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Data**

**Livestock Systems**

Working to help the livestock farmer

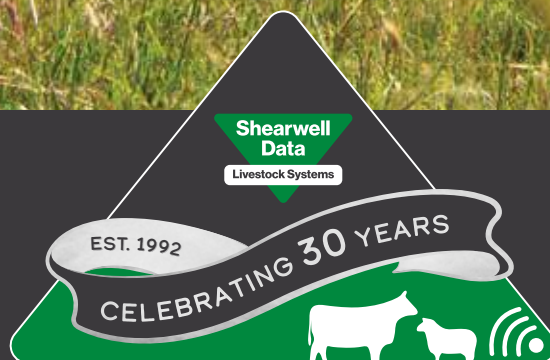
# LIVESTOCK NEWS



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**2022 – what a year!** As ever a huge thanks to you, our customers, for your continued support of the Shearwell Data business and to our brilliant colleagues here in the UK and overseas, for their unrelenting enthusiasm and hard work.

The Shearwell show team have been busy attending shows across the length and breadth of the United Kingdom – it was good to be back and to see so many of you! The challenge of rising input costs, global instability and postal strikes have kept us busy and focused on how best to ensure we continue to deliver excellent customer service.

Earlier this year I spent some time in Australia, working with the Shearwell team in Bendigo. The threat of Foot and Mouth disease from Indonesia was, and still is, a threat for farmers in Australia and New Zealand. As a consequence, Australia's State and Federal Governments are working towards the mandatory introduction of EID in sheep and goats from 1st January 2025 to aid traceability. The teams in the office and out at shows have been busy answering farmers questions about EID.

In October, Shearwell attended the World Dairy Expo in

Wisconsin, to officially launch the metal cattle EID tag in the USA. Farmers were seemingly excited by the fact the tag combines good retention and EID capabilities. It is always interesting to see what innovations are on the market and chat to farmers from around the globe.

Farmers are often too busy to give any consideration to their own physical and mental wellbeing. So Shearwell has also been working with other local businesses and charities to support the growth and development of the Exmoor Rural Health Hub. A charity based initiative which provides farmers, and those living in rural communities, access to NHS nurses who can carry out basic health checks, provide advice on a range of issues including mental wellbeing and provide vaccinations. For more information: [www.erhh.co.uk](http://www.erhh.co.uk).

Shearwell's 30th Anniversary is quite an achievement for a family, farmer-owned business whose mission has and continues to be "Working to help the livestock farmer".

Thank you to all our staff and customers for your continued support – it really is appreciated!

*Best wishes, Julie*

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



To advertise or appear in our next edition, please email: [newsletter@shearwell.co.uk](mailto:newsletter@shearwell.co.uk)  
Editor: Julie Edwards. Design and Content: Diana Murphy





# CELEBRATING 30 YEARS

## 1980s

Shearwell Shepherding, a family business shearing sheep, mobile dipping and making lambing equipment.



## 1994

Electronic Identification trials. Twelve years of research and development, enabling Shearwell to pioneer integrated software and hardware for the farming industry.



## 2003

First ISO accreditation.

## 1992

Shearwell Data Ltd is established with 7 local staff members. Tag production starts with the delivery of the PAT tag machine from OSID.



## 1998

Compulsory double tagging of UK cattle, the purchase of two laser machines. Free replacement cattle tags follows in 1999. FarmWorks, the first software program is developed.

## 2001

Government contract to supply boluses and training for the National Scrapie Eradication Program.

## 2002

Shearwell's own SET Tag for sheep is designed. NLMD company established.



## 2011

SET Tag is approved in Australia, Netherlands and Ireland.



UK tag sales hit record levels.



## 2007

Shearwell reception and production areas renovated and officially opened.

## 2004

Shearwell's first Race Reader SDL130 created and wins a 'New Equipment' award. Initial design of Shearwell sheep crates.

## 2012

Manufacturing in Australia starts and Shearwell New Zealand is established.



## 2008

First Shearwell Stick Reader and App is developed.

First exports to Saudi Arabia. SET Tag trials start in Australia and Canada.



## 2009

SDL130 facilitates the first multiple race reading. Shearwell EID open days. EID tags in UK sheep becomes compulsory. Shearwell starts exporting to Canada.

## 2013

First Shearwell website. Free replacement sheep tags start in the UK and the SET Tag is approved in America.



## 2017

Purchase of Ketchum Manufacturing Company, expanding the product portfolio. The culmination of R&D brings the SDL150 panel readers to market.

## 2019

Contract awarded to supply sheep movement database for England. 5 year contract to supply scrapie tags to USDA.



## 2021

Integrated systems are expanded with the launch of ShearWeigh weigh head and load bars. Pylon products is purchased, adding to Shearwell's husbandry range.

## 2015

Major building works with new and improved production areas and offices. The new road allows easier access. Two long standing staff members celebrate 25 years.



## 2018

Redesign of the Shearwell Weigh Crate and Autodrafter.



## 2020

The TurboTagger is launched in the UK. A world first MET Tag for cattle is developed, and approved in the UK and Canada. Manufacturing facility set up in America.



## 2022

MET Tag approved in America. Celebrating 30 years of SDL.

133 Staff



[Shearwell.co.uk](http://Shearwell.co.uk)

Welcome to Shearwell Data's Autumn newsletter. This has been put together by Julie's team, who always come up trumps with interesting articles and information that will be of help.

This year has been very challenging for us all, with major drought pushing us to adopt policies that we would not normally consider. Seven of our pastures that would normally rely on springs to water the cattle had to have drinkers diverted to them, which showed us how vulnerable we are. Two thirds of our second cut silage had to be turned over to the 1700 lambs to keep them growing. Fortunately, we grew 25 acres of whole crop barley/peas which helped fill one of the clamps. For the first time we used chicken manure to help replace some of the demand on fertilizer. The normal three artic loads went down to one!

Twenty five acres of fodder turnips which we are about to start strip grazing the lambs on will hopefully put that extra bit of finish on them. This again is a mitigation factor due to the lack of grass growth. Fortunately, we have been growing some leys over the years with a high clover content. 45 acres of barley gave a yield of 2.5 tons per acre which will be used solely for the growing cattle through the Keenan TMR system. Our plan is to get them ready for the spring store market. The gamble is should we be selling them as suckled calves or grow them through as normal. The beauty of TMR is that we can adjust the bulk content by using more straw. I think this year the weekly weighing will be monitored more closely than ever!

