.

Reports on these inspections are placed before each meeting of the Council.

TRULY IRRESISTIBLE HEREFORD BEEF AVAILABLE AT ALL CO-OPERATIVE SUPERMARKETS IN ENGLAND, WALES & NORTHERN IRELAND

We are pleased to report that, following a very positive meeting with Co-operative Executives at their Headquarters in Manchester in December, their Supermarket Website now includes promotion of the Hereford Beef Range as follows:-

- “10 Reasons to Buy Hereford Beef”
- The Hereford Beef Logo
- Contact details of the Society Website for more information on the Breed.
- An endorsement of the Breed by Hereford Cattle Breeder and Beef Producer, Chris Weston.

Future meetings are planned to take place to discuss ways in which the profile of the Brand “Hereford Beef” can be further enhanced via such means as the Co-operative In-Store magazine and Co-operative Summer Show Stands.

GREAT YORKSHIRE SHOW 2015

This will be the second year that a joint stand between the Society and the North of England H.B.A. has been staged at this Show.

Last year it was felt that the site provided by the Show Society was too far away from the cattle judging rings so both the Society and the Association have taken the matter up with the GYS Society and we are pleased to report that they have now agreed to relocate the Stand to a site closer to the Judging Rings.
Calf Birth Weight Recording

Your Council wish to encourage all Members to submit the Birth Weights of all calves, details of which should be submitted at the time of the calf’s registration.

For those Members who do not have the required facilities to weigh calves, the Council wish to point out that weights maybe recorded by the use of a “Calf Weigh Tape”. The tapes can be obtained from the Society’s Office, free of charge (replacement tapes will then be available at £5.00 + VAT).

Many other breeds have adopted such a system – the general opinion being that it is a far simpler and more convenient procedure.

To maintain consistency, Birth Weights must be submitted either by using the Calf Weigh Tape or a Scales – not a combination of both.

Members are also requested to record the “Calving Code” for each calf at the time of registration. The codes printed on the Calf Notification Forms are as follows:-

1. No assistance
2. Slight assistance by hand
3. Assisted using ropes, calf puller, etc.
4. Veterinary assistance – non surgical
5. Veterinary assistance – surgical
6. Mal-presentation (such as breech)

National Young Show Stars Beef Challenge 2015

The above Competition is to take place at the Three Counties Showground Wednesday 1st and Thursday 2nd April, 2015. This event similar to that which has taken place at the same time as the NBA Beef Expo.

Teams of three aged between 14 and 24 representing their respective Breeds will be competing for the opportunity to travel overseas to compete in a similar International event.

All Area Associations & Clubs were provided with full details last December when we were made aware of the event taking place.

Entries have now closed (14th February) but not before an opportunity to inform all Associations & Clubs that the Society’s Council had agreed to provide funding of £250 per team entered up to a maximum of four.

At the time of writing we are aware of two teams entered representing the Midlands & East Anglia and the North of England Hereford Breeders’ Associations.
ACHIEVING A REALISTIC VALUE FOR YOUR BULL

Highlighted in the 2015 Breed Journal, and now supported in the recently published NBA Newsletter (see extract from their Newsletter opposite), bonuses of 30-40p/kg are achievable for Hereford sired progeny.

The qualifying specification is within a 240-400 kg. weight range and grades of 0 and better. These bonuses represent an overall premium of between £70.00 and £160.00 per head which suggests that at the high end, a 400 kg. animal could be worth in excess of £1,600.00.

It is therefore suggested that when valuing your bull for sale, these bonuses be taken into consideration so as to ensure you are realising a realistic value when selling your bull. Underselling can only have the effect of undermining the market, both for yourself and others.

To put it all into perspective, 30 Hereford sired cattle achieving a bonus of £115.00 per head (a halfway house between the suggested bonuses achievable) represents an overall bonus of £3,450.00.

So, when marketing your bulls use such information when valuing them.

CHAIRMAN OF COUNCIL
2015-2017

Mr. Richard Mann, “Spinney Herefords”, Leamington Spa, Warwickshire, has again been appointed as Chairman of the Society’s Breed Council for the next three years. He became a member of the Hereford Cattle Society in 1973, was appointed to Council in 1991, President in 2009 and Chairman of Council from 2012-2014. Since becoming a Member of the Council he has represented the interests of members in the Midlands & East Anglia region without a break.

