

THE THOMAS DUCKHAM EPERGNE AWARD

Chairman's Report

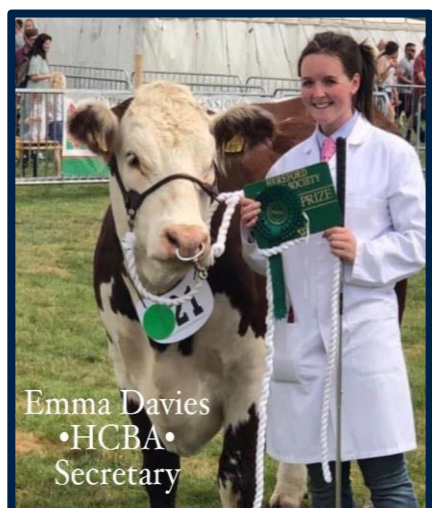
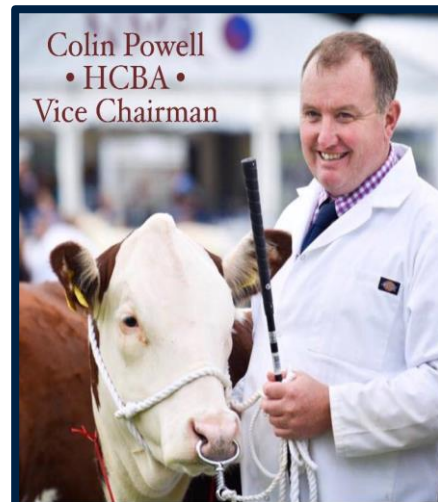
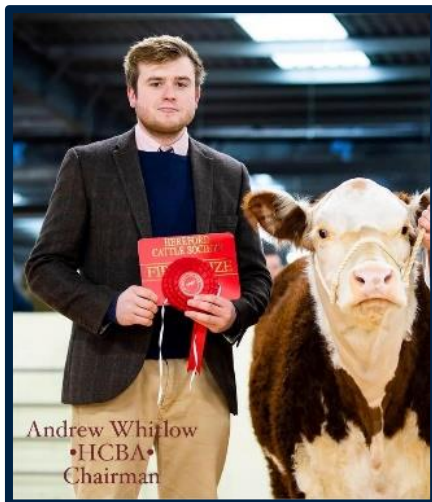


1. INTRODUCTION

The Hereford Cattle Breeders Association (HCBA) is a regional association for pedigree Hereford cattle breeders in; Herefordshire, Shropshire, Staffordshire and Worcestershire. The association has a signed membership of 34 herds, herd sizes vary from 8 cows to 64+.

As an association we are extremely proud of our members, promoting a high standard of quality cattle, achieving record sale prices, holding bicentenary herd sales and awarded national show and society titles throughout the UK.

Our current HCBA committee was formed in 2022 and is made up of four individuals who continue to manage and oversee the running of; administration, accounting, competitions, sales, shows and social events for the association .



2. ACTIVITIES ORGANISED BY THE ASSOCIATION FOR ITS MEMBERS

2.1. 2020

Due to the global pandemic of COVID-19 the association was unable to arrange activities for members and it was decided for the safety of others to not continue with organised events during the winter or Christmas period. The association maintained contact with its members via email and encouraged participation in online events such as photographed herd competitions.

2.2. 2021

February:

The HCBA looked forward to 2021 to try and return to some normality. However due to Covid-19 rules and restrictions our AGM had to be held via a Zoom call, which we believe to be the first in the association's history. David Makin, Andrew Whitlow and Jenny Pudge were all re-elected into their positions as Chairman, Vice Chairman and Treasurer with Emma Davies newly elected as Secretary.

May:

Making up for lack of events in the previous year, as soon as it was practical and safe to do so, we held our first social of the year. This was warmly hosted by Scott and Isabel Coates on their farm in Monmouthshire. After viewing the herd of Parkapella Hereford cattle of which there was an excellent stock bull and quality cows, we got to the business end of the trip – a tour and tasting session of their new sheep's cheese enterprise. This involved a look around at the milking parlour and cheese making facility, finishing off with an excellent sampling of the various cheeses they produce. It was great to see so many familiar faces and some new in such a long time.