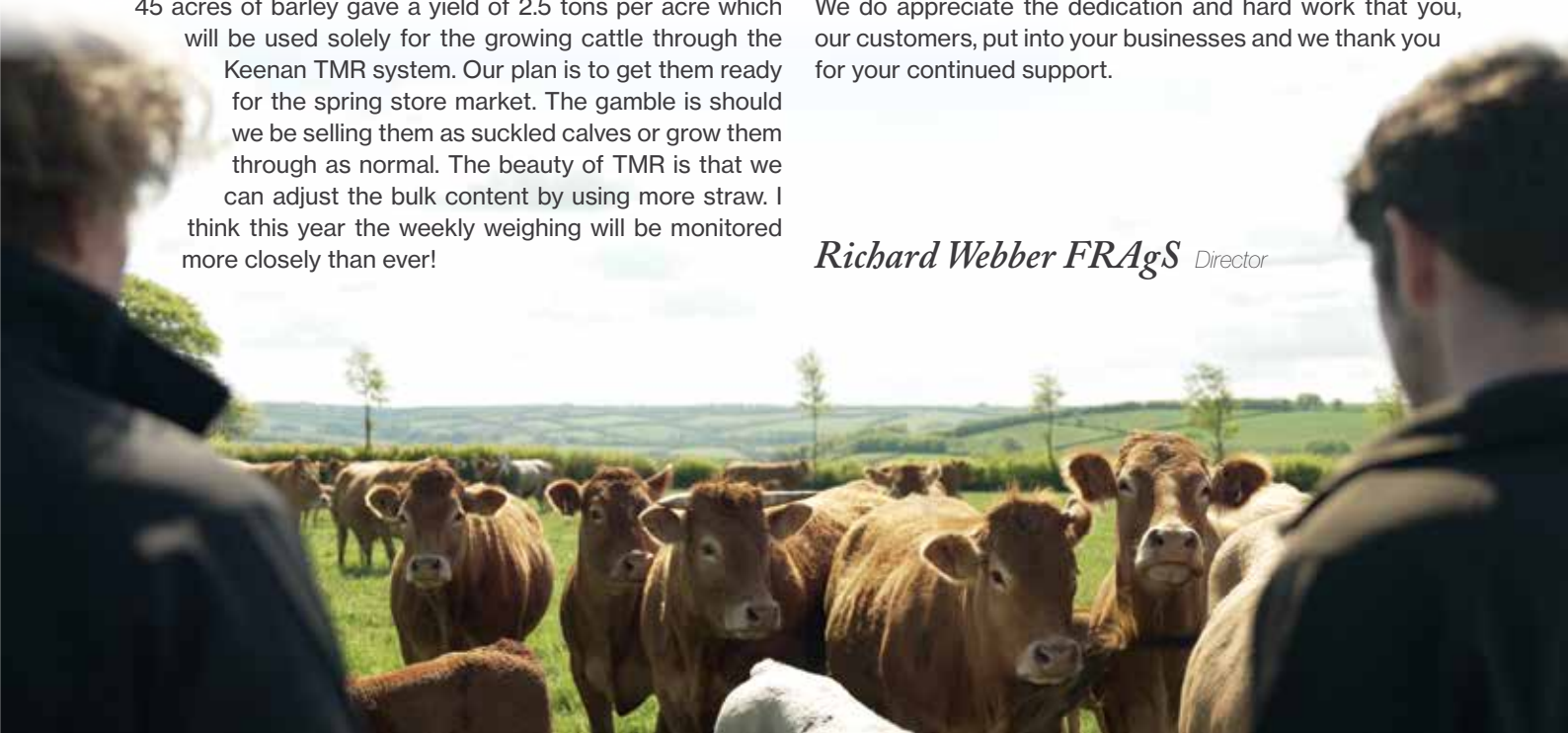
The rams went in at the start of November, which we call tupping, but for the Australian reader it would be 'joining'! We run just over 1,000 NEMSA (North Country) mules which again we will be watching their condition as they have had a very demanding job this summer. We use 18 Innovis rams of various types, which have summered well and hopefully will be doing their job well over the next six weeks.

Now to matters Shearwell. My two sons James and Sam and daughter Emma are now beginning to take over more and more responsibilities within the Shearwell business and have been made Directors. Having put off (for too long) our succession planning we have finally completed it this year. We are lucky that they are all actively working in the family business and long may it continue.

This year Shearwell Data celebrates its 30th Anniversary. Thirty years is a long time and reflecting on those years you will see just some of the things we have achieved. Of course, we would not have done this without our dedicated and loyal staff.

We do appreciate the dedication and hard work that you, our customers, put into your businesses and we thank you for your continued support.

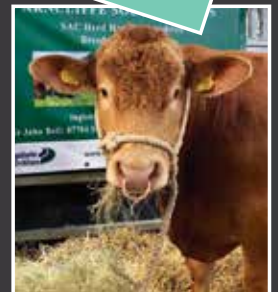
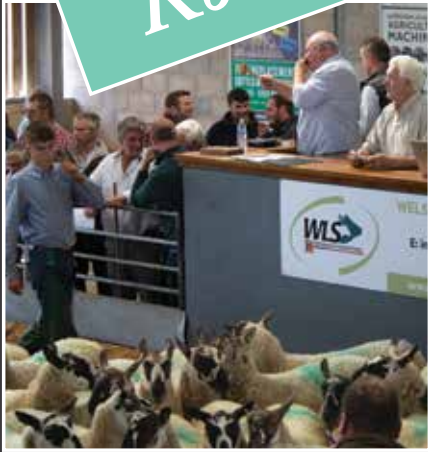
*Richard Webber FRAgS* Director







# Show Roundup



Credit: DCAA (Devon County Agricultural Association)



Credit: DCAA (Devon County Agricultural Association)



THAME FARMERS AUCTION MART LTD





## SHEEP FARMER OF THE YEAR Congratulations!

**Andrew Wear & Jennifer Hunter**  
*Fernhill Farm, Compton Martin, Somerset*



The aim of this award is to recognise successful sheep producers who can “evidence excellence” in production, stockmanship and management. The winner needs to demonstrate their business is profitable and sustainable.

