

**Shearwell  
Data**

**Animal Identification  
& Management Systems**

Working to help the livestock farmer

# LIVESTOCK NEWS



**Shearwell  
from small  
beginnings**

**Exports -  
a world of  
opportunity**

**RFID helps  
business hit  
targets!**

**Innovation in  
the NZ sheep  
industry**



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**Animal Identification  
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Working to help the livestock farmer



Shearwell's Autumn Livestock Newsletter is taking us into a new phase, where we broaden our message to customers and also introduce some of our customers from around the world.

It was 37 years ago when shearing sheep in an abattoir in Norway that I was looking for a sheep tag with good retention, as most of my flock at home were losing their tags. The light bulb moment was "here I am with thousands of older sheep going through the lairage, showing me the actual tag that had the best retention rates".

When I started the company my aim was and still is to focus on improving data collection, traceability and profitability for farmers, with products that are easy to use. The products we develop are tailored towards providing farmers with fast, accurate methods of identifying livestock, helping them to improve productivity and ensure compliance.

Shearwell Data has been a pioneer in Electronic Identification, initially

***"From small beginnings with shearing and dipping sheep on Exmoor, to the international scale of business we now run, it has been an exciting journey to date"***

for management information and we could never have seen it being used as widely and extensively as it now is.

It has been an enlightening journey, enabling us to meet many people along the way with a desire to improve their business using detailed knowledge and technology to help manage their cattle and sheep farming. In this first issue we introduce some of our friends from around the world who are happy to tell us about their businesses.

Some of the introductions were quite memorable. Probably the one to top them all was when Ibrahim came to our stand at the Royal Show at Stoneleigh Park. I was talking to another customer at the time when someone said a man from Saudi wanted to speak to me about tagging his 300 sheep. I said he would have to wait a while which he did, only for me to find

out that he had 300,000 sheep which he wanted to microchip and manage! This led to us supplying software and ten auto-drafters, plus a few trips to Saudi Arabia to help get things set up. A memorable experience, with the added bonus of finding a really good friend from another part of the world.

Each one of our international articles has been written by good friends who face challenges from livestock farming and give an insight into their enthusiasm and dedication to make the difference.

We hope you enjoy this first edition of Livestock News and we look forward to making this a regular occurrence.

**Richard Webber FRAgS**  
Director, Shearwell Data Ltd





# SHEARWELL LIVESTOCK NEWS

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www.peterhendriephotography.com



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Images on page 2 Top left: Webber family - left to right - James, Emma, Sam, Carolyne and Richard Webber. Bottom left: Richard shearing. Middle: Early days with the mobile dip. Bottom right: Richard and Carolyne dipping.

Image page 4-5: Shearwell Data Limited offices on Exmoor.

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Welcome to the first edition of Livestock News, brought to you by Shearwell Data Ltd. The aim of the newsletter is to bring you a mix of industry news and views from here in the UK and overseas, technical articles and updates, a hint of advertising and a selection of Shearwell products which we know will be useful for any busy beef or sheep farming enterprise.

Covid-19 and its implications are now embedded into our “new normal” way of living and working. Alongside this are some significant changes that will shortly impact the UK agricultural sector, in the form of Brexit policy and trade deals, the Agriculture Bill and environmental drivers to reduce our carbon footprint.

As we go to press the Government has been heavily defeated in the Lords, with the Peers backing a change to the Agriculture Bill. The amendment would require food products imported under future trade deals to either meet or exceed UK standards. It will be interesting to see what impact this has on the UK/US trade discussions.

In this edition we hear from AHDB's Dr Phil Hadley who talks about the export opportunities for UK farming and food, whilst Graham Redman from The Anderson Centre focuses on the three areas he believes will shape the future of UK farming. East Sussex livestock farmer Frank Langrish discusses how he balances low input farming with the need to embrace technology and genetic improvements.

Norman Bagley, Head of Policy at AIMS focuses on the lessons learnt from Covid-19 and the industry's speed to adapt to new market opportunities. Norman also makes some valuable observations about the need to market to the “millennials” in a different way. Rob Venner, SW NBA Chairman and auctioneer talks about the need to rebalance the value of the carcass.

Ibrahim Aboabat, CEO of Watania Agriculture provides an insight into the Al-Watania Agriculture Company, one of the largest vertically integrated livestock businesses in the Gulf region. We also hear from Kate Broadbent, an award-winning New Zealand sheep farmer, who is focused on performance recording and selection. Whilst Australian livestock farmers Anne and John Wyld discuss the benefits of investing in RFID to enable them to scrutinise data and hit their targets.

And finally, meet the team normally out on the road, our sales representatives. If you have any sales or technical enquiries, please do not hesitate to give them a call or send them an email.

From the team at Shearwell, we hope you enjoy the read!

Julie  
Editor

## PRODUCT FOCUS

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The future of high welfare high throughput tagging



*“The Turbo Tagger makes tagging a one person job. One of the best things that has happened to tagging”*



A revolutionary way to tag your sheep, designed for the market leading SET Tag



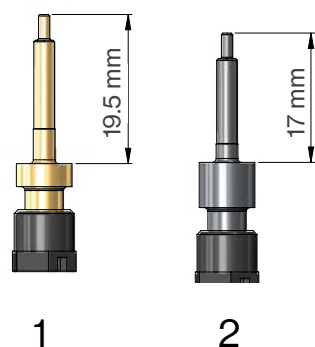
**Shearwell Data**

**Animal Identification & Management Systems**



## TECHNICAL TIP

### KNOW YOUR APPLICATOR PINS!



#### 1) Combi® 3000 Pin

##### Correctly applies

Combi® 3000 BUTTON tags:  
(Plus 3000 range once available)  
Combi® Button (cattle, sheep and pigs)  
Combi® E30 Button  
Combi® E23 - Button back

#### 2) Combi® 2000 Pin

##### Correctly applies

Combi® 2000 FLAG tags:  
Combi® Large  
Combi® Small  
Combi® Mini  
Combi® E30 Flag  
Combi® E23 - Mini back

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## FARM FACTS

**Name:** Frank Langrish  
**Location:** Romney Marsh, East Sussex  
**Farm Size:** 700 ha  
**Livestock:** 5,000 Romney and Texel Romney ewes and 400 cattle

#### Interesting fact about you or the farm:

We have a Castle on one farm built by Henry VIII as one of his coastal defences. It was sold off to English Heritage at the time we bought the farm in the 1970s for £4,000. Nearly all the land we farm on the Romney Marsh is SSSI (Sites of Special Scientific Interest) which I call "Preservation Not Conservation". It is an important site because of the way the land has been farmed for hundreds of years! Castle Farm is also now part of a Local Nature Reserve, where we have a very high level of visitors all the year round.

Me, well I started as a sheep shearer and was always interested in wool (I am just old enough to remember when half of our income came from wool!) and eventually became chairman of the BWMB and also the last President of the short lived European Wool Group! We had a thousand ewes when I left school and now have 5,000, but interestingly cattle numbers are still much the same.



## THE CHANGING FACE OF LIVESTOCK FARMING

I am a third generation dog and stick Farmer from East Sussex, who has continued to develop and expand a family farming partnership. Whilst embracing the principles of low input livestock farming in a lowland farming operation, I have always tried to use genetics and technology to advance the business and make life easier.

The farm carries some 5,000 Romney and Texel Romney ewes, lambed mostly outside on a forage based system. Much of it on old pasture, and a variety of soil types. We summer graze close to 400 cattle. Historically we would buy stores in the Spring and finishing off the grass, but these days we have an expanding suckler herd of Sussex cattle. We tend to buy younger store cattle which we sell again as strong stores in the Autumn, with most of the Sussex being sold to local outlets.

