

RIISING TO THE CHALLENGES

A BEEF AND SHEEP INDUSTRY CONFERENCE

TUESDAY 17TH MAY AT AIRTH CASTLE, NEAR FALKIRK



Sheep *How to Improve Your Bottom Line*

Dewi Jones



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What does the future look like?

- ✓ Responsible, efficient production
- ✓ Balancing economic, social and environmental balls
- ✓ Business focus is essential (the dreaded business plan!)
- ✓ Informed decisions through measurements
- ✓ Greater efficiency
- ✓ More integration and partnership



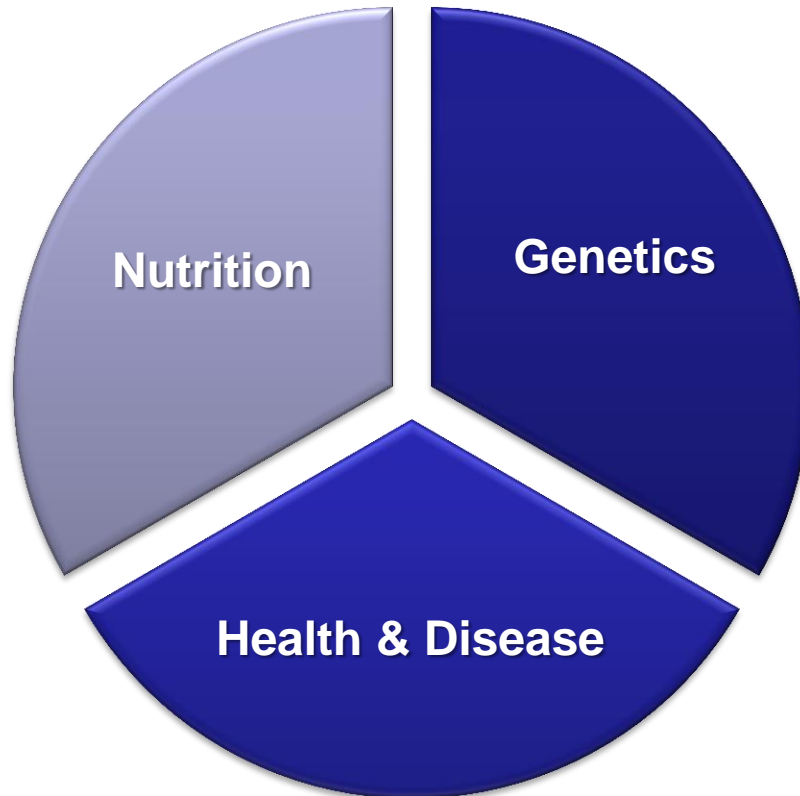
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Focus on the things that you can control



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What is wrong with our current system?



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Buy rams from large breeding flocks under forage based commercial conditions...



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Cut out unnecessary cosmetic costs



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Breeding Objectives

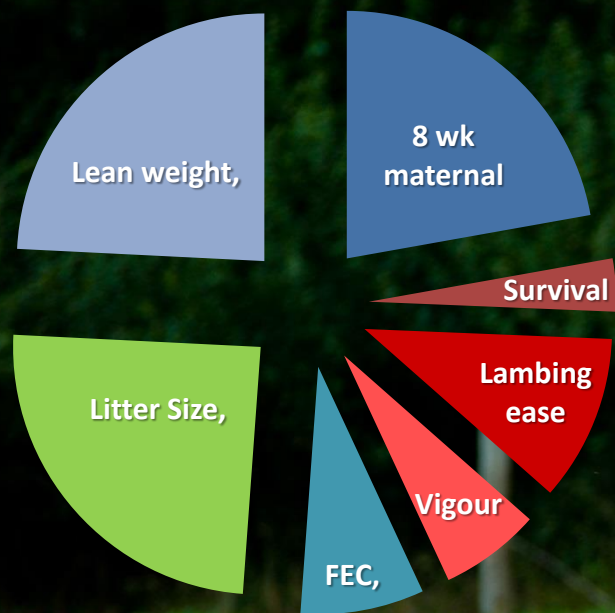
- ✓ Measure traits that have commercial relevance and value to your marketplace
- ✓ Identify where the value will be realised
- ✓ Select on those traits and measure progress
- ✓ Selective culling
- ✓ Establish a feedback mechanism



What do we want from a breeding ewe...