### Farm facts

- Regenerative farming system with A Greener World accreditation
- All sheep are blade sheared prior to lambing
- 1,250 ewes in total including share-farming agreement
- Lambs sold as hoggets at auction markets and plans for direct sales through meat-vending machine
- On-farm events and shearing diversification

### Winning ways

- Great knowledge and focus on wool genetics achieving high premiums for fleece sales
- Running a low-input grass-fed flock which reduces business overheads
- Working efficiently with landlords and stakeholders to run a fully integrated rotational grazing system
- Innovative approach to regenerative farming practices

## Shearwell Data

**Livestock Systems**

Shearwell Data is proud to sponsor Sheep Farmer of the year. James Webber congratulates Andrew and Jennifer at the awards evening.



Image credit C. Telling Photography



## AUCTION MART OF THE YEAR

Shearwell Data is delighted to continue its support of the Farmers Guardian Mart's the Heart Awards, alongside the Livestock Auctioneers Association (LAA). Auction markets are an integral part of the farming community and key to a buoyant and competitive livestock and red meat sector.

The Auction Mart of the Year award aims to identify and acknowledge the progressive auction marts who serve their farming communities by stepping up to the plate; demonstrate their ability to keep their marts alive with new initiatives, fresh, revamped sales; and utilise technology to keep people linked to sales.

Julie Edwards congratulates Kivells Auctioneers on winning Auction Mart of the year 2022.



Image credit Farmers Guardian

# Prevent enzootic abortion or prepare for future losses.

Enzootic abortion (EAE) costs the UK sheep industry an estimated **£20 million annually!**

**FOR FLOCK'S SAKE  
VACCINATE!**  
PROTECT YOUR FLOCK & FINANCES

Ewes know it makes sense.

**Cevac®  
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Reference: 1. Milne et al. (2009) Epidemiological modelling of chlamydial abortion in sheep flocks.

Licensed for use with toxoplasmosis vaccine, can be used on the same day at separate injection sites.

Cevac® Chlamydia contains: live attenuated 1B strain of Chlamydia abortus vaccine.

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Further information is available from  
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Wooburn Green, Buckinghamshire, HP10 0HH. Tel: 01628 334 056

[www.enzooticabortion.co.uk](http://www.enzooticabortion.co.uk)





# Prize Draw Winner

Congratulations  
to Carla Ashley!



In March 2022, Carla Ashley from Oswestry, Shropshire was the lucky winner of a Heatwave Milk Warmer.

Carla was delighted! "This is just fantastic news, thank you all so very much! It will help out massively here on my family farm."



A Heatwave Milk Warmer can feed up to 50 lambs / kids or 30 calves, see our website for details [www.shearwell.co.uk](http://www.shearwell.co.uk).

# Prize Draw Winner

Congratulations  
to Mr & Mrs Postlethwaite!

X6  
Stock  
Recorder



"That's a great way to start the weekend!" was the happy response from James and Janet Postlethwaite when learning of their amazing X6 win in October 2022.

James and Janet Postlethwaite have farmed in Cumbria for 23 years. They lamb 400 North of England mules and Swaledales. North of England mules are bred for replacements and selling on at Hawes Auction. The rest of the sheep are put to the Texel and all fat lambs are sold at Junction 36, Kendal.

The Postlethwaite's farm is on the Dalesway footpath, which runs for 80 miles from Ilkley to Bowness on Windermere. They also run a B&B and have a holiday cottage.

Shearwell's North of England Rep  
James Hickson congratulates  
James Postlethwaite (right).





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SHEEP  
SOCIETY

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- ▶ Fast growth
- ▶ Profitable lambs

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# “Dedication and determination are key to success”



*Oliver Chapman*

*Auctioneer and owner of 'Soloby' Pedigree Charollais Flock*

Firstly I would like to thank Shearwell Data for asking me to write this article for the autumn newsletter. I am based on the marshes on the east coast of Lincolnshire, where I run and farm my flock of pedigree Charollais sheep near the town of Louth. By day I am an auctioneer for Masons and Partners LLP who run Louth Livestock Market. I started there in 2019, taking over the selling and running of all livestock at the start of 2020. The market has in the last two and half years seen the prime and cull sheep numbers double, and the cattle numbers also increase. Running my pedigree Charollais flock enables me to engage with farmers and breeders while at shows and sales up and down the country.

I established the 'Soloby' Flock of pedigree Charollais sheep back in 2017 with three in lamb gimmers from Geoff and Carol Watson's Sulwood' Flock, I then added a further four sheep from the Charollais sale at Melton Mowbray in the same autumn. Over the last four years I have also acquired sheep from the following breeders, Dalby, Foulrice, Fosters, Casteulla, Oak Chruch and Boyo. Opting for the Charollais breed made sense because of their ease of lambing, fast growth rates, good fleshing and low management. All of these factors are key, as time is limited with a busy day job as an auctioneer. The flock consists of approximately fifteen breeding ewes plus gimmer lambs to run on for the following year. A priority for the flock is making sure the animals produced are fit for the commercial market, with all rams sold as lambs either off the farm or through Louth market from August through to September. I have opted for quality over quantity, and all ewes purchased or kept must be fit for purpose and do the job to ensure top quality rams are produced that go on and work. When going to sales, I carefully select genetics to add to the flock which will benefit the current ewes being run.

Showing is used as a marketing tool for my flock, with a chance to showcase the good being bred at home and the stamp of sheep that are reared. I aim to attend all the local shows within the county as well as two or three south of Lincolnshire and several in the north as well. The show season starts in May at Nottinghamshire County Show held at Newark, which saw a gimmer who was purchased as a lamb from Melton Mowbray last October, take the top honours of breed and Interbreed Champion. This was my first interbreed win at Newark with the 'Soloby' flock since starting five years ago. From here the same team travelled to Woodhall Spa Country Show, and Rutland County show where interbreed was achieved with the gimmer again. At

Woodhall Spa we took champion of champions on the show field against the interbreed champion cow and champion horse. Attending eight shows this year within an eighty mile radius of where we farm, has seen my shearling gimmer take six breed championships and go on to take five interbreed championships, rounding her showing season off with a first time trip up to Ryedale Show in North Yorkshire and being the pick of the breed and interbreed judges.

The show sheep are all now happily back at home enjoying a well earned break, and fingers crossed in lamb. They are due to lamb around the end of December, to try and hit the early Easter lamb market with animals that don't make the cut for pedigrees. These magical years of multiple wins make all of the long wet cold days lambing sheep in December and working with sheep all worthwhile.