***"I have always tried to use genetics and technology to advance the business"***

I started selling two lambs a week to a local butcher some 40 years ago - it's now between 25 and 50 a week to butchers and a wholesaler and I try to achieve this for 48 weeks in the year. We are selling increasing numbers of Sussex cattle from June to December to butchers locally. Remaining lambs are sold through Ashford market and surplus finished cattle go deadweight to different outlets depending on the type and due to being in a TB 1 area.

A large area of the land we farm is low lying on the Romney Marsh and includes SSSIs (Sites of Special Scientific Interest) and have been

***"We have to maintain these important sites in the same way as they have been farmed for hundreds of years"***

in conservation schemes for over 40 years. I call it Preservation not Conservation, as we have to maintain these important sites in the same way as they have been farmed for hundreds of years. One of the farms is part of a local nature reserve and receives large numbers of visitors all year.

Historically, the sheep from the Romney Marsh have always been wintered away, which means the land is left for the birds and other wildlife from November to March. We have continued in the same way and while we used to drive the sheep across Sussex and Kent before there were so many vehicles on the roads, we now truck them long distances, up to Lincolnshire in the North and Somerset in the West and all points in between. We start to move ewe lambs away in July and ewes from September.

Farming next to the English Channel and our most important sheep customers in France, does concentrate the mind as to where we will be selling our lambs from 2021.

Our present government seems hell bent on abandoning over 40 years of trading relations with Europe. While the demand for our excellent lamb will not disappear overnight, anything that disrupts the supply chain and adds costs through customs checks and tariffs will reduce the value to the producer. Fortunately for us the world

is short of sheep meat and many of our competitors have found outlets in other parts of the world.

Few will remember the "Lamb Wars" we had with France back in 1990, when French farmers slaughtered live lamb imports and dumped the carcasses in and around government buildings in Central France. When we are "outside" of the EU I fear there will be political reasons to keep our lamb out if there is no trade deal agreed. We would feel aggrieved if the boot was on the other foot and cheap imports kept our prices down.

***"Anything that disrupts the supply chain and adds costs through customs checks and tariffs will reduce the value to the producer"***

Beef prices have risen and calf prices are at pre-BSE levels, when Holstein bull calves were worth over £120 and beef calves out of the dairy herd over £300 at a week old. It is the quantity of mince being eaten that has driven the price increase, with more people eating at home this should continue.

I am sure livestock farmers who embrace technology and the benefits of genetic improvement, with good cost control, will be in a strong position going forward. At least I can cut a new stick from the overgrown hedge and there is always food for the dog on a livestock farm!

*Frank Langrish FRaGS*



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## EXPORTS - A WORLD OF OPPORTUNITY FOR UK FARMING AND FOOD



***“Every year, the UK exports around £3 billion worth of red meat, potatoes, dairy, cereal and oilseed products to countries around the world”***

As the International Market Development Director, I am focused on international trade to facilitate the success of UK agriculture. Together with a team of export managers who cover key overseas markets, we work with government and industry, to gain market access. We facilitate inward and outward missions, with the goal of increasing our exports. We attend world-leading trade shows and international conferences to help drive export opportunities and the UK reputation for all our sectors.

The importance of this work cannot be overstated, especially when you consider the challenges our industry faces - not just this year, but in the years to come. These are unprecedented times, with 2020 bringing some of the biggest challenges in many of our histories. We are all currently living through Covid-19, which not only impacts our day-to-day life, but also our livelihoods when you consider the economic implications of this far reaching pandemic.

We are preparing for a historic move away from the EU which obviously brings further challenges for our red meat exports. We shipped 436,000 tonnes of red meat to the EU, worth £1.19 billion in 2019 and with only months to go until we exit the EU, we still have no clear indication of what this will mean for our exporters. Talks continue and we hope a mutually beneficial agreement will be finalised in

time. But with the threat of increased costs and controls remaining, we must continue to look outside of the EU for further opportunities.

This is why exporting to third countries is of the greatest importance. Every year, the UK exports around £3 billion worth of red meat, potatoes, dairy, cereal and oilseed products to countries around the world. AHDB has great ambitions to grow this number even further and have our pork, lamb and beef on more tables around the world. We have just announced that the first shipments of beef from the UK will soon be heading to the US for the first time in over 20 years, in a deal which is estimated to be worth more than £66 million over the next five years. This is a fantastic boost for our farmers and producers and the latest in a run of successful export wins.

In 2019, we gained market access to Japan, which also after 20 years has agreed to put UK beef and lamb back on the menu, in a deal estimated to be worth around £127 million in the first five years. We have also seen Taiwan open its doors to pork and growth for lamb in the Middle East.

Last year shipments of pork from the UK to China rose 61 per cent to 131,000 tonnes, worth a staggering £190 million, after the ongoing African Swine Fever (ASF) outbreak wiped out 60 per cent of its domestic pigs. These impressively high figures formed part

of a record-breaking year for pork exports, which in 2019 smashed the half billion mark - up 24 per cent from the previous year to reach £609 million. According to HMRC, the total volumes of pig meat, including offal, exported last year surged to 378,000 tonnes, which is nine per cent higher than the previous year. We also anticipate finalising our beef access and the start of commercial trade in 2020- another huge boost for the sector.

We continue in our ambitions to gain access for our pork in the Mexican market, where there is a rise in pig meat consumption and demand currently outstrips their production capabilities. We are also working to secure access for pork to Vietnam and Thailand, where in the latter, we already have access for beef and sheep.

We are rightly proud of our red meat sector here in the UK and our reputation for high quality and strict welfare standards remains, putting us in a great position as we look to increase our export opportunities and open new markets. At AHDB we recognise the importance of overseas trade and will continue to work for our levy-payers by providing as many opportunities around the globe as possible.



Dr Phil Hadley  
- AHDB  
International Market  
Development  
Director



Scan me  
NEW AHDB  
YouTube Video



# SHEARWELL ONLINE SHOP

[www.shearwell.co.uk/shop](http://www.shearwell.co.uk/shop)



"Who knew – just ordered my tags, a couple of buckets and some waterproof leggings. Didn't know you had so many products available online. Nice surprise!"



"The online process for ordering my tags was really straight forward"



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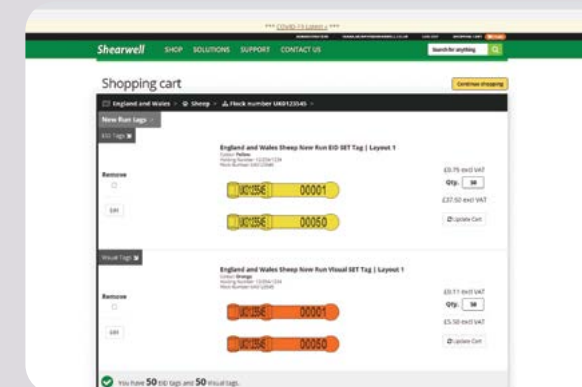
Shearwell Data Ltd is a farmer-owned, family business that has over the years developed products and services that "help the livestock farmer".

We know how busy and challenging the livestock farming calendar can be, so, in recent years we have extended the range of products we sell to include an online farm shop. We only sell products we have tested on our own farms first, so you can be assured that they do the job required, as we recognise "time is money".

The Shearwell Online Farm Shop is totally focused on selling farm specific products and alongside the products we are well known for including tags, software and EID, handling equipment (including weighing,

handling and drafting crates), we also sell husbandry products including lambing and calving products, sprays, harnesses, dehorner and sundry supplies including waterproof and protective clothing, torches and lighting and water fittings.