DATES FOR REMAINING COUNCIL MEETINGS 2015

Thursday, 7th May
Tuesday, 22nd September
Tuesday, 17th November

ANNUAL GENERAL MEETING

Tuesday, 17th November
Specification applies to all parts of the supply chain, whether it is commercial cattle or premium markets. At present there are significant premiums available in the market for Hereford cattle, while organic beef continues to attract a premium over and above base prices. The premiums available on Hereford cattle have encouraged producers to produce more of these types of cattle.

During 2014 the number of Hereford sired calves increased with 17,506 calves registered and accounting for six per cent of beef sired calf registrations. The previous year 13,877 Hereford sired calves were born on NI farms, accounting for 4 per cent of beef sired registrations. The sharp increase in Angus and Hereford sired calf births represent the increasing use of these breeds by dairy herds as a sweeper bull. There are several benefits to this including shorter gestations, smaller calf size reducing calving difficulties and firm demand for these calves due to the attractive bonuses on offer for these cattle when they are ready for slaughter. Most NIprocessors offer a premium of some description for Hereford or Angus beef.

Over recent years there has been increasing retail demand for Hereford beef and this has been reflected in greater differentiation from a price perspective in the marketplace. Different plants have different clubs and schemes for Hereford beef and arrangements vary from one processor to another. One processor is paying a 30-40p/kg bonus on Hereford beef. The specification required is up to 36 months with a 240-400kg weight range with conformation grades of O and better qualify for this Hereford bonus.

Despite the sometimes hostile debates that take place in the supply chain about prices and specifications it is clear that market focused farmers will respond positively to meeting the needs of the supply chain when the right market signals are sent.

TOTAL UK NUMBERS OF HEREFORD SIRED CALVES RECORDED

See back cover which provides BCMS and APHIS data for the last 6 years.
17th WORLD HEREFORD CONFERENCE
18th-24th APRIL, 2016
MONTEVIDEO, URUGUAY

We have not received any further information on the above Conference to that published in the last Newsletter (November 2014). As soon as we do, details will be posted on the Society’s Website. However, Members wishing to receive details in hard copy format should register their interest with the Office.

REMINDEERS REGARDING TRANSFERS

Please note that all bulls sold must have their transfers recorded with the Society, imperative if we are to be able to assist with the promotion of our Breed in respect of the Branded Beef Schemes that the Society is involved with.

An important part of our involvement is being able to assist with the location of cattle to fulfil the demands of these schemes, and the location of the Hereford Bulls sold to commercial users greatly assists in sourcing eligible cattle.

It also provides the Society with a comprehensive data base to utilize in future promotion of the Breed.

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In the event of a request being received from a buyer to transfer an animal into their name, so long as the request is accompanied by the Society's Official Pedigree Warranty Certificate the transfer will be processed.

Any breeder selling stock that they do not wish transferred should ensure that the buyer is made aware at the point of sale and the Pedigree Warranty Certificate forwarded to the office for cancellation.

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All animals sold at Official Sales will automatically be transferred and the Transfer Fee of £15.00 + VAT deducted at the time of the Sale.
The “Denis Jones Memorial Overseas Travel Bursary”
to attend
The 17th World Hereford Conference, Uruguay
18th-24th April, 2016

Applicants must be between 17-26 years of age as of 30th April, 2016

Booking Deadline – 1st September, 2015

Preliminary details on the Conference can be seen opposite – we will post final details on the Society’s website as soon as they are received.

The successful candidate selected to attend will receive funding of 75% of the costs of Flights and Accommodation for the Conference period, 18th to 24th April, - the remaining 25% and Travel Insurance to be paid for by the candidate, who will also be responsible for any costs that may be incurred should they wish to participate in the Post-Conference Breeders Stud visits.

To apply for the Bursary each candidate must:

- Be nominated by a Member of the Society who will be required to present in writing their reasons why they believe the candidate would be a suitable nominee.
- Submit in writing-
  (i) A CV of their involvement with the Breed.
  (ii) A written report (up to 500 words maximum) providing reasons why they wish to attend the Conference.
- Be prepared to provide a full written report on their experience, accompanied by appropriate photographs for publication in the Society’s Annual Journal.
  (They will also be expected, if invited by an Area Association, to make a presentation on their trip).
- Following receipt of all applications, the Chairman and President of the Society will act as adjudicators to select the successful applicant.