As a flock I aspire to compete at all three major shows, the Royal Highland, the Royal Welsh, and the Great Yorkshire show. I aim to win interbreed at all of these one day, as well as building a reputation as one of the top Charollais flocks.

Currently I am the Eastern region secretary for the Charollais Society and also more recently have been made joint chairman of the Charollais young breeders group. This is a new group set up in the last two years, to enable the younger breeders and new members across the society a chance to meet up and discuss new ideas for the breed going forward. As an auctioneer I hope to bring additional information and insights into what the commercial farmer is looking for when buying and selecting breeding rams or females to add to their flock. In addition I hope to guide the next generation of Charollais breeders into successful breeding and showing careers.



# HOW **SMALL CHANGES** ON-FARM WILL MAKE THE DIFFERENCE

CIEL



We all recognise the urgent need to produce more food for a growing population. It's a big enough challenge in itself, and one that must be delivered alongside a raft of current pressures ... unprecedented cost inflation, blockages in the supply chain, big changes in policy, prices... and key net zero targets.

As the UK's Agri-Tech Centre tasked with driving innovation in the livestock sector, CIEL (Centre for Innovation Excellence in Livestock) is a lead player in tackling such issues. From developing climate smart food systems and enhancing animal health to improving welfare and productivity, CIEL is the front door for research & innovation within livestock food production.

## “NET ZERO” IS A CORE AREA OF WORK FOR CIEL

CIEL connects industry with world-class research capability and insight to successfully identify, develop and deliver innovative solutions to the key challenges facing farming right now. As a membership organisation, its growing Member Network features leading players across the UK's livestock research-base and industry, including Shearwell Data.

When it comes to tackling the sustainability challenge, 'net zero' is a core area of work for CIEL. It's the golden thread that links several priority focus areas for the livestock supply chain – feed and nutrition, animal health, welfare and resource efficiency.

It's also an area where there is a phenomenal amount of research taking place – the majority of the research partners across the UK where CIEL has invested in new agri-research capability will have methane and carbon-related projects taking place at any one point this year.

It's believed to be the first of its kind to model and collate data at this scale and covers a range of mitigating scenarios in real life case studies across dairy, beef, sheep, pig and poultry farms. The report aims to provide farmers, advisers, supply chain partners and policymakers with the information needed to support evidence-based decision making when it comes to farming in a net zero world.



This independent evidence basis is important. Agriculture, and particularly livestock production, is not short of rhetoric and opinion when it comes to our environmental impact. But decisions – whether they're policy, commercial or practical – must be based on evidence. This work confirms change is required if we're to meet the sector's joint ambitions for net zero.

## THIS INDEPENDENT EVIDENCE BASIS IS IMPORTANT

The report focuses on positive, practical solutions for the industry across headline categories. The need for improvement in herd or flock production efficiency is one key area highlighted that should be the focus for most farmers in the drive to reduce their carbon footprint. With input costs being top of mind, the potential efficiencies around feed, forage and nutrient management are particularly pertinent. Also highlighted is the importance of new technologies and need for wide-scale adoption to reduce emissions further.

There's obviously a huge range of businesses with different systems, operating in different geographies, and with different challenges. A single template isn't going to work for individual farm businesses, but all have options available.

The data and insight Shearwell's solutions deliver can play a big part in all of this. Fast, accurate identification of cattle and sheep supports productivity, can deliver vital insight to





inform breeding decisions and improve livestock health and welfare – all headline mitigation options that are open to businesses to help lower their carbon footprint.

The full report is now accompanied by a series of sector-specific 'fact sheets'. Concentrating on genetics and animal health, feed, forage and management of slurry/manure, these new guides are handy, four page summaries of the main report. Insight into cost versus impact accompanies each recommended mitigation option, and readers can immediately identify how the 'carbon savings' could stack up.

You're likely doing much of this already, but it's good to know where best to focus efforts. CIEL's guides are intended to help support farmers in recognising where small changes can be made that can make a big difference if we collectively pull together to improve efficiency of production.



Find out more and download your fact sheet of choice from [www.cielivestock.co.uk/expertise/net-zero-carbon-uk-livestock](http://www.cielivestock.co.uk/expertise/net-zero-carbon-uk-livestock)

*Lyndsay Chapman*  
CEO CIEL



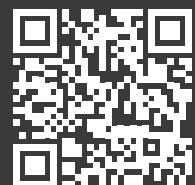
## DO YOU HAVE A SHEARWELL X6 STOCK RECORDER? VISIT OUR YOUTUBE CHANNEL FOR HELPFUL VIDEOS



Stock Recorder X6 - First Setup - Shearwell Data



Stock Recorder X6 - Sync Your Data With Farm Works



When you see a 'QR' code (above), you can scan it with your phone's camera, to take you directly to a web page or video.

# *Feed Extra Milk for Long Term Profit*

Healthy calves are the building blocks of every successful beef and dairy enterprise. Lower mortality, fewer vets bills, better fertility and potentially higher yields will all influence profit margins. In the past, calves were often seen as 'passengers' who should be fed as cheaply as possible. Some thought that because they were non-productive they were a time consuming nuisance and did not deserve the best housing and feeding.

Today we are enlightened by dedicated researchers who have provided the evidence to make some informed changes to our out-dated calf rearing practices, and machines such as auto feeders and more recently the Pyon Heatwave Milk Warmer are becoming very popular choices to save labour and enhance performance.

Surveys have shown that until recently,

the majority of calves were fed around 3L of milk in two meals per day, and the general principle was to restrict the volume of milk in order to 'encourage dry food' intake. In reality this approach doesn't work as a calf's gut is very inefficient at converting dry food to growth and very little is consumed until the calf is 28 days old.

Research now shows that calves fed unlimited quantities of milk will suckle between 3 and 20 times/day, drinking up to 12L of milk or more. As with people, there are some greedy personalities and some shy feeders and because of this natural variation in appetite it is difficult to prescribe a 'one diet fits all' approach to the calf herd.