We also run seasonal offers on a range of products, so a good reason to check out the Online Farm Shop. You can also follow us on social media. We aim to support our farmers and customers by providing a range of quality products at competitive prices, to support your farming business needs. Take a look at our Online Farm Shop at [Shearwell.co.uk/shop](http://Shearwell.co.uk/shop)



There are many more products than tags available on our online shop



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Clulite Clu-Briter Rechargeable Light



Helly Hansen Mandal Jacket



Pyon Heatwave Milk Warmer - for lambs and calves



G20 Revolution Drench Gun



Vink Heavy Duty Calf Puller



British Wool Hat



# DIVERSITY IN THE US SHEEP INDUSTRY



Dan Persons

***“The Sheep industry in the United States is as diverse as the landscape around it!”***

First a little bit about myself. I have been involved in the sheep business since 2002 when we bought our first fifty ewes to add to a herd of beef cows. We rapidly expanded to 450 ewes then dispersed our cow herd and expanded the sheep to about 1,000 ewes. In the last year we have reduced to 550 ewes. We shed lamb our ewes from February through April and finish all of our lambs on the farm. Keep in mind our average temperature in early February is closer to 0°F (-18°C) than it is 32°F. The lambs are harvested in Denver Colorado, a one way trip of 850 miles, at about 130 pounds (59 kg) yielding a 65-70 pound carcass at a yield grade two and around six months old.



## FARM FACTS

**Name:** Dan Persons

**Location:** Minnesota, USA

**Farm Size:** 400 acres with 110 acres of pivot irrigation raising corn, soybeans, alfalfa and pasture

**Livestock:** 550 ewes

**Interesting facts about you or the farm:**

I started using the Shearwell system in 2012 (one of the first in the US), after exploring several other systems over the years.

Our sheep are all enrolled in the National Sheep Improvement Program (NSIP).

***“In 2015 I accepted the role of sales and support representative for Shearwell Data in the US. This was a daunting task given the size of our country! I enjoy a large circle of friends due to my leadership involvement in State and National sheep organizations.”***

The sheep industry in the United States is as diverse as the landscape around it. There are approximately 88,000 sheep operations in the US, with just over 3.8 million breeding sheep and another 1.4 million market lambs. Approximately 90 percent of the flocks in the US have 100 breeding ewes or less. The largest sheep producing states by numbers of breeding sheep are Texas with 585,000; California with 315,000; Wyoming with 265,000 and Colorado with 195,000 head.

The sheep operations in the western half of the US have most of the larger flocks. The large range operations of the west are diverse, even amongst themselves. There are extensive operations that lamb their ewes in the spring on desert ranges and then over the summer months will trail those ewes and lambs to the lush high mountain ranges for summer grazing. These operations will travel well over 100 miles and many thousands of feet of elevation. Sheep herders are an integral part of these ranches and are assigned their band of 1000 to 1500 ewes to care for on their travel in the mountains. There are also many large flocks that will shed lamb their ewes in the very early spring and then the herders will again take bands of sheep to summer ranges.

The farms in the eastern half of the country tend to have smaller flocks. Like the western states, these ewes are primarily lambed in the winter and spring months. There are a growing number of flocks that are doing accelerated lambing to take advantage of the year-round demand for lamb. The eastern US enjoys a very robust

ethnic demand for their lamb. These customers have a very different type of lamb that they are looking for. They desire smaller carcasses that are heavy muscled yet still finished. The astute breeders of the east are very good at following the ethnic holidays and planning breeding programmes to optimize the seasons when demand will be highest.

***“They are using technology to make progress in their flocks”***

There are two other major industry segments in the US. The first is a very active show and seedstock industry. These farms are striving to perfect their breeds and at the same time trying to meet the needs of the commercial operations. They are using technology to make progress in their flocks. There is an extensive network of individuals doing, artificial insemination, embryo transfers, cloning and importing to make substantial changes in the breeds. These services have become an industry in themselves.

***“The other major segment in the US is the lamb feeding business”***

The largest lamb feedlots are located in Colorado, near some of the largest packing houses. These feedlots will have capacities of 30-100,000 head. They will take lambs as they come in off the mountains in the fall and feed them throughout the winter months

to deliver to the packers the following year. There are also feeding operations in many other states and, of course, a large number of lambs that are fed where they are lambed out. Lambs in California, Oregon and Washington are often finished while grazing on alfalfa and vegetable fields.

There are no mandatory RFID rules in the US at this time. Our Shearwell customers are primarily motivated by the ability to increase profit levels. They are detail oriented and use their production records to increase production and reduce per unit expenses. They tend to spend just as much time as they ever did keeping records but they keep more extensive records and use those records to sort out non-performing animals and to sort out their highest production animals for flock expansion. Where it once was an all day job to weigh and sort animals, this is now done in a matter of a few hours, with instant results.





# REBALANCING THE CARCASS CONUNDRUM

It is a wonderful time to be asked to write about the beef trade. Having auctioned cattle through the challenges of BSE and Foot and Mouth Disease, current trade is definitely on a high. We are nearing unprecedented levels and sailing on the crest of a wave, with demand around the ring from butchers, slaughterers, feeders and rearers surging and all classes of stock selling exceptionally well.

Covid-19 has had a devastating impact on many families and industries, however livestock farming has seen a silver lining. Initially, there was great concern at the closure of the food service sector but what has become most apparent is that many pubs, restaurants and hotels were previously serving foreign meat. The supply of South American beef has been restricted due to Covid-19 and since reopening these venues have had to use British product.

Much of the reason why our trade has jumped is because of the closure of the food service sector. People have not stopped eating beef because they can't have a steak in their local pub. Far from it, they have been eating more beef but they've been buying it from their local butcher, where they initially perceived the risk from Covid to be reduced or from their supermarket. In both instances the beef purchased has been for the majority British. Some supermarkets did offer Polish mince but this was met with customer resistance and British product has held the lion's share of demand.

To help with the sales of steaks, the carcass balance has been adjusted to reduce the cost of steaks and roasting joints by raising the value of mince to make steaks easier to sell. There has long been a moan from the retail sector about carcass balance, yet the problem



of carcass balance is self-inflicted. In today's retail environment, up to 70% of the carcass is minced. Mince is healthy, versatile, quick and easy to cook, all the things the consumer wants, yet retailers race to give it away. Along with milk, bread and eggs, mince is high up on the shopping list. Retailers see mince as a price sensitive product, so they compete to sell it as cheaply as possible. Therefore, if you give 70% of the carcass away, the remaining 30% has to be expensive to balance the cost of the carcass. Personally, I do not see the wisdom of giving away something that everybody wants. However, the retailers look at the bigger picture and if customers buy their mince in a particular shop, they will also buy the rest of their weekly shop there, where bigger profits are made.

**Mince is healthy, versatile, quick and easy to cook, all the things the consumer wants - yet retailers race to give it away**

Supermarkets are not our enemy because they sell the vast majority of our product and have done most successfully through this Covid period. But let's hope they have learnt a valuable lesson. If they want to continue to sell 100% of the carcass and not see 30% of it slip back to the food service sector, they have to get their pricing and "carcass balance" right. Otherwise if they push the price

of steaks up, consumers will go back to eating cheaper steaks out, which from our point of view might not be British.

**Supermarkets are not our enemy because they sell the vast majority of our product**

The other great Covid effect is that the UK is normally a net exporter of holiday makers. This year with the true dominance of the "staycation", many more mouths are available in Britain to eat British beef. This may only be apparent for 2020 but nobody truly knows at this stage.

What we do know is that finished cattle are currently in very short supply. Best feeding store cattle are like hens' teeth. Busk calves do not grow on trees. Dairy cows are producing more milk year on year and where two cows used to have two calves, now one only has one.

So, from a beef trade point of view the short to medium term outlook is bright. Let's hope science can find a way to combat Covid but also let's hope consumers and retailers maintain many of the new normals expressed during lockdown.

I will certainly continue to eat my home-reared Angus boiled brisket and homemade pickle sandwiches, the like of which I have just enjoyed whilst writing this piece!