IMPORTANT

Applications must be submitted to the Hereford Cattle Society by no later than TUESDAY, 1st SEPTEMBER, 2015

Any Young Breeder wishing to receive final details (when received) and an Application Form should contact the Office to register their interest.
A PRACTICAL GUIDE TO CATTLE JUDGING

Firstly, refer to the Schedule and check the Classification of each Class.

Walk the ring and decide where best to view the animals and to stand them.

Check with your Steward that the animals enter the ring in age order (oldest first, etc.).

View the profile of the animals from a distance as they parade around the ring, checking their motion and size (compare against an object in the background) about two laps of the ring.

Stand in a corner of the ring and watch the animals coming towards you, preferably uphill, then away on the level, looking for fore and hind legs in line and that foot placement is correct i.e. the rear hoof should land in the mark left by the front one. Movement should be smooth and free flowing.

Ask your Steward to stand the cattle in a line, ideally face up the slope if there is one and with the sun (if sunny) on your back. Then walk along behind checking and comparing, likewise along the front. Then proceed to handle the animals from front to back checking on condition and muscling and any reproduction issues, i.e. udder development in females and testicles on bulls.

By this time you should have a pretty good idea of your placings, then ask the competitors to walk around the ring again and pull individual animals into the line in the order you want them.

When you have completed the line-up, just check that you are happy with your placings before handing out the prize-cards and remember when doing so to thank the competitors for coming and make positive comments about their cattle.

If making comments on the microphone, remember to thank the organisers for asking you to judge.

Points to look for: Balance, correct structure, muscling, locomotion, well grown and good size for age, waste free (type the market is looking for), coat find and smooth (“hard coat, hard feeder”), colour and markings to conform to Breed type.

DO: Dress suitably for the occasion, i.e. suit or jacket and always a tie.

DONT: Enter into long dialogue with the competitors in the ring.

Wear wellington boots unless absolutely necessary.

Forget to thank your Steward.
Should any Member wish to receive additional copies of the above Journal a charge of £5.00 will have to be made to cover the postage.

Additional copies can, of course, be collected from the Society’s Office or at any of the Shows & Events at which the HCS has a presence free of charge.

**SPONSORSHIP AT WINTER FAIRS**

*English Winter Fair, Royal Welsh Winter Fair, Scottish Winter Fair, Allams Christmas Show, N.I. and East of England Smithfield Festival*

The Hereford Cattle Society will award **£1,000** to the Exhibitor of the Overall Supreme Beef Champion if by a Registered Pedigree Hereford Sire.

In the case of Class Entries at all the events, both Pure-Bred and Cross-Bred, **£50** will be awarded to the first three Prize-Winners of each Class if by a Registered Pedigree Hereford Sire.

In all instances proof of identity of the Sire, either in the form of a Pedigree Certificate, in the case of Pedigree entries, or a copy of the Passport in the case of Cross-Bred entries must be submitted to the Hereford Cattle Society for confirmation.

The £1,000 will only be awarded subject to the winning animal being DNA tested and being verified by the sire stated.

**ADVERTISING RATES FOR BREED NEWSLETTERS**

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THE HEREFORD CATTLE SOCIETY
AUTUMN SHOW & SALE
will be held at
Hereford Livestock Market - HR4 7AN
on
TUESDAY, 13th OCTOBER, 2015
The Society’s Annual Dinner will be held on the eve of the Sale
at the Three Counties Hotel, Hereford.
The awards presented at this Dinner will include the
National Hereford Suckler Herd of the Year, Bull, Female,
Show Herd and Sire of the Year.

BEEF EXPO 2015
Organised by the NBA – Euan Emslie – Tel: 01430 441870
Email – euan@nationalbeefassociation.com
This event to be held at
York Auction Centre
on
THURSDAY, 21st MAY
Please make an effort to come and support your
Breed Stand

HERD BOOKS FOR SALE
1859 to 1970
Contact
Daryl & Janine Hirschowitz, South Africa
(dj.hirschowitz@gmail.com)
NATIONAL HEREFORD STOCK JUDGING COMPETITION

For 2015 the above Competition will, as usual, be held at
The Royal Three Counties Show on Saturday, 13th June at 2.00 p.m.