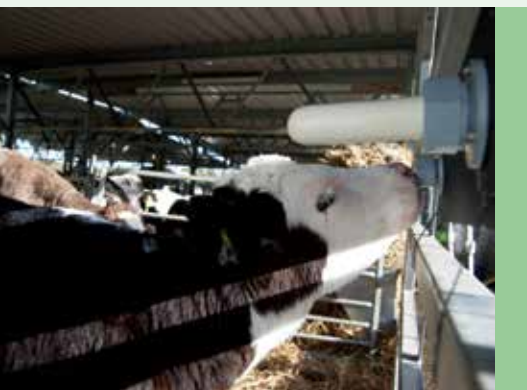
Researchers Soberon & Van Amburgh (2017) compared two groups of calves fed 600g of milk powder v 1.3 kg of milk powder. The most startling finding

was the amount of mammary tissue grown in the poorer calves was 75g v 337g in the faster growing calves showing that the preweaning diet was starting to have an influence on predicted milk yield even at this young age. Subsequently other research by Leal et al 2021 suggests that faster growing calves have improved conception rates as adults, produce more butterfat, eat more forage and carry less excess body fat (lower BCS) than the restricted calves.

Because calf rearing is labour intensive there has been a recent growth in the number of farms using automatic feeders. Wearing an individual transponder collar, the calves can be managed to receive unlimited milk via several meals a day and can be weaned individually when they reach target weight. The feeder also reduces competition between calves







and allows the shy feeders to get a fair share. This 'little and often' approach to feeding means the abomasum is less acidic, with less abomasal bloat and the small meal size means less scouring.

Research shows that milk is converted most efficiently in the first 42 days of life and so many rearers set the feeder on 'ad lib' for the first 28 days or longer depending on the environment and growth required. It has been shown that calves which feed alongside others will accept dry feed earlier in life and are less fearful as two-year-olds when they calve and join the dairy herd. This more 'natural' group feeding environment means that a teat is always available for suckling and a study in Vancouver showed that there was less cross suckling and navel sucking in auto fed calves compared to those reared in individual hutches

and then released into a group as weanlings.

Many farmers have been keen to try out auto feeders but find it difficult to justify the investment. The feeder requires a dedicated shed and permanent fixing and really needs to be in use all year to justify the cost of approx. £12,000 per 50 calves.

For those who want to move away from restricted feeding and want to give ad lib group rearing a try there is a solution. For less than £500 / 25 calves, a Heatwave Milk Warmer will deliver warm unlimited milk with all the same benefits as an auto feeder. With good management they will grow in excess of 0.8kg/day (quicker for beef calves) and double birthweight within eight weeks. The weaning process is easily managed and the post weaning check is minimal.

In addition the Heatwave Milk Warmer will handle whole milk or milk powder, so will adapt to an organic system, and several Heatwaves can be used in small sheds around the farm, allowing more flexibility and easy disease control. This is especially useful with a block calving system as the relatively low capital investment can be justified over a six week calving period carried out in temporary sheds or rented accommodation.

The Heatwave system is easily portable and can even be used to rear lambs and goats at a different time of year!



**Gill Dickson**  
Youngstock Advisor



*"Simple, affordable and an asset that should be on every calf rearer's farm!"*

## Introducing the Heatwave® Milk Warmer



SCAN ME!

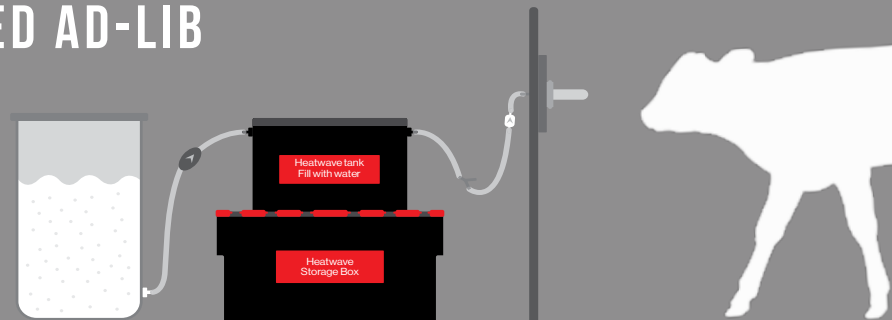
*1 Heatwave® = Healthy stock!  
30 calves or 50 lambs / kids*

Only  
£489



### HEATS COLD MILK TO BE FED AD-LIB

- ✓ EASY TO SET UP
- ✓ IMPROVES PERFORMANCE
- ✓ COST EFFECTIVE



## Introducing the Store & Thaw TEST, STORE AND PASTEURISE COLOSTRUM

From  
£1,149



- ✓ ACCESS TO QUALITY COLOSTRUM GIVES CALVES A GREAT START
- ✓ REDUCES ANTIBIOTIC USE
- ✓ STARTER KIT AVAILABLE



*"It's the best thing since the quad bike! It's a long term benefit. The quad bike just makes life easier. The Store & Thaw does that too. It eliminates a lot of work. It creates work collecting colostrum, but then it reduces costs and work after that. It's inexpensive to put in place."*



**Shearwell  
Data**

**Livestock Systems**

# PRODUCTS

Supporting farmers with outstanding products & service

**EAR TAGS • READERS • SOFTWARE • HANDLING**



for cattle and sheep



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





# FREE REPLACEMENT TAGS - FOR LIFE!

Highlighting our confidence in the quality and retention of our tags, our scheme started in 1999 with visual cattle tags bought from Shearwell Data. We have since added our SET Tags and TST tags. Our offer remains with the animal, even after it is sold!



## Cattle Tags

Free replacement tags are available on any Combi 2000® and the new Combi 3000® range of visual flag tags, provided the tags were purchased from Shearwell. The tag will be replaced like-for-like for free, as long as the tag was correctly inserted using one of Shearwell's Combi applicators or an approved applicator with the correct conversion pin. This offer also extends to our TST cattle tags. Any that fall out will be replaced FREE with a visual tag. No minimum order quantity for cattle tags to qualify for free replacements. Delivery charges apply.

## Sheep Tags

When you order 200 or more SET tags in a year, you will qualify for free like-for-like replacements. Delivery charges apply.

## PIG TAGS

### Combi Pig and Button



## VISUAL KETCHUM TAGS

### Tamp2 - Steel

For cattle (secondary only)



Quantity

25 to 49

50 to 100

Runs

£0.61

£0.50

### KL3 - Steel

For sheep, goats & pigs



Quantity

1 to 9

10 to 100

Runs

£2.44

£0.39

Prices correct November 2022. All prices exclude VAT and delivery charges.