*NBA South West Chairman  
Robert Venner  
MRICS FAV FLAA*



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# PRODUCTS

Working to help the livestock farmer

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**EID Readers**

**Software**

**Handling**



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Farmers Weekly Sheep Farmer of the Year Finalist

"Now that's what I call service"

Rod MacKenzie, Highlands

"I am so impressed with Shearwell Data, you are a fantastic company, customer service and speed of despatch is great, I would recommend you to anyone!"

T. Wayne, Ceredigion

## KETCHUM METAL

### Tamp2 - Steel

For Cattle (secondary only)

| Quantity    | Runs  |
|-------------|-------|
| 1 to 9      | £3.30 |
| 10 to 24    | £0.80 |
| 25 to 49    | £0.55 |
| 50 to 100   | £0.45 |
| 101 to 200  | £0.35 |
| 201 to 500  | £0.30 |
| 501 to 1000 | £0.22 |
| 1001+       | £0.20 |



### KL3 - Steel

For Sheep, Goats and Pigs

| Quantity    | Runs  |
|-------------|-------|
| 1 to 9      | £2.20 |
| 10 to 100   | £0.33 |
| 101 to 500  | £0.27 |
| 501 to 1000 | £0.22 |
| 1001+       | £0.20 |



### KL4 - Aluminium

For Sheep and Goats

| Quantity    | Runs  |
|-------------|-------|
| 1 to 9      | £2.20 |
| 10 to 100   | £0.36 |
| 101 to 500  | £0.30 |
| 501 to 1000 | £0.24 |
| 1001+       | £0.22 |



## PIG TAGS

Combi Pig and Button



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77p



92p



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metal pair available  
- Call for pricing



From  
£5.05  
pair of tags  
& test

BVD  
Free



From  
£5.05  
pair of tags  
& test



£2.09



£2.09

Price Tags Shown at Actual Size  
Please  
call to order  
or ask for tag  
samples

Tags with management space available - Please call for details

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Please Order Urgent Replacements by 2 p.m.  
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Replacement cattle tags - not originally  
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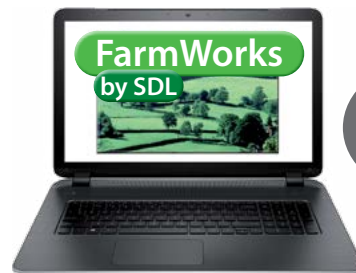




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Easy to use - for cattle & sheep



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Data capture and transfer is the key to the future of the Farming Industry.

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Britain's Favourite  
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Tagger  
£60



Drums not  
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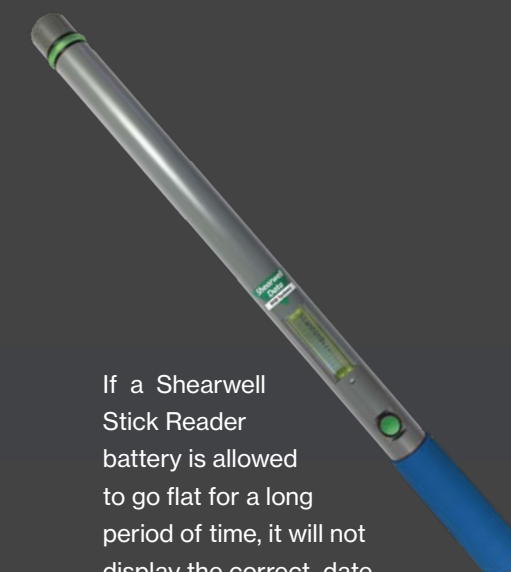
Software

Handling



## TECHNICAL TIP

### HOW TO CORRECT THE DATE ON YOUR SHEARWELL STICK READER



If a Shearwell Stick Reader battery is allowed to go flat for a long period of time, it will not display the correct date and time. Therefore when you print off a list of tag numbers, the wrong date will be printed.

It is very easy to correct this situation. Simply pair to your device through Bluetooth settings, then if you have StockMove Express on your phone, simply connect your stick reader to your app and the date will be corrected.

In fact connecting to any Shearwell program on your phone/tablet or computer will fix it.

## EID RACE READER

### Modular Shearwell Race Readers - suitable for both cattle and sheep

Our Race Readers can be configured easily within an existing set-up (non-metallic race) for fast, effortless recording of EID tags as stock run through the race. The EID number can be sent by Bluetooth to our apps for fast, hands-free recording.



Large - Pair £1,700

Small - Pair £1,550

## SHEARWELL APPS

### StockMove Express

FREE app with a choice to upgrade to the full management option.

StockMove Express app for Android and Apple devices allows livestock farmers in Great Britain to manage their sheep holding register or cattle herd register and also fulfil statutory reporting to ARAMS, BCMS, EIDCymru and ScotEID.

The app is powered by NLMD-LT livestock database, meaning everything recorded using the app can also be viewed and reported online. The app is designed for both cattle and sheep and allows the farmer to view and record livestock details when out on the farm.

*"Just using the basic app so far doing a great job. Thank you whoever spent time to think about and help farmers"*



## EID STICK READER

### Easy to use - for cattle and sheep

The Stick Reader is rugged, and built for a hard day's work out on the farm. It has easy, single-button operation and a large display. In a pen, in a race or out in the field, simply point, scan, record and store the data - up to 16,000 animals and up to 26 management groups. Data can be transferred from the Stick Reader by Bluetooth to a PC, a Mac, our Mobile Printer or to our apps.

Green light = new read

Red light = duplicate read



SDL440S Stick Reader

£550

Tough Plastic Case

£50

**Shearwell  
Data**

**Animal Identification  
& Management Systems**



# UNDERSTANDING THE VALUE OF DATA ANALYSIS



*“This integrated system provides me with reliable and timely information, so that I can make informed decisions about my flock”*

Crosby Cleland, Farmers Weekly Sheep Farmer of the Year and Shearwell customer understands the value of data analysis and performance recording. Having purchased an EID system from Shearwell many years ago he has been able to identify higher performing ewes and select breeding stock based on performance to maintain a strategy of easy management, efficiency and profitability.

Based in County Down, Northern Ireland, Mr Cleland runs 850 ewes to rams. The ewes are mainly Lleyn, with Aberfield and Highlander crosses kept for breeding. The terminal sires are mainly Primera and Abermax. All retained stock are selected using data from Shearwell's FarmWorks program (particularly from the first 6-8 weeks DLWG data). Mr Cleland is a member of Strangford Down lamb group, who market and sell lambs to Linden foods. Over the last four years all prime lambs have been sold into the Tesco deal, where again the Shearwell data helps select the correct lamb to suit their required criteria.

The Shearwell Automatic Drafting Crate is used to draft animals in the flock according to a range of criteria including weight, age, performance, health, sex, breeding groups and rationing. Mr Cleland explains “we utilise the Shearwell Drafting Crate, together with the Shearwell Stock Recorder and EID tags, as this integrated system provides me with reliable and timely information, so that I can make informed decisions about my flock. DLWG information is particularly useful when comparing growth weights. We are now working with multi-species grass mixes, including plantain and chicory. The Shearwell EID sheep tags are also a great reliable tag, very important to our recording system, they

read quickly and when placed in the correct part of the ear do not need to be replaced.”

Mr Cleland continues “I have also recently purchased an Automatic Drench Gun as I am acutely aware of the increase in resistance to certain health products, including wormers. So, it is important to me that my animals are accurately dosed, according to their weight. Not only that but by accurately dosing my animals, I am also saving myself money!”

Mr Cleland concludes “My business is very much focused around efficiency, productivity and most importantly profitability. In order to maintain and manage my sheep business I have to use technological products that provide me with timely information, and for this I look to Shearwell Data to provide. Shearwell products are trialled and tested on their own farms, so I am confident that they understand what I need.”