- ✓ To produce lambs consistently, with minimal cost
- ✓ To lamb itself without an army of staff
- ✓ To mother and look after those lambs through to weaning
- ✓ To stay healthy and maintain herself without feed and fuss
- ✓ To keep doing it until she's an OAP

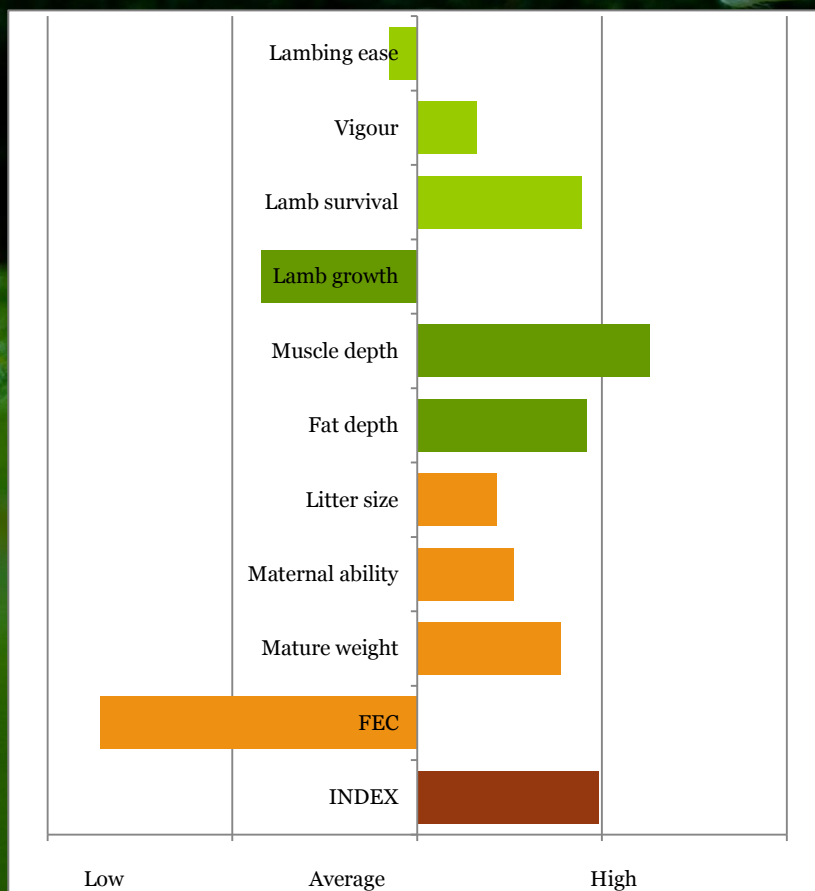




ABERFIELD...

Multi-trait maternal selection, selected to lamb outdoors and to perform off a forage based system

Choosing an Aberfield ram





HIGHLANDER

Composite Breeding



What do we want from a Meat Sire...

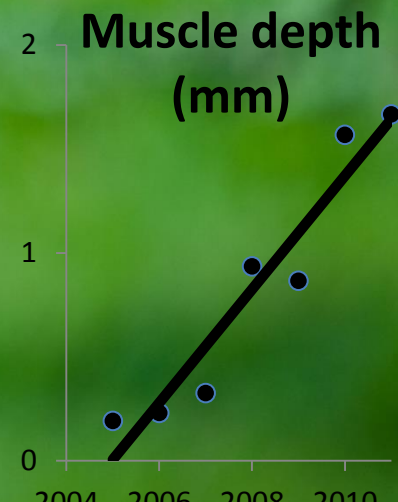
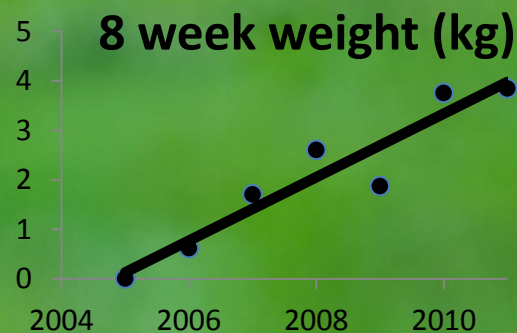
- ✓ Easy lambing
- ✓ Lambs with vigour to survive and suckle
- ✓ Fast, efficient growth rate from forage (days to slaughter)
- ✓ Good carcass quality: yield and composition (R2/3L)
- ✓ MEAT EATING QUALITY