Please order your tags  
in plenty of time!  
01643 841611  
www.shearwell.co.uk

# VISUAL & EID TAGS for sheep and goats

**Excellent  
Retention**  
*Britain's Favourite  
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- One Design - Two Functions



TAGS IN STRIPS

TAGS IN DRUMS



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SET Tags - tiered pricing applies to both breeding pairs and slaughter tags

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Supplied in strips of 10 SET Tags

In Scotland and N. Ireland we can supply alternate  
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Supplied in 'drums' of 20 SET Tags

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from  
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from  
**51p**



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or EID E23® Mini



**£1.41**

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samples

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# SHEARWEIGH WEIGH HEAD & LOAD BARS

## FOR CATTLE & SHEEP



*"The simplicity of function and connectivity is perfect for achieving auto drafting when paired with our Stock Recorder."*

Mr Robinson,  
Norfolk

### ShearWeigh Weigh Head - Quick, accurate and rugged



Having quick, reliable data at your fingertips is key for any livestock business. Shearwell Data Ltd has developed the exciting new ShearWeigh Weigh Head and app to help you meet your business goals.

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Fully compatible with the Shearwell EID systems. Communicates with our Stock Recorder and App.

**FarmWorks by SDL Software (worth £525)  
supplied FREE with the X6 Stock Recorder**

## X6 STOCK RECORDER

## FOR CATTLE & SHEEP



### X6 Stock Recorder

(plus  
FarmWorks  
software  
worth £525)

£1,580

The Shearwell X6 is the next generation Stock Recorder, providing users with a lightweight, ergonomically designed device to capture on farm management data.

With its built-in RFID tag reader, you can use the X6 to record breeding, births, weights, treatments, movements and much more. The X6 is rugged, reliable and easy to use. Its size enables you to carry it in your pocket, so great when you are out on the farm. Once back in the office it will help you stay on top of your record keeping.

It works seamlessly with FarmWorks by SDL to help you plan and manage your livestock more profitably and to produce accurate, neat records and paperwork that help fulfil your statutory requirements.



# AUTO-DRAFTER

Shearwell  
Data  
Livestock Systems

This is the solution for fast and efficient handling of large numbers of sheep. The Shearwell Auto Drafter is three tools in one - it reads and records EID tag numbers, it records weights, and it lets you draft three ways based on your requirements.

The Auto Drafter can be operated manually with a remote control, or set to run completely automatically using FarmWorks software on the Stock Recorder. The pneumatic gates are fast and quiet - one person alone keeping the sheep moving up the race can weigh and sort over 400 head per hour.

Use FarmWorks on your PC to set up any drafting groups you need. Sort out cull ewes, for example, or twin-born ewe lambs for replacements; set the criteria you want and the Stock Recorder will control the gates on the Auto Drafter to separate your groups. Or run your store lambs through the race to sort them into weight groups - heavy lambs into one pen for slaughter, lighter lambs into another pen for more feeding, and a third group of poor performers destined for sale.

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



## EID STICK READER



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- Data can be transferred from the Stick Reader by Bluetooth to a PC, a Mac, our Mobile Printer or to our Apps.



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# EID WEIGH CRATE

Shearwell  
Data  
Livestock Systems

This rugged portable weigh crate will speed up your sheep handling. Every animal passing through the crate has its EID tag read, its weight taken and both tag number and weight are sent wirelessly to the Stock Recorder.

Our patented SDL150 tag reader with a double antenna for maximum readability is built into each weigh crate. Any EID tag in any position will be scanned and the tag number recorded with more speed and accuracy than any human can match with a pen and paper.

The Shearwell Stock Recorder uses Bluetooth technology to connect to the weigher and tag reader. Tag numbers and weights are saved automatically, with options for simultaneously recording other animal data like treatments or sale details. At the end of the working day download this data into our FarmWorks software and make your management decisions with confidence.



Easy to use - for cattle and sheep



Mobile Printer £245

SDL440S Stick Reader £550

Tough Case £50  
Shown left



Prices correct November 2022. All prices exclude VAT and delivery charges.

# REGENERATIVE FARMING

*Tom Mansfield - Waddesdon Estate Livestock Manager*

Waddesdon Estate consists of a regenerative farming practice covering over 4,100 acres of prime Buckinghamshire land between Bicester and Aylesbury. The Farm consists of 3,000 acres of combinable crops and 800 acres of permanent pasture. Livestock within the Estate consists of 47 pedigree shorthorns with the young and finishing stock all running in a closed high health herd. Sheep total 1,115 head, comprising of North Country Mules, Suffolks and Texels.

The farm runs a regenerative system; the arable cropping rotation includes over cropping and herbal leys which are both grazed with both cattle and sheep. The livestock are grazed in a cell grazing practice with 4-6 days maximum grazing interval per cell. Cows are run using No-Fence collars allowing easy and efficient paddock management.

## Stock Recorder proves its worth

Since my time at Waddesdon, all ear tags have been supplied by Shearwell. In July 2021, we stepped into stock management via EID tags using the Shearwell Stock Recorder and use of the FarmWorks by SDL software program. Since running the FarmWorks program, it has helped and proven its worth on countless times. I run sheep though Te-Pari HD4 Racewell supplied by Shearwell alongside a Stock Recorder, making data recording and stock management a pleasure.

Recently I upgraded to their X6 Stock Recorder, which was a progression again. Running Shearwell ear tags alongside Shearwell Data recording is

simple. Having known and dealt with my area representative, Liz Speller, for many years, I cannot fault the service I have received. Any queries are easily and promptly sorted with a phone call, even on a Sunday morning! Ordering replacement tags couldn't be easier via a quick message to Liz.

## Easy inspection

As Livestock Manager on the Estate, all responsibilities of data recording are mine and having just had an animal health and Red Tractor inspection, FarmWorks proved itself to be something that I wouldn't want to be without. All medicine records, movements, transport details and so much more were ready-to-hand via the program.

All calves are tagged with Shearwell's metal EID tag, and then registered using the X6 Stock Recorder, allowing swift and easy management. Running a Stock Recorder and FarmWorks has made management of stock easy and effective.





# REPRESENTATIVES



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# MARKETS WORKING FOR THE PRODUCERS TO ACHIEVE BEST MARGINS



The Live Auction market prices continue to drive the trade, with the live ring providing the stability and security the red meat sector has needed, especially through the last two unprecedented years. If Brexit, followed by Covid-19 was not enough, the marketplace is now being challenged by the impacts of the Ukraine war and the future reduction in farm support.