# AUTOMATIC DRAFTING CRATE

**Shearwell  
Data**  
Animal Identification  
& Management Systems

New design with anti-jump bars and removable caddy



Drafting Crate without Stock Recorder

£9,999

Save time and effort when drafting your livestock and get it all right first time. Decide how you want to draft out your animals - weight, gender, breed, health problems, management group etc. - and then let the Shearwell Auto Drafter do it for you. Automatically. It's easy, fast and above all accurate. RFID tags and devices can be read in any orientation, use with our Race Reader and Stock Recorder for automatic hands-free data capture.



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view our YouTube videos

Please Note:  
A Shearwell  
Stock Recorder  
is required  
for the  
management  
functions.

# SHEARWELL EID WEIGH CRATE

New design with anti-jump bars and removable caddy



Record weights, treatment information, comments and a host of key indicators to effectively manage your flock on the move.

RFID tags and devices can be read in any orientation, use with our Race Reader and Stock Recorder for automatic hands-free data capture.



£5,700

Weigh crate without Stock Recorder

Prices correct Oct. 2020. All prices exclude VAT and delivery charges. Prices and offers are subject to change without notice.

Contact the team: 01643 841611 [www.shearwell.co.uk](http://www.shearwell.co.uk)





Above: Dave Knight using his HD3 handler

## “What impact has the Te Pari Racewell Sheep Handling system had on your farming business?”

“Well it’s made jobs like weighing so much easier! We can now weigh much more often and we can monitor stock performance much more accurately. We’re weighing lambs every two weeks from weaning onwards. The big difference the Te Pari handling system has made for our business is that we’re now ensuring our lambs are always moving forward. It’s taken our livestock management to a higher level that’s beyond what you can just see with your eyes. It’s been a really good investment for us and overall we’re very happy with it.”



Dave Knight, Exmoor Farmer

### Reasons to own a Te Pari Racewell

- Improve animal management
- Handling and drafting become a one person operation
- Breeding and animal health ensures ewes are at their optimum body weight
- EID enables you to select and sort animals based on different criteria and measure performance
- Labour efficiency
- Accuracy

Contact our specialist team to begin your farm's future today!  
01643 841611

Images above feature the Te Pari Racewell HD4 Handler.

Shearwell is the official UK distributor of Te Pari sheep and cattle equipment. Te Pari is a 100% family owned business and operated from a cutting edge 4,400 metre squared factory in Oamaru that supports its New Zealand customers directly and USA and Australia markets out of sales offices in those countries.

Abroad, Te Pari customers are becoming aware of what NZ farmers have known for years - that its family's commitment to local customers to provide world class, professional, safe and reliable cattle and sheep management systems - extends to them as well.

## Looking for more profit in your pocket?

### Racewell DR3 Auto Drafter

**DR3 Main Features:**

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3. Rugged & proven long life design.
4. Automatic closing of entry gate activated by sensors.
5. Specially designed for highly efficient, stress free, minimal effort weighing and drafting.
6. Standard with both mains power cable and battery clips.

**Additional Options:**

- Stock Recorder
- Reducer Panel
- Hydraulic Trailer

## EVOLVING EFFICIENCY IN COOTAMUNDRA

Every farmer strives for greater efficiency, but for Peter McClintock of Evolve Pastoral Company at Cootamundra those efficiency gains are in his hands - literally. Costly overdrenching is no longer an issue, with each animal receiving an exact dose based on liveweight.

Mr McClintock invested in the world's first Automatic Dosing Gun developed by Te Pari. Peter and his wife Monica run 7,900 first cross breeding ewes and 1,400 ewe lambs dovetailed with a cropping enterprise of wheat, canola and barley across three properties totalling 3,189 ha.

Ewes are joined for either an autumn or spring lambing to Poll Dorset rams, with 10,600 lambs marked for 2019. The second cross lambs are turned off as suckers averaging 23 kg over the hooks for the supermarket trade. Evolve Pastoral invested in a Te Pari Racewell HD3 sheep handler over four years ago and earlier this year a Te Pari Revolution G20 digital, self-powered dosing gun. “We didn’t have problems with a conventional gun but it was more of an issue around saving money on drench over time,” Mr McClintock said. “The gun worked out to be economically feasible for us so we went with it. We haven’t experienced any drench resistance and have tested a few times - our program involves an early summer drench and occasionally the lambs in early autumn if needed.” The drench gun uses a battery pack set in a robust casing to power the plunger mechanism to deliver an accurate, fully calibrated dose to the animal. It can be connected to the scales for auto calibration and forms part of a totally integrated animal management system to maximise on-farm gains.

It was easy to make the switch from the conventional to the smart dosing gun. We only had to connect the Dosing Gun to the Wi-Fi on the sheep handler weigh scales. “If we go out to drench all the ewes, we would normally use 200 litres of drench and we used 120 litres with the Te Pari drench gun, so at \$400- \$500 a drum of drench, it doesn’t take long to add up.” The ground-breaking design features two lithium ion rechargeable batteries and self-powered trigger mechanism, resulting in



the operator not continually pumping their hand. “We have done 1,300 - 1,400 sheep in a day and the batteries still have about 50 per cent charge so they last long enough for a day’s work,” Mr McClintock said. “We simply input on the sheep handler monitor how many millilitres of drench per kilogram of sheep - it is usually 1ml per 4-5kg - and it sends a message to the drench gun regarding the required dose. The battery operates the plunger, so it makes the hand movement less tiring.”

**“We could go back to using a manual drench gun but with the cost savings, why would we? It will pay for itself within 12 months quite easily.”**

The lithium battery pack will dose more than 2,000 50ml shots and the display screen shows the battery level. The dosing gun comes with a power charger and a 12-volt in-car charger. There are two models available - the standard model has the dosage set on the digital keypad, while on the smart model the dosage is automatically set by the Te Pari scale, and delivered to the Te Pari gun via Wi-Fi.

After the dose is delivered, the plunger shoots back to refill the chamber, drastically reducing hand stress and delivering an accurate dosage quickly. Animal health

information, along with weight data, can be downloaded to a mobile phone and emailed back to the office for further analysis. In light of electronic identification not being mandatory in NSW, Mr McClintock conceded the data collection would be useful for growth and reproduction rates to lift production.

The Te Pari gun comes with a spare seal kit, a star nozzle for pour on, a straight jet nozzle for drenching and a carry case supported by a 12-month warranty. Mr McClintock said to upgrade the farmware, simply download the Te Pari dosing gun app. He said the main benefits were savings on drench costs. “If I had been drenching to the heaviest lamb, we would have been giving them 15 ml each and they were actually averaging closer to 12 ml each. So, 3 ml over 200 lambs is 600 ml saved - if you are doing from 15 ml down to 10 ml then one third of the drench is saved.”

“If we can save a few thousand dollars a year on drench, the cost of the drench gun is quite cheap.” Mr McClintock said the drench gun integrated with the Racewell HD3 three-way auto-draft resulted in a more user friendly, labour efficient system. “In terms of drafting lambs for sale, we are doing 500 an hour through this sheep handler and we wouldn’t be getting any better rate by other methods,” he said. It is a lot more user friendly and less physical labour than any other method. “We could go back to using a manual drench gun but with the cost savings, why would we? It will pay for itself within 12 months quite easily - we are a reasonably large operation and would use more drench than smaller farmers, but a smaller operation would certainly see a return on investment over a few years.”





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Field Officer Tel: 07854 600667 • [www.welshmules.co.uk](http://www.welshmules.co.uk)



Gareth Jones,  
Head of Producer Marketing



## BRITISH WOOL UPDATE

Despite the challenges facing the wool sector, very much like the economy in general as a result of Covid-19, British Wool's UK grading depots have been busy across the summer receiving wool from producers. Maintaining a high level of service for producers is key and the improved service in Cornwall and South Staffordshire has been well received.