ABERMAX..

Lambing ease and vigour
High meat yield

Fast growth off forage
Good meat eating quality





PRIMERA progeny testing



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Latest tools & technology



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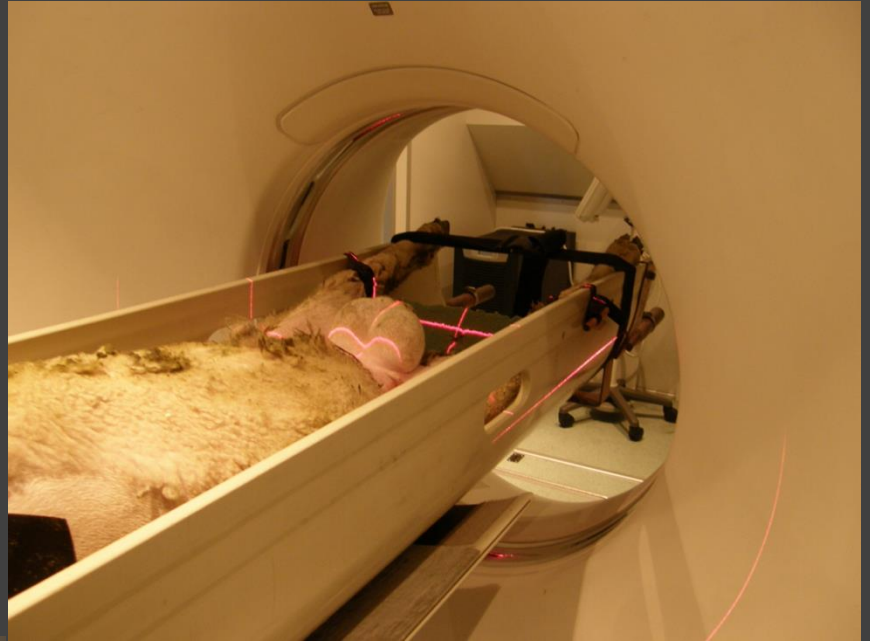