The sector can reflect on the significant role the live auction system plays in working for the producer to achieve best price. It remains the only route to market that works for the vendor, rather than the buyer. "Where would our national red meat sector prices have been through these difficult years without the competitive edge that the live ring brings?" challenges LAA Executive Secretary Chris Dodds.

One of the results of the Covid-19 restrictions is that many LAA member firms have introduced live streaming of their sales and implemented systems that give potential buyers

the opportunity to bid on sale lots distantly, meaning that you can watch a sale and bid on animals even if you can't make the journey to purchase them in person. These changes have been most beneficial for pedigree sales and sales of machinery and implements.

Annual throughput figures announced by the Livestock Auctioneers' Association (LAA) earlier in the year gave a clear indicator as to the needs and importance of the auction mart sector and how influential it has been in setting trends and prices. The strong support from vendors, buyers and the rural community demonstrates the need for the live auction system to thrive.

In excess of 11 million animals were sold through the live sales ring in England and Wales in 2021, with turnover topping £2bn. The figures represent an increase in almost every sector over 2020 numbers, even with a drop in production numbers in some categories.

## WORKING ON BEHALF OF THE SECTOR

The LAA and its members continue to work tirelessly on behalf of the sector to ensure the live sales ring delivers the strong market prices that drives this trade. It lobbies strongly on behalf of the industry, recognising that a thriving farming industry facilitates a strong live auction mart industry. It is important that the live ring offers a full package of services to both buyer and seller. "I am confident that the live ring





sales mechanism offers all potential clients a full service, providing assurances and guarantees that are covered by the LAA's National Conditions of Sale. It is imperative that the red meat sector retains the open, transparent and competitive forum that the live auction system provides," says Chris Dodds, LAA Executive Secretary.

"The live sales system is by far the biggest market outlet, providing an outlet for all breeds, sizes and ages," adds Chris Dodds.

## COMPETITIVE TRADE

The UK's marts play a crucial role as rural social hubs, but the raison d'être of the live sales ring is to secure fair prices and provide a transparent and traceable marketing system. "Livestock farms are small businesses and have little market power when compared to large scale, corporate food companies. Put simply, they are weak sellers if entering into private negotiations with powerful buyers and risk a transaction that under-values their animals," explains Mr Dodds.

"Within the live sales ring, neither buyer nor seller can unfairly influence the price. The auctioneer is an independent individual, working for both the buyer and the seller. They ensure the price is 'fair' – it accurately reflects current demand based on available information," he adds.

As I write this article, the autumn breeding sheep sales are drawing to an end. The very dry and hot summer weather conditions influenced demand, with many southern buyers purchasing less numbers. However, new faces were seen around the rings and demand levelled out well. The Shearwell Thame Summer Sheep Fair in August heralded the start of the season and trade remained relatively constant throughout. With a particularly strong early season prime lamb trade, there was an air of optimism around the sale rings, which continued throughout the season.

The prime, cull and store lamb markets continue to deliver good returns for producers, but every penny is needed to offset the dramatic increase in farm costs, primarily due to the Ukraine war and the summer drought conditions.

Store cattle and dairy sales continue to deliver positive returns, with demand outstripping supply for beef cattle. The milk price finally achieving prices that provide the industry with sustainable levels of income.

The live market continues to be the industry shop window for the best genetics and quality available. Unsurprisingly, we have seen several breed records broken, with many more individual market price records broken in the past year.

## ANIMAL WELFARE

The LAA continues to focus activities on further training to support safe operational activities at livestock markets and animal health and welfare.

The 'Safe Hands' Master Drover Programme, launched in 2017, has been updated, enhanced and re-launched as the "MartSafe" training programme, adding to the existing training practices and providing a series of units covering handling, animal welfare, health and safety and market requirements.

Initially designed and delivered on a train-the-trainer basis, the LAA-owned material is now delivered by our experienced trainers in the workplace, providing improved delivery options across its member marts.

The LAA continues to work with the industry to ensure that animal welfare and handling is of the highest importance within the livestock market environment at all times.

"Despite all of the challenges our industry has faced over the past two years we have maintained a competitive trade throughout, and this has been reflected in the record numbers and prices achieved through the live ring," Mr Dodds concludes.

*Chris Dodds*

*Executive Secretary, Livestock  
Auctioneers Association (LAA)*



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# PLANNING FOR A SUCCESSFUL FARMING FUTURE

*Brian Richarson* UK Head of Agriculture at Virgin Money



For all farmers the last five years have certainly seen some challenges. First there was the Brexit decision which meant replacing CAP which had governed UK farming for fifty years. Whilst there were some issues as Brussels based rules were handed down, the policy was generally understood and had provided farmers a background they could plan around. New policy to replace this has been slow to evolve and has created potentially significant change to the income of many farms.

At the same time the focus in agriculture has moved to Net Zero and the part needed to play in delivering that. Whilst agriculture accounts for 10% of total carbon emissions, being part of the solution to reducing UK carbon output has meant a close focus on farming, tied into new post-Brexit policy. We have also endured Covid, in which UK farming did a fantastic job keeping the supermarket shelves filled and generally keeping food supply chains working.

A war in Ukraine is the latest challenge, with energy costs affecting all farming businesses, and input cost inflation at levels not seen for many decades. Given the long-term nature of farming, this uncertainty makes planning increasingly difficult, with many farmers having little option but to continue as before in the hope something will turn up in relation to price.

UK farming is certainly resilient, and the skills and dedication of farmers has come to the fore in recent years. In producing such high-quality food at incredible value for money, the UK proportion of income spent on food is the third lowest in the world, behind just the USA and Singapore.

## WHAT WILL THE NEXT FIVE YEARS LOOK LIKE, AND WHAT CAN FARMERS DO TO ENSURE THEY ARE BEST PLACED TO HAVE A PROFITABLE AND SUCCESSFUL FUTURE?

The direction of new policy is clear, with a focus on environmental measures and the journey to Net Zero. Covid and the war in Ukraine have at least refocused the importance of food production as part of the rural

economy, as well as changing the language used with the targets around Net Zero and the environment, being seen now as perhaps complementary to food production rather than instead of. There are already several available grants focused on productivity and improving efficiency, and I suspect more of the budget will focus on these areas as the debate between environmental security and food supply rebalances.