Balance payments for 2019 wool are being paid to producers as normal, upon receipt of this season's wool. Full payment for 2020/21 clips will be made from May 2021 onwards, once British Wool has sold the clip and has valuation certainty.

The new British Wool licensee scheme has now been in place for nearly two years. Historically our licensing scheme was very much based on trust. Our new scheme interrogates the supply chain at every stage, right back to the wool merchants, via an on-line portal. This ensures products have the appropriate content of verified British wool. If our auditing gives cause for concern about the accuracy of the British Wool content we will take physical samples from the supply chain to verify.

It is great to see so many leading brands coming on board with the new scheme and using wool - we now have over 50 licensees. Although Covid-19 has severely affected the current price

of wool, with our licensee partnerships and consumer focused marketing we will be in strong position to capitalise on opportunities once markets start to recover.

**Due to its versatile nature British wool is used in a number of products across the UK and British Wool has many of the leading brands in each field on the new scheme.**

**Carpets** - The largest single user of British wool in its products is Brintons Carpets. Its products are used in both the residential and the commercial market (airports, hotels, casinos, cruise ships). Approximately 50% of British wool goes into carpets.

**Interior Textiles** - Yorkshire based Camira Fabrics use British wool in the cloth developed for the carriage seats on the London Underground. British wool is used because it has more natural crimp and bounce compared to wool from other parts of the world.

**Beds and Bedding** - A unique benefit of wool is its natural ability to regulate body temperature. It is for this

reason that many bed and bedding manufacturers, such as the Silentnight Group and Sleepyhead, use British wool in their products.

**Knitwear and Apparel** - Approximately 30% of British wool goes into this product category and we work with many brands, probably the most instantly recognisable is Harris Tweed.

**Insulation** - Thermafleece is the leading brand in the UK for wool insulation for buildings and has been working with British Wool for many years on their roof, wall and floor insulation products. Because wool insulation does much more than prevent heat loss, it tends to be used in situations where breathability, acoustic performance, energy efficiency, sustainability and occupant well-being are more valued. It is worth noting that wool insulation shouldn't be seen as a direct replacement for low cost fibreglass which is many times less costly to produce.

British wool is also used in a number of highly innovative products and we have licensee partners manufacturing products such as dog beds and boots. We are always keen to find new uses for wool and are currently working with a number of Universities on blue sky new product development projects which we hope, over time, will create new markets for our producers wool.



## INNOVATION IN THE NZ SHEEP INDUSTRY

As an exporting nation, New Zealand and its farmers are watching the world with interest as Covid-19 impacts our markets. There is plenty of speculation on how things will turn out in the next few years, but the only certainty is that the world has changed, and we need to be ready to react to market signals. This is something NZ farmers are well accustomed to.

This is not the first disruptive event NZ agriculture has seen; there have been huge changes in the past few decades. The cut of all subsidies in the mid '80s resulted in a shift towards efficiency and more profitable flocks - 70 million sheep down to 20 million, while still producing the same amount of lamb! The gains have been huge; lambing percentage, survival, growth rate and carcass weight have all increased dramatically.

Gone are the days when the biggest ram at the show was the most sought after. Neither the perfect top knot nor the curve of the horn are important if you want live lambs on the ground, picked and on the truck and weaning at good weights. Sound ewes weaning twins, maintaining condition, getting back in lamb were identified and their daughters retained. Rams with daughters performing above average were sought after. Recording performance resulted in a dramatic

***“70 million sheep down to 20 million but still producing the same amount of lamb!”***  
***“How?” you ask, “Simple! Performance recording and selection.”***

swing from traditional sheep farming towards more profitable practices. Sheep Improvements Ltd, a recording service, was developed.

Today NZ stud breeders routinely measure a variety of traits and Breeding Values (BVs) are created to give the commercial farmer great information when shopping for rams. Scanning percentage, number of lambs born, survival, weaning weight, 8-month weight, adult weight, body condition score, hogget mating success - these traits identify superior maternal genetics.

Eye muscle area, full CT scan information and growth rate contribute to Meat breeding values. As do faecal egg count and dag score in determining parasite resistance.



As lambing percentage increased, so the requirements of high-performance ewes were identified and the management and feeding of flocks evolved. Grass-based farming systems can support high performance provided feed quality is maintained and the feed is allocated correctly. Science has developed good vaccine programs and an understanding of metabolic problems (almost all related to feeding!).

Today NZ boasts top sheep production on grass systems and a world-leading performance recording service to continue genetic gain.

The global marketplace is becoming more aware of “where its food comes from”; consumers want to know that their food is produced sustainably, with awareness of the environment and animal welfare.

This aligns well with what the NZ farmers want in a sheep breeding program, as they also want less chemical use and good animal health. The current breeding objectives for commercial farmers include worm and disease resistance, ewe efficiency

and longevity, reduced workload and low input.

The trend is toward medium-sized robust ewes, with early fertility to enhance hogget mating success. Parasite resistance is at the top of the list as drench failure (including resistance to triple action products) is occurring at an alarming rate.

So, what next? Forward thinking breeders are already recording and evaluating other traits with an eye on our changing world. As providers of genetics, breeders shape the future of the industry, both in terms of farm profitability and social and environmental impact.

Wool prices are at an all-time low and shearing costs continue to rise. Shearing is now an animal health cost for strong wool flocks. Consequently, here is interest in breeding sheep with reduced requirement for shearing. The Government's Animal welfare policy is looking at docking, and with tail length being highly heritable, breeding sheep with short tails is possible if docking is no longer permitted.

Agriculture is being targeted as a major source of methane. Selecting for lower methane emission is achievable. These are the traits of the future and NZ sheep breeders are ready to meet this challenge.

A “Farmer Productivity Needs” Research project was carried out last year. The five main production challenges that farmers want BLNZ to focus on are:

- Internal parasite management and drench resistance
- Diseases such as Facial Eczema and BVD
- Developing efficient farm systems
- Financial and production benchmarking.

## RFID HELPS BUSINESS HIT TARGETS!

Koolomurt lies 240 miles west of Melbourne, near the South Australian border and 90 miles north of the Portland. Its sits about 400 feet above sea level on the Dundas tableland.

The climate is described as Mediterranean, in that it enjoys the four seasons, where the weather changes from a hot, dry summer, to a relatively cold, wet winter. The long term rainfall average is 28 inches. In other words, drought is a fact of life that has to be allowed for in any plans.

Anne and John Wyld run beef cattle and sheep for lamb production. They also own a fattening property, Box Plains, in South Gippsland, on the other side of Melbourne, where male calves are sent when they are weaned at nine months of age. The lambs are sold as stores in the local saleyard.

“We purchased Box Plains because it is in a different climatic zone, with a much longer growing season, and a rainfall of nearly 40 inches” says John. “It is very heavy carrying country and we run a bullock to the acre and fatten them for 15 months with no supplementary feeding. This is very different to our home property, which relies heavily on making hay and silage, and feeding out through the Autumn and Winter.”

Their target market for cattle is grass fed beef, mainly in the U.S. The cattle are bred at Koolomurt and then trucked to Box Plains to finish. They are processed at 24 months of age at 320 kgs carcass weight (700lbs).

John explains “We used to be 100% Herefords, but we now run half Hereford, and the balance are Angus and black baldies. I still have a soft spot for Herefords, but some markets pay a premium for Angus, so we have given ourselves a range of options.”

John has invested heavily in RFID infrastructure so that he can gather data and make constant improvements based on real differences in the boning room. All his cattle are graded and the data related back to the bull and the cow. “Every time cattle (or sheep) go up the race, they are read and weighed. Without individual ID, we would be lost,” he commented. “We book cattle into the meatworks four months ahead and are confident of hitting the targets.”