Further details available from your local Association or Club.
PLEASE MAKE EVERY EFFORT TO SUPPORT THIS COMPETITION

ROYAL THREE COUNTRIES SHOW 2015

Ascaris, the Society’s Caterer, have as usual agreed to provide a pre-Show Supper on Thursday evening – 11th June for Exhibitors, Stockmen & Friends

£9.00 per head

MIDLANDS & EAST ANGLIA H.B.A.
Calf Show 2015

will be held at
The Newark Vintage Tractor and Heritage Show, Newark Showground
on
SUNDAY, 8th NOVEMBER

For further details contact:
Alan Pittam - 01788 890702 – ale.pittjoyal@btopenworld.com
Visit the 31st NATIONAL HEREFORD SHOW at TENBURY WELLS, WORCS. Saturday, 1st August, 2015
Judge
Mr. P.J. Budler
USA

Join us for a Steak Supper on the evening before the Show

For details of membership and activities of the National Hereford Show Club contact the Hon. Secretary
Mrs. Sarah Cowle
15 Station Road, Quainton, Aylesbury, Bucks., HP22 4BW
T: 01296 658310
E: s.cowle@hotmail.co.uk

Visit the NATIONAL POLL HEREFORD SHOW at MORETON-IN-MARSH Saturday, 5th September, 2015
Judge
Mr. Steve Edwards
Leicester

Join us for a Steak Supper on the evening before the Show

For further details contact:
The Secretary, Moreton-in-Marsh Show, Oxford Street, Moreton-in-Marsh, Gloucester, GL56 0AB
T: 01608 651908
E: post@moretonshow.co.uk
www.moretonshow.co.uk

SCOTTISH HEREFORD BREEDERS’ ASSOCIATION

2015 SCOTTISH NATIONAL SHOW AT PERTH on SATURDAY, 1ST AUGUST
Judge
Mr. Ian Shaw

OPEN TO ALL MEMBERS OF THE HEREFORD CATTLE SOCIETY

For Schedule and Entry Forms contact:
Mrs. P. Wason, 1 Balbuthie Cottage, Elie, Leven, Fife, KY9 1EX
Tel: 01333 730877 – Mob: 07855 237474
Email: saltireherefords@outlook.com
HCBA CHRISTMAS & NATIONAL CALF SHOW
2015

Hosted by
THE HEREFORD CATTLE BREEDERS’ ASSOCIATION
to be held at
SHREWSBURY LIVESTOCK CENTRE
on
SATURDAY, 12th DECEMBER

Schedule and Entry Forms
will be available from the Society’s Office
during the Autumn

For any further details contact:

Chairman
Andrew Hobson
Phone: 01452 840267 - Mob: 07979 594468
Email: andrew@marshcourt.com

Secretary
Alison Allman
Phone: 01432 880027 - Mob: 07860 308599
Email: allman.amberley@gmail.com
CALF MANAGEMENT LETTER
LETTER ‘N’

Those Members adopting a management letter as an additional means of identifying calves are advised that the letter “N” should be used in respect of calves born on or between 1.7.15 and 30.6.16.

BRIGHTWELLS IN CONJUNCTION WITH HEREFORD MARKET AUCTIONEERS

SHOW & SALE

of

Hereford and Hereford Cross Store Cattle Sired by a Registered Hereford Bull, including Beef Type Cows in or with Calves and Feeding Bulls

will be held at
Hereford Livestock Market at 11.00 a.m.

on

Thursday, 2nd April, 2015
Thursday, 18th June, 2015
Thursday, 17th September 2015

For further details contact:

Michael Evans, Greg Christopher or Sara Hamer
mike.evans@brightwells.com
greg.christopher@brightwells.com sara.hamer@brightwells.com

Tel: 01568 611166
Why risk losing a sale without Luckpenny Insurance?
The high value of pedigree stock is a significant financial risk to a business should an animal die. If you are planning to sell pedigree cattle at the forthcoming Sales, you should consider providing buyers with Luckpenny Insurance as an extra incentive to purchase from you.