DNA Shepherdding

Recording important traits: foot and dag scoring



CT Scanning





DNA



**Maternal
traits**



**Lambing
traits**



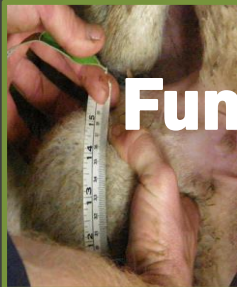
**Health
traits**



**DATA FOR
TRAINING**



**Growth
traits**



**Functional
traits**



**Eating
quality**



**CT
traits**

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Integration & Partnership

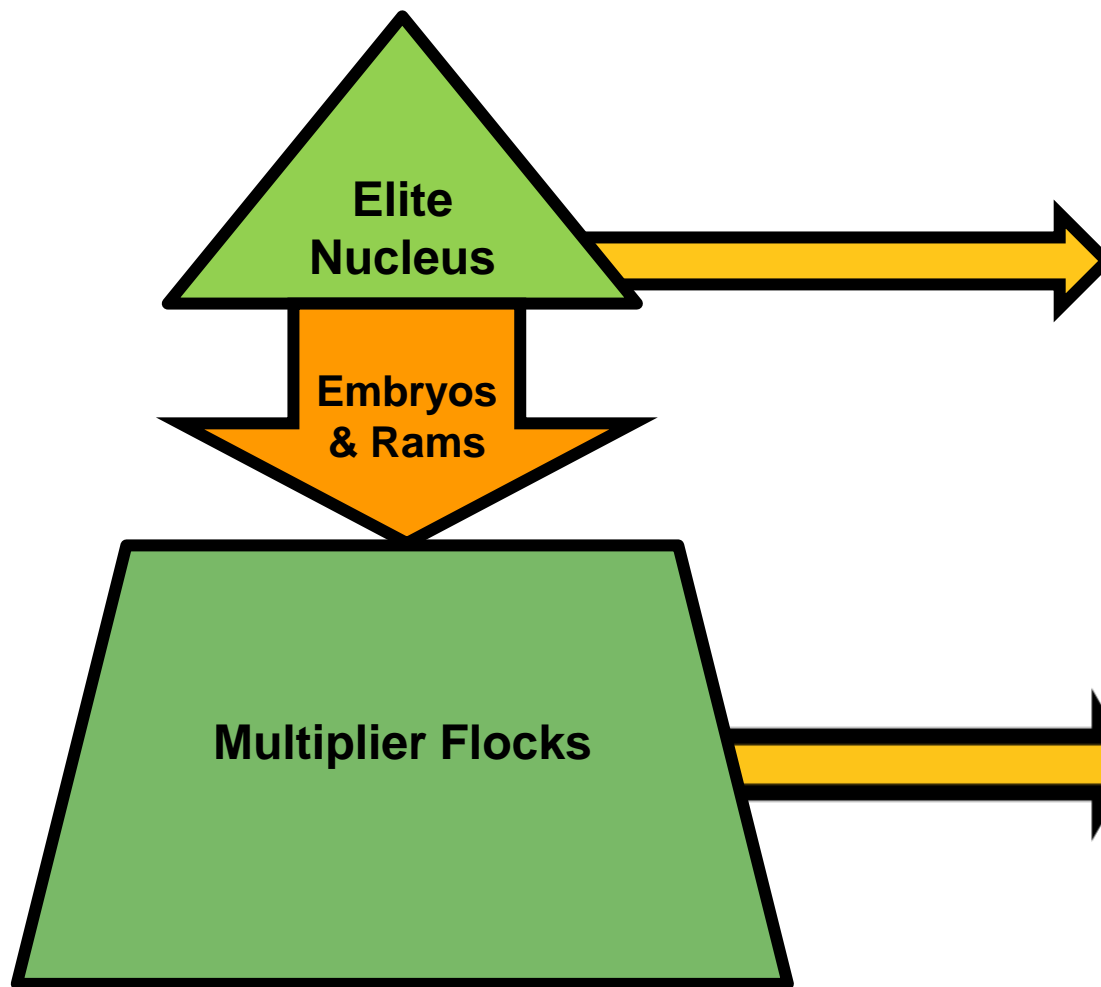


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Rams for Sale

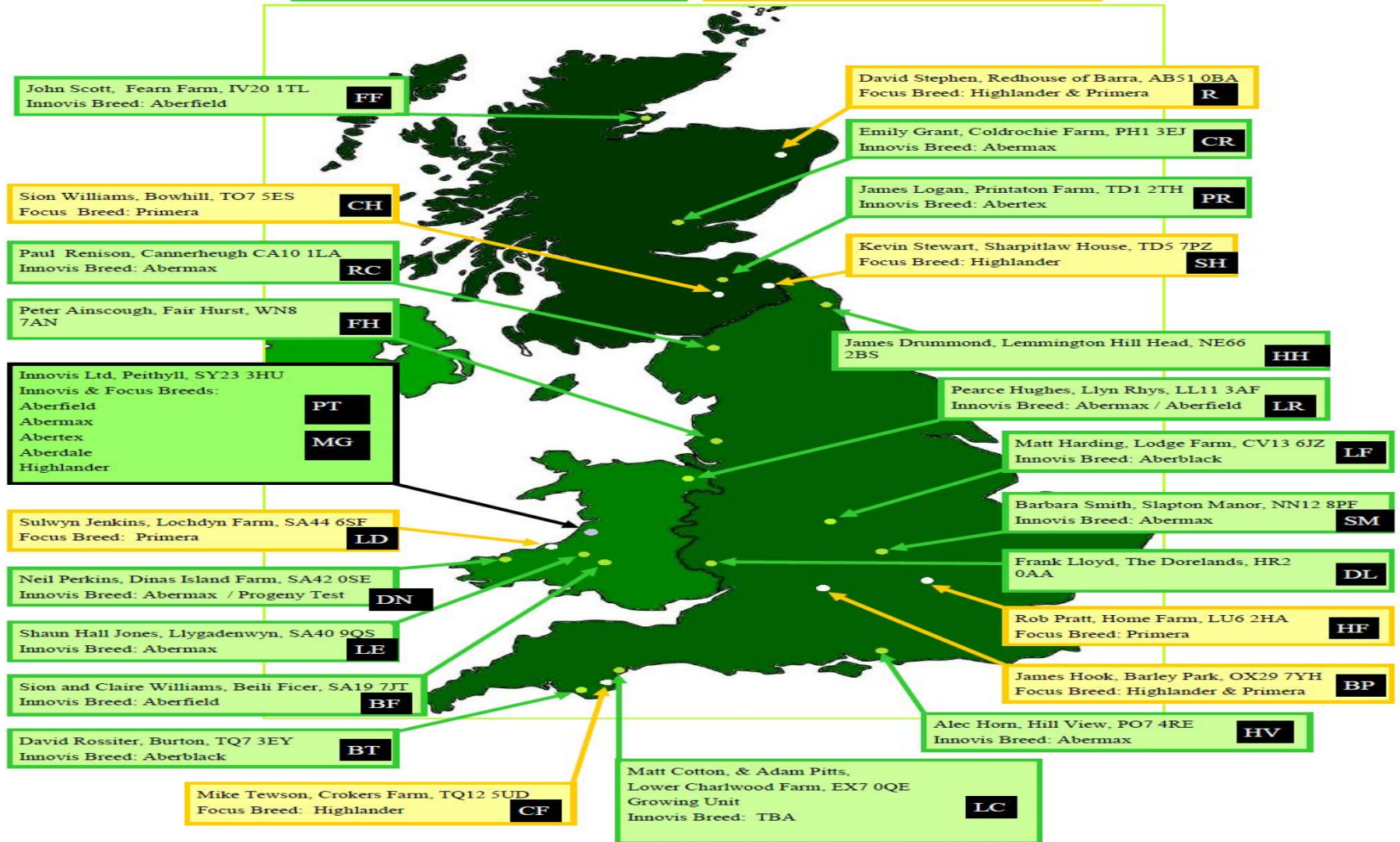


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Breeding Partner Locations 2016

INNOVIS BREEDING PARTNERS

FOCUS GENETICS SATALLITE FLOCKS



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On-farm Ram Sales



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Integrated production of crossbred ewes

Geraint Powell, Cheltenham





Customer's pre order Aberfield ewe lambs which are sold over one day in late July/early August. All ewe lambs are weighed and sold in weight categories.

Irwel Jones

Improved Welsh Mountain Ewes with Aberfield Lambs

Sold to same buyer year on year, based on a premium over slaughter value



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Ben Anthony & Diana Fairclough

Aberfield Ewes with Abermax & Primera lambs at foot

Scanned 189%, sold 183%

Average carcass weight: 19.65Kg in 93 days, co creep feed



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IN SUMMARY, focus on the things that matter...

- ✓ Understand your business finances
- ✓ Soil, Grassland & Nutrition - invest in the right place
- ✓ Health, monitor and avoid
- ✓ Genetics



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- ✓ **Make informed decisions through measurement**
- ✓ **Invest in supply chain partnership**
- ✓ **Look for feedback and create time to think**
- ✓ **Make a cunning plan and measurable targets**



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Thank You



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