Anne and John Wyld  
www.koolomurt.com.au





# AL-WATANIA: ON A MISSION

## Animal production at Al-Watania Agriculture Company

Al-Watania Agriculture Company is one of the largest diversified agriculture producers in Saudi Arabia.

Our main farm located in Al Jouf near the Jordanian border in the north of KSA , where we have good access to non- renewable sources of water from underground aquifers. In total, our farms across Saudi Arabia cover 700 square km. We produce a wide range of products : meat, camel milk, wool, organic fruits and vegetables, organic juices, olive oil, almonds and tomato paste.

One of Saudi Arabia's leading businessmen, Sheikh Suleiman Abdul Aziz Al-Rajhi founded the company in 1982. Sheikh Suleiman wanted to promote agriculture development, strengthen food security and encourage rural development. He introduced organic farming to Saudi Arabia.

In line with our founder's vision, our mission is to provide a big range of healthy food products that contribute to food security and promote healthiness in a sustainable and

***“Al-Watania Agriculture is one of the largest diversified agriculture producers in Saudi Arabia. In total, our farms across Saudi Arabia cover 700 square kilometres.”***

innovative way for the consumer. We now operate a chain of 25 health food stores that provide food and beverage products to meet the growing demand for healthy diets.

Our livestock business is one of the largest in the Gulf region, with an average population of 30,000 sheep, 5,000 goats, and 300 camels. We produce 700 tonnes of fresh meat annually, using modern slaughterhouse facilities. 30% of our sales are concentrated around the holy feast of Eid Al-Adha, which follows Ramadan. Since the feast is

based on a Hijra calendar “Lunar”, we must adapt our meat production to meet a peak demand that moves up by two weeks each year.

***We produce 700 tonnes of fresh meat annually***

We also produce 1,000 tonnes of milk from camel, sheep and goat, using automatic milk parlours. Most of the demand comes from older generations, but we now see younger people consuming non-cow alternatives.

From feed production to slaughtering and retail sales, our operations are vertically integrated. We produce feed concentrate from our own feed mill using imported grains and fodder purchased locally. We used to produce our own fodder, but government regulations now restrict the use of pivot irrigation for wheat and fodder to conserve non-renewable groundwater resources.

***Our operations are vertically integrated***

We make effective use of by-products, such as converting livestock waste to natural fertilizer. Our annual output of manure is 33,000 tonnes, which is

converted into compost and applied to our organic fields. We also send our wool and skins to local processors.

Our diagnostic laboratory supports the veterinary team in providing complete health care to our animals, including detection, diagnosis and treatment of zoonotic diseases. Our geographic isolation and large farm perimeter protect us from cross-contamination from neighbouring farms. During the peak of the Covid pandemic, we put our farms under total lockdown to protect our workers and ensure a steady food supply to the country.

We use Shearwell Data's livestock management system to collect data from electronic chips in ear tags.

The system is used to monitor the animal's health and reproduction cycle, including mating, gestation and lambing history.

***We use Shearwell Data's livestock management system to collect data***

We rely on an intensive breeding system. Two-month-old lambs are isolated and transferred to the fattening station for unrestrained feeding. We monitor weight gain, with a typical sheep sent to the slaughterhouse when they reach 30-35 kg at 10 months of age.

The Saudi government, like many governments in the region, is keen to promote domestic food production to ensure the country's food security. They are putting in place a range of programmes, including low cost loans and subsidies to cover the cost differential of desert farming. To remain competitive, we will continue to invest in new technologies that allow us to reduce our production costs and optimize our operation.



*Ibrahim Aboabat*  
- CEO Watania  
Agriculture



The views - Animal production at Al-Watania Agricultural Company.





## LEARNING THE LESSONS OF COVID-19

In January no-one could have foreseen the devastation that lay ahead. And while this is neither the place nor time to discuss the cause or the spread of Covid-19, we can consider the agility with which farming and supply chains adapted to such a fast-moving crisis. I believe we have learned valuable lessons but we must also use these, and the lessons still being learned, to secure farming's role for our country and its food security in the future.

The Association of Independent Meat Suppliers (AIMS) was established in 2001. It works closely with the levy boards to ensure that members' interests are heard, and the viability of livestock farming maintained. Our members include farmers, but mainly we are a post-farm gate trade association representing abattoirs, cutting plants, meat processing businesses, wholesalers, butchers and catering butchers in the red meat, poultry, and



Visit our website:  
[www.aims2001.co.uk](http://www.aims2001.co.uk)

Please follow us on Twitter  
@AIMS\_Meat

\* AIMS are signatories to  
'Meat in a Net Zero World' -  
<https://wrap.org.uk/content/meat-net-zero-world>

## BOWEL CANCER IS THE THIRD MOST COMMON CANCER IN THE UK GET IT CHECKED! CATCHING IT EARLY COULD SAVE YOUR LIFE



The earlier it's found the more effectively it can be treated. When Oliver realised there was a problem, he went straight to his GP and is very glad he did.. "We check cattle and sheep poo, if it's not right we ask the vet. But do we check our own?"

### SYMPTOMS OF BOWEL CANCER CAN INCLUDE:

- Bleeding from the bottom/blood in your poo
- Persistent and unexplained change in bowel habit (particularly looser poo and needing to go more often)
- Unexplained weight loss
- Extreme tiredness for no obvious reason
- A pain or lump in your stomach



If you have concerns or things just don't feel right, go to your doctor [www.bowelcanceruk.org.uk](http://www.bowelcanceruk.org.uk)

game sectors. Part of the levy boards' remit is market intervention to prevent failure. And earlier this year, beef and sheep farmers, along with pig and poultry farmers, were facing failure. Of course, the Government moved with Private Storage Aid, but this was never going to counter fully what could have been a total collapse in price and supply.

### Potential disaster averted

In March, the sudden closure of 40% of the supply chain coupled with an immediate shift in shopping habits could have been disastrous. Disaster was averted by the co-operation and intervention of the four levy boards and the swift response from, among others, catering butchers of whom many are AIMS members. They quickly adapted from being wholesalers to retailers and found new routes to market via pop-up shops in NHS car Parks. They moved on-line bringing in both Click & Collect and Mail Order, and they addressed the sudden growth in take-away food often cooked and supplied from their customer's pubs and restaurants.

However, in the multiple retailer channel, the carcass balance for both beef and sheep shifted so much that,

but for marketing intervention through the 'Make it Steak' and 'Make it Lamb' campaigns, the consequences could have been disastrous. Consumers were inspired to use the time they found on their hands to explore cooking at home and the fun of feeding the family.

AIMS is very active on Social Media (Twitter @AIMS\_Meat). We followed and were highly impressed, as AHDB, HCC and QMS harnessed the skills of chefs, denied customers in their establishments, sharing their creativity and ability to cook meat easily and well at home, as well as advice on presentation and sharing with stuck-at-home families in lockdown.

I, for one, hope that this work is continued by the levy boards. I have even heard suggestions for a centralized marketing budget. (A bit like the MLC?) We must inspire consumers to want beef and lamb. Not our established consumers, but millennials whose heads have been turned by slick marketing, lightweight messaging and influencers pushing plant-based alternatives.

### A shared responsibility

As an industry we all have a part to play. As farmers you need to

continuously challenge the quality of the stock you produce and how you can reduce the impacts associated with production.\*

Processors must also be innovative in product development to inspire consumers to repeat-purchase red meat. Marketing teams must not just defend red meat, but also ensure that the story behind the product - from quality meat to carbon sequestration and from animal welfare to meat's role in a healthy diet for all life stages - is not just told, but also sold, understood and remembered.