July:

As we progressed through the year, we saw the return of the Area herd competition. This was judged by prominent Limousin breeder Richard Bartle who had the task of judging over 20 herds covering all corners of the HCBA. Results evening was held at Eldersfield Herefords by Lorraine Hobson, with Farm manager Daniel Goodman giving us a great insight into the system that they run which focusses on utilising grass in a rotational grazing system. This gave everyone on the tour food for thought on how to best manage cattle on a grazing platform and really gain the “white face advantage” that Herefords have when it comes to performing well on grass-based systems. Richard Bartle was very encouraged by what he saw when judging and added some comments on how we could advance the competition further by adding more classes.



September:

Making the most of the late summer evenings, we held a social at Blackhall Herefords, kindly hosted by Ray and Jenny Pudge in Herefordshire. Breedplan performance scanner and recorder Jim Barber attended and gave a demonstration of how the scanning measurements for an animal's carcass EBV's are recorded. He also did a brief run down on how the data is interpreted as well as some useful tips to members on how to get the most out of the whole Breedplan system. Main points being trying to keep recording consistently, honestly and accurately.



2.3. 2022

May:

As soon as the clocks changed and we could enjoy daylight, we held our first farm walk of the year. This was kindly hosted by Robert and Richard Thomas of Risbury Court. I'm sure the HCBA members would agree it was an eye-opening experience with the farm now running as a regenerative farming system. Richard's passion and enthusiasm for how modern farming practises can work hand in hand with nature was clear to see. It was a pleasure to see how the Hereford breed was working at the centre of such a holistic system. A sociable evening was had by all with members.



July:

We were extremely lucky to welcome Clive Roads of McCartney's Auctioneers as our master judge for the 2022 Herd Competition. Clive's knowledge and experience of cattle shone throughout, when giving his reasons to our members after judging over 20 herds from across the HCBA. Responding to feedback we had from last year's judge, we decided to add extra classes, which added depth to the competition and is something that will now continue. Members were given a tour of Freetown Herefords by the Bradstock family. A fun, sociable evening was had by all and even some stock judging was thrown in for good measure!



September:

Heading into the autumn months, we held a social at Boycefield Herefords, kindly hosted by James Lewis and family. We were given an excellent herd tour of the Boycefield herd which are paddock grazed cattle on a regenerative system. The HCBA also welcomed a guest speaker on the evening, Nick Gibbons, Partner of Belmont Vets. Nick gave members a fascinating insight into the new animal pathway legislation that is being brought in as part of the new government support scheme. Thanks go to James and Cin Lewis for such a warm reception and to Jenny and Collin Powell who did a sterling job of the catering!



3. EVENTS AT WHICH THE ASSOCIATION HAS PRESENCE AND DETAILS OF THE FORMAT OF ITS PRESENCE.

Every August, the HCBA committee and members' focus turns to looking forward and preparing for the HCBA Christmas Calf Show at Shrewsbury Livestock Centre. The HCBA Christmas Calf Show did not run in 2020 due to COVID-19 but the association ensured its return for 2021 was going to be bigger and better.

In 2021 and 2022 the HCBA have welcomed a total of 250+ entries for the event, from young handlers to heifer and bull calf classes. The return of the 2021 Calf Show saw new sponsorships, an increased social media platform for the event and spectators from Ireland attend the show. Building on the success from 2021, the association increased prize money, championship rounds and class types, in order to expand the event, promote the breed and elevate the show for the attraction of new sponsors and entries.


The HCBA Christmas Calf Show is an opportunity for the association to provide a winter show with notable prize money for all UK Hereford herds.



4. ANY INVOLEMENT IN AREA BREED SALES

In 2022 the HCBA committee and members agreed to pursue hosting a closed area breed sale. Members from Herefordshire, Shropshire, Staffordshire and Worcestershire were to have an opportunity to sell cattle in the Spring. As an association we made the decision to close the breed sale for the area members only, allowing an increased opportunity to sell cattle and regularise sales and values for HCBA members.


The HCBA committee entered discussions with McCartneys Livestock Auctioneers and secured Worcester Livestock to host an exclusive sale of HCBA Hereford Cattle in Spring 2023.