NFU Mutual’s Luckpenny insurance operates from "fall of hammer", for a period 3 months and gives customers further confidence to purchase an animal from you. The cover includes:

- Loss of animal (males and females) - each animal is insured against death or slaughter on humane grounds due to injury, illness or disease.
- Loss of use (bulls only) - we will pay if the insured animal:
  - becomes permanently incapable of natural service as a direct result of an accident, or
  - becomes permanently infertile, impotent or incapable of natural service as a direct result of accident or illness

The premium for this cover is based on the value of the animal with a rate of 2.78% per £100 for each animal sold at auction (plus Insurance Premium Tax).

We can also include fertility guarantee cover at an additional cost to protect you should bulls that you sell fail to fulfil the guarantee of fertility contained in the Sale Rules.

Knowledge and Experience
NFU Mutual is a name you can trust as we have been looking after the insurance needs of farmers for over a century. Our Lanark Office has over 15 years’ experience in selling Luckpenny insurance, therefore you can feel reassured that we have a considerable understanding in this field.

Don’t miss out on sales, call Nicky or Isobel today on 01555 662271.
PAYING YOUR ACCOUNTS BY BACS  
(BANK AUTOMATED CLEARING SYSTEM)

Just a reminder that a number of Members have chosen to pay their accounts by “BACS”.

“BACS” is ideal for making regular automated payments, helping reduce costs of administration and improve financial control.

As the process is electronic, it removes the need to write cheques which can be costly and is often subject to human error.

Payments can be made much later in a business day – up to 9 p.m. and are cleared within two business days to any Bank Account.

Should you wish to pay your accounts using this method, you will need to approach your Bank who will require the following details:–

- Society Bank: National Westminster
- Account Name: The Hereford Cattle Society
- Sort Code: 53 50 41
- Account Number: 05613019

It would assist us that, when setting up your payments by this method, you request that your Bank use your Society Membership Number as a means of identification in addition to your name.

You should also ensure that we are informed that you will be paying your accounts by “BACS” and that you advise us on each occasion a payment is being transmitted. This can simply be an email at the time your payment is made.

Details relating to “BACS” now appear on all Invoices being sent out from Hereford House
MAKE USE OF THE
“ONLINE REGISTRATION SYSTEM”

Members are encouraged to make use of the “ONLINE REGISTRATION” facility available on the Society’s Website under the heading “MEMBERS ONLY”.

To access this facility for the first time you will need to contact the office to obtain an ‘access code’.

Once you have entered “ONLINE” you will be requested to create your own “Password” for future access. You will find a number of facilities available to you as a Member of the Society which are all fully explained.

Once logged onto the file you will have the ability to submit Calf Notifications/Registrations online and the basic instructions to do so are:-

- Click on the link that says ‘online transactions’.
- Then click on ‘create a new batch’.
- Then select the appropriate batch type (Calf Registration/Notification).
  At this stage Recording Members can also choose an option to submit their Performance data.
- When the batch has been created you will need to click on the ‘add button’ to record/register each animal that is included in the batch.
- Once created additional animals and information can be added/changed until such time that you submit the batch to the Society. The batch will remain in a holding file until you submit it.
- Please remember that, having created a batch, it must be submitted to the Society within 27 days of the oldest calf on the file otherwise late fees will automatically be imposed.
- The information available to you includes the Sire and Dam of each calf, details of which can be accessed by either –
  (A) Selecting the animal from a drop down list, OR
  (B) Manually entering the Identity Number (Tag No.) of the animal.

The drop down list of Sires will include all those you have used in the last two years.

The list of Dams will consist of active cows currently in your ownership, together with breeding age heifers.

REMEMBER TO CLICK “SUBMIT” WHEN ENTERING REGISTRATIONS ON-LINE

Members using the on-line facility to register their calves are asked to note that they must click “SUBMIT” before signing off.

If this is not done the data does not come through to the Society for processing, therefore running the risk of late fees being imposed.
NEW MEMBERS ELECTED

Carvell, D.       Carvell Herefords
Gelli Wastad Farm, Pant, Lasau, Morriston, Swansea, SA6 6PX

Goldie, W.O.D.     Doonside Herefords
Barnford Farm, Dalrymple, Ayr, KA6 6BA.