As a Trade Association, AIMS' role is clear; we will champion members' businesses, cut through the barriers and the unnecessary and sometimes burdensome regulations, to ensure that the supply chains from Britain's livestock farmers to a domestic and global marketplace all function smoothly at all times.



Norman Bagley -  
Head of Policy at AIMS

**"We all have a role to play; as farmers to drive quality and reduce impacts of production, and as processors to innovate and inspire."**



# THOUGHTS ON THE FUTURE OF UK AGRICULTURE

## THE ANDERSONS CENTRE

*“Arguably three things will shape the future of UK farming most in the medium term. They bring varying challenges, and opportunities, for those prepared to take them.”*

Farmers hoping to carry on as before may struggle, but it will be easier for those prepared to respond to the challenges. The first challenge is Covid-19. After all, anything that makes a toilet roll more valuable than a barrel of crude oil is significant. Yet farming is in a comparatively strong position to deal with the virus. Few industries enjoy such predictable repeat business as food. Consumption is slow to grow when economies are burgeoning, and consumers spend more cash on non-essential goods. But when the economic tide rolls back, the industries that supply our basic physical needs, like food, thrive. This benefits farmers.

### Impact of Covid-19

The impact of the virus on farming has been costly, but good. Household food waste fell by 25%. This alone probably accounted for the entire drop in dairy as well as for other farm goods. It will be to our shame, but also to our profit, that the consumer will likely resume wasteful ways when life seems less under threat.

Coronavirus has devastated lives, lifestyles and livelihoods. The long-term impact on the survivors will largely be financial. Despite farming taking a small knock, those with assets and income will find themselves paying higher tax, and possibly higher inflation. Debt incurred by Government to retain jobs during the first wave will take a long time to pay off. And we will be expected to deal with increased tax on incomes as well, potentially, on land and assets.

### Brexit: winners and losers

Then there is Brexit. Policy change is inevitable, and most farmers believe their subsidy claims will fall. Government has promised a freeze on farmer payments, but subsidy allocation will shift, with both winners and losers. It will be based on the ability and willingness to provide public goods based chiefly, but not solely, on environmental - or natural capital. It will focus on supporting nature and using it to solve societal problems, and farmers may incur some costs. Basic Payments will taper through to 2028, or possibly be capitalized into lump sum payments allowing re-investment, retirement or other.

Negotiations to agree a trading relationship with the EU are ongoing. No extension to the negotiating period was agreed, so December 31st will be the last day before new trade rules can be implemented. It is possible there will be no deal. Or that there will be an overarching arrangement that bundles commodity lines together. Agriculture could be excluded from a deal. And we could find ourselves in January with higher tariffs on goods we sell to Europe. This would mean lower farm prices for exports such as wheat and lamb incurring a tariff, and higher prices for imports such as beef, cheese, pork and poultry.

### Carbon reduction

The third challenge is arguably greater than either Covid-19 or Brexit. Farming

must now learn to decarbonize; to produce with no net greenhouse gas emissions. Reaching 'net zero' is how the globe needs to emerge from lockdown, how we need to develop post-EU trade and how to supply our home market. A local producer might not have lower emissions than an overseas goods, so protectionism is not the answer, it is more about efficient production, with low emission technologies. UK farmers would also want to protect our export destinations. Sequestration (absorbing carbon dioxide into carbon) is a useful role for farming, at least in the short term, but farming with less diesel, lower methane and nitrous oxide generation is vital. There will be opportunities for farmers ready to spot ways of accelerating the change. But each farmer has to remain profitable. Change brings both threats and opportunities. Being prepared and adapting is vital. Farming is all about turnover and tight margins; keeping costs to a minimum is key. All expenditure must drive profit not cost. Dynamic, flexible farmers will thrive in the next decade. And as the environment in which we operate changes, we must adapt accordingly.



Graham Redman,  
The Andersons Centre

# MEET THE SHEARWELL REPRESENTATIVES



### North of Scotland and the Isles

jane.thomson@shearwell.co.uk  
Mobile 07788 209438

Prior to Shearwell Jane worked for the Scottish Government Rural Payments and Inspections Directorate (RPID). Jane runs a flock of North Country Cheviots and explains “The area I cover has a diverse cross-section of the farming industry. I am familiar with all aspects of livestock farming and legislative requirements. We have always used Shearwell products on the farm, which gives me a sound working knowledge of everything the company can offer.”



### South of Scotland and North of England

james.hickson@shearwell.co.uk  
Mobile 07714 744686

James has lived and worked on the Yorkshire/Lancashire border all his life and has been involved in contracting, milking cows and sheep farming. James explains: “Prior to joining Shearwell I was looking after 700 North of England mules. I've always used Shearwell tags because they do what they say on the tin - you put them in and they stop in. So, when this job opportunity came up I thought I could work for them because it was a product I knew and knew worked well.”



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### North Wales and West Midlands

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Mobile 07494 499096

Dani covers North Wales and the West Midlands. Dani was born and raised on a welsh hill farm near Caernarfon and now farms with her partner, rearing calves and a flock of Welsh cross Lleyen ewes. Dani comments “I have previously studied as an SQP, as well as a foundation degree in agriculture. I am currently studying with the Open University for a degree in business management and accounting.”



### West Wales (Mon - Wed)

lisa.jones@shearwell.co.uk  
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Lisa is based in Carmarthenshire and covers south and west Wales. Agriculture has always been a big part of Lisa's life, running the family farm in partnership with her brother. They currently run around 800 welsh ewes. Lisa lives with her partner on a dairy farm in Llandeilo. Lisa explains “I really enjoy the farm software aspect of my role, particularly the training on our EID readers and software.”

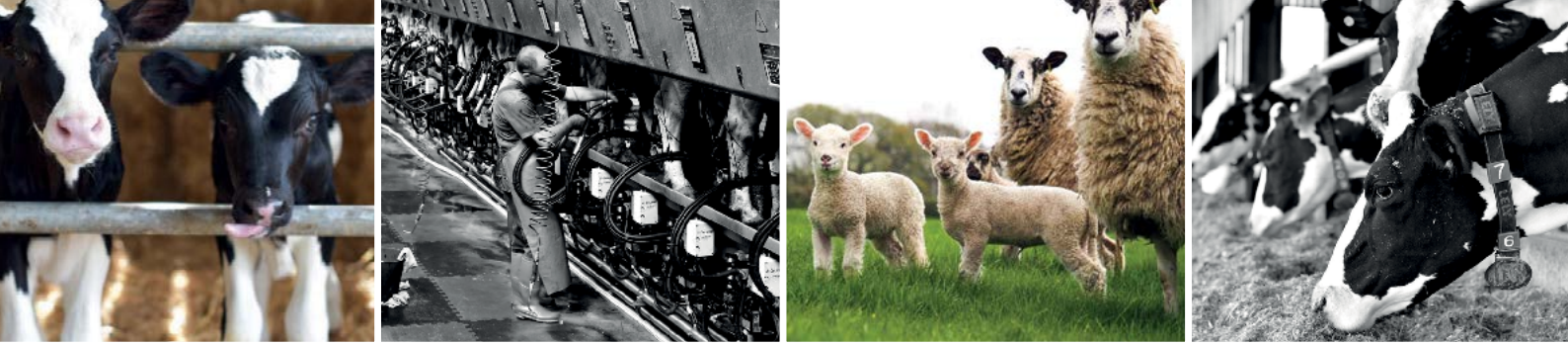


### Central and Eastern England

liz.speller@shearwell.co.uk  
Mobile 07956 881389

Liz is based in Northamptonshire and covers the central, eastern and south eastern region of the UK. Liz explains “I have a good understanding of the legislation surrounding the UK livestock industry and the associated tagging requirements. The point of difference in Shearwell products is its complete integrated system, high tag retention rates, with free replacements and excellent customer service.”





# Dairy, Beef or Sheep Farmer?

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