HEREFORD CATTLE  BREEDERS ASSOCIATION

PEDIGREE HEREFORD CATTLE

Show & Sale

 **McCartneys**
Rural

**MAY
5
2023**
SHOW - 10 AM
SALE - 12 PM

 **MartEye**

WORCESTER LIVESTOCK MARKET, WR4 0SQ

MCCARTNEYS - THE HEATH MEADOW
NUNNERY WAY, WORCESTER, WR4 0SQ.
PH. 01905 769770 - WORCESTER@MCCARTNEYS.CO.UK

 Hereford Cattle
Breeders Association

5. DETAILS OF ANY ADVERTISING UNDERTAKEN BY THE ASSOCIATION

Since 2020, the HCBA continuously advertise the association on social media platforms such as Facebook and Instagram. The committee encourage members to post online about their herds, prize winners and anything interesting that's going on. Members will tag the HCBA social media accounts, which allows the HCBA to re-share photographs and stories to a wider audience, enabling promotion of the herd and our members herds.

Social media platforms are a free tool advertising tool for the association and it is a primary form of advertisement for the breed, association, events and competitions. The association does pay approximately £50.00 to boost Facebook posts to share adverts regarding the HCBA Christmas Calf Show which has proven to increase awareness and attendance of the event.



The HCBA committee find it insightful and beneficial to regularly look at the performance statistics of our social media pages, an example can be seen below of our Facebook page in the last 28 days;

Top post

[See all](#)

Last 28 days

Boost this post to reach up to 1782 more people with every £14 that you spend.



HCBA HERD COMPETITION 2023 RESULTS 🏆 Small Herd: 1st Bosa
2nd Buckenhill 3rd Longridge 4th Heath House Medium Herd: 1st...

Published by Emma Jade · 16 July at 22:31 · 🌐

Post impressions

7,616

Post reach

6,962

Post engagement

1,629

See insights

Boost post

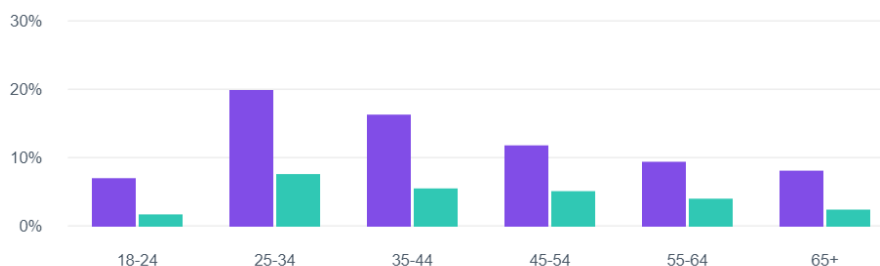
Audience

These values are based on total followers of your Page or profile.

Create a post

Age and gender

Men 73.30%
Women 26.70%







Page overview

Create a post

Last 28 days

Discovery

 Post reach	7,313
 Post engagement	1,634
 New Page likes	5
 New Page followers	15

6. **DETAILS OF ANY PROMOTIONAL MATERIAL, i.e. BROCHURES, WEBSITE, ETC.
PRODUCED BY THE ASSOCIATION**

- The HCBA are proud to have revitalised the social media platforms (Facebook and Instagram) pages for the association, updating photographs, contact details, regularly posting current content and most importantly being interactive with our members and the public.
- A new initiative from 2022, was to create HCBA calendars. We used the HCBA Christmas Calf Show as a chance to market our newly designed HCBA 2023 calendars which includes photos from our members herds for each month.
- Banners have been produced by the HCBA to display at show and sales.



7. ANY ACTIVITIES ENCOURAGING YOUNG MEMBERS

Young members of the HCBA are always encouraged by the HCBA to join groups such as UK Hereford Youth to expand their knowledge, meet new friends and to increase their skills with livestock.

It is important for the HCBA to encourage, support and guide the next generation of cattle breeders and this is why we wanted to reinvent the young handler's competition at the HCBA Christmas Calf Show 2022, by partnering with Hereford Youth UK.

We challenged and encouraged competitors across all age groups to approach public speaking. A skill which will be needed in all elements of life but particularly as their career in the breed grows if they are to ever provide reasoning as future judges! There was an outstanding display of cattle from all exhibitors with over 120 entries.

Andrew Whitlow
Hereford Cattle Breeders Association
Chairman

+44 (0) 7502 614 550

ajwhitlow1@hotmail.co.uk