Harrison, R.      Canalside Herefords
New Village Grange Farm, Main Road, Newport, East Yorkshire, HU15 2PP.

Jerman, R.        Bryntalch Herefords
Lower Bryntalch, Abermule, Montgomery, Powys, SY15 6LA.

Jones, M.        Llangynin Herefords
Aber, Llangynin, St. Cears, Carmarthen, SA33 4JY.

Jones, R.G.       Penmon Herefords
Bryn Mawr Farm, Penmon, Anglesey, LL58 8SG.

Lamb, A.       Grangefell Herefords
Casterton Grange, Casterton, Cumbria, LA6 2LD.

Lewis, P.R. & R.J.     Cerrig Herefords
Groudd Hall, Cerrigydrudion, Corwen, Denbighshire, LL21 9TA.

McFadden, I. & J.    Bellshill Herefords
46A Bellshill Road, Castledawson, Magherafelt, Co. Londonderry, N. Ireland, BT45 8HG.

Neagle, J.T.        Velmore Herefords
1 Velmore Farm Cottage, Bournemouth Road, Chandlers Ford, Hampshire, SO53 3HF.

A. & A. Parkinson Trading as JG Thompson
Harlow Farm, Stanton, Ashbourne, Derbyshire, DE6 2DD.

Purdy, J.        Moneydarragh Herefords
23 Grove Road, Annalong, Co. Down, N. Ireland, BT34 4XB.

Rowe, J.       Penrowe Herefords
Middle Bodiniel Farm, Bodmin, Cornwall, PL31 2PF.

Thomas, G.      Church View Herefords
Church View, Mathry, Haverfordwest, Pembrokeshire, SA62 5HA.

Walters, M.J. & J.M.
Field House, Preston, Telford, Shropshire, TF6 6DH.

Wearne, C.P. & K.L.     Tremenheere Herefords
Higher Tremenheere, Wendron, Helston, Cornwall, TR13 OPP.

Williams, B.       Tirmynydd Herefords
Tirmynydd Farm, Salem Road, Tenybank, Llandeilo, Carmarthen, SA19 7LP.

Williams, D.S.      Muriau Herefords
Muriau, Cilan, Abersoch, Gwynedd, LL53 7DD.
Providing a comprehensive insurance cover for your entire herd or individual animals, our H&H Insurance in-Livestock team can arrange a wide range of tailored insurance covers including:

- Vendors Fertility Guarantee
- All Risks Mortality, Permanent Loss of Use and Disease Cover
- Full Herd Disease Cover for TB, Brucellosis, Foot & Mouth

Ensure your livestock is covered... Talk to our in-Livestock team about the range of available products and request a quotation for cover at very competitive rates.

CAN YOU REALLY AFFORD TO TAKE THE RISK AND NOT INSURE?

Contact us today...

T. 01228 406290 | E. info@in-Livestock.co.uk | W. in-Livestock.co.uk
Total pedigree management

Improve how you manage information relating to your pedigree Herefords with Farmplan’s Cattle and Livestock Manager software. The software allows you to import valuable animal details from the society including Sire and Dam details and Herd Book number. Plus you can have instant access to current EBV data via the link in the software to the individual animal’s webpage.

Exclusive 15% discount available off Cattle and Livestock software for Hereford Cattle Society members. Offer ends 31st March 2015

Call 01594 545000 today to find out more about how specialised farm management software can benefit you. Software support and training available.

sales@farmplan.co.uk | 01594 545000 | www.farmplan.co.uk

Accounts | Cattle | Sheep | GateKeeper | Property | Payroll | Sales Order Processing
The continuing rise of the Hereford Breed

Hereford sired progeny has grown significantly in recent years in both Great Britain (BCMS) and Northern Ireland (APHIS).

Numbers have increased by 14% over the past 12 months with an overall increase of 38.8% over the past six years.

The number of Hereford sired carcases eligible for Hereford Branded Beef Schemes has increased a massive 297% over the past 10 years!

More Email Addresses wanted....

If members would like to receive regular NEWS UPDATES from the SOCIETY could they please send an email to:
david.deakin@herefordcattle.org

(Emails will help to save time, paper & postage)