## SO HOW DO YOU PLAN THROUGH THIS UNCERTAIN LANDSCAPE AND START TO MAKE REAL DECISIONS FOR YOUR BUSINESS?

Budgets, cash flow forecasts, and benchmarking are certainly not new but have never been more important when looking at your business future. Yes, forecasting is difficult, but understanding what the future looks like is crucial so you can start to plan over the long term, not simply react to events.

Sitting down with your advisors to discuss your farm enterprise, what is working well, where are the challenges, and considering the areas with potential to do something different. This 'deep dive' is invaluable in helping you understand, where appropriate, where investment may be needed to support improvement. Having your advisors involved in this process helps with objectivity, taking some of the emotion out of those future decisions.

Given the focus on Net Zero which is not going away, it is advisable to include a Carbon Audit in your planning process. This will highlight the areas you could look at to reduce carbon, which will often also support efficiency and productivity improvements aiding the bottom line.

There are grants available for these business reviews, so there is no excuse to not get them done to start to understand what your farming enterprise can do to future proof itself and make sure you have the information at hand to make those decisions. Advisors will also have first-hand knowledge of other farms, so will be able to guide you on how your performance compares and what they see working elsewhere.

Our wonderful Rep Jane Thomson, who covers Northern Scotland and the Highlands and Islands has been busy fund raising again. This time, together with farmers Neil Rose, John David Fyall and Robert MacDonald they managed to raise a total of £1229 for the "My Name's Doddie Foundation".

The group kindly donated the money raised by the sale of their lambs to Doddie Weir's Foundation at the recent Dingwall And Highlands Mart sale, held on 1st September. The My Name's Doddie Foundation funds research into Motor Neuron Disease (MND) and aims to provide support, awareness, sustainability and hope.

Jane's ewe lambs sold for £300 each and were purchased by Mabie Farm Park, Dumfries, who have since named the ladies Doddie and Weir!

*Donated by Jane*

**Sale for charity**  
**Dingwall & Highland Marts**  
Thursday 1<sup>st</sup> September



2 Black Cheviot ewe lambs to be sold

*All proceeds going to the*  
**My Name's Doddie Foundation**

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Roseville Park Merino Stud Pty Ltd is owned and managed by Matthew Coddington and his wife Cherie, together with their five children. Located 35km south of Dubbo in New South Wales, Australia, the stud runs 10,000 Merino sheep and has other enterprises including beef cattle and cropping.

The farm covers an area 4,400 hectares and has an annual rainfall of 650mm. The Merino and Poll Merino stud was established by Matthew's grandfather, George in 1938. Of the 10,000 sheep, 3,200 ewes are artificially inseminated annually. In addition, 680 rams and 3,000 doses of frozen Merino semen are sold to a client base of 500 farmers across Australia. 2022 sales results saw 235 rams sold at auction, with a top price of \$28,000 and an average price of \$4335.

The award winning stud has world wide recognition and uses cutting edge breeding technology, with frozen semen, embryos and live sheep exported to countries such as New Zealand, Uruguay, Russia, China, Falkland Islands, India, South Africa, USA and Argentina. Matthew Coddington is also an International judge of Merino Sheep, judging at every major sheep show in Australia, New Zealand, Argentina and Uruguay.

Since the inception of the Australian Sheep Breeding Values database in 2008, Roseville Park Merino Stud has been highly benchmarked to the Merino industry, through the collection of data, genomics, DNA and pedigree information. And to add further weight to the success of the Stud, it has been entering the Sire Evaluation Programmes across Australia since 1989.

Since 1996, Matthew has been involved in training veterinarians in sheep artificial breeding practices and is currently involved in a five year remote farming and sheep reproduction research project with Sydney University Faculty of Veterinary Science.

If Matthew wasn't busy enough, he also finds time to advise clients and industry representatives on farm budgeting and finance, nutrition, genetics, flock husbandry and artificial breeding. He has also been involved in advising delegations from the World Bank and Government Ministers on government policy.

Roseville Park Merino Stud uses Shearwell RFID tags, as tag retention and provision of quality information about each sheep is vital to the business.

## Matthew and Cherie Coddington

Roseville Park Merino  
Stud owners and managers







# PEPPERTON RAMS







The Pepperton Poll Dorset and White Suffolk Stud is owned by Roger and Dianne Trewick, who with their son Kurtis and daughter-in-law Tara, run 1,200 sheep, with 600 breeding ewes.

Roger Trewick is a fifth generation farmer, having established the Poll Dorset stud in 1994 from the previous Wharoonah Dorset Horn stud founded by Roger's father in 1943. The White Suffolk Stud was established in 2004, with ewes from the Trewick's Poll Dorset Stud.

Based in Elmore, Victoria, the Pepperton Stud has established a reputation for breeding quality ewes and rams that meet the demands of producers and the market.

The Poll Dorset rams have a reputation for producing fast growing lambs with plenty of muscle, growth and moderate birth weight whilst the White Suffolk rams have consistently tested high for muscling and growth with low birthweight.

In 1999, shortly after the Pepperton Stud was established, the use of artificial insemination (AI) was introduced.

The Trewicks have used \*Lambplan as a recording system since the Stud's inception, focusing on muscling, moderate fat levels and to assist in the sourcing of sires with desired characteristics.

Every lamb is weighed, tagged (using Shearwell Data tags), and recorded for parentage at birth, with further information recorded at weaning and at 250 days when an ultrasound scan is undertaken to record fat depth, muscle and weight.

The stud is also a member of Meat Elite Australia – a collaborative group of Poll Dorset breeders, Australia wide, who utilise and share genomics to improve performance.

Pepperton rams are trait leaders for growth and muscling.

The Stud has also recently been testing to provide LEQ, a new index that combines lean meat yield, intramuscular fat and eating quality.

This October, the Trewicks hosted their eighth Annual Ram Sale, with buyers travelling from far and wide as well as participating online.

\*LAMBPLAN – is Australia's genetic evaluation system for terminal and dual-purpose sheep producers. LAMBPLAN enables breeders to evaluate a ram's genetic potential across a range of traits and benchmark the genetic make-up of their flock. Each animal is assessed across flocks and across breeds. For more information: [sheepgenetics.org.au](http://sheepgenetics.org.au)



*Roger and  
Dianne Trewick*  
Pepperton Stud, Australia





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# INNOVATION AND COLLABORATION - THE KEY INGREDIENTS FOR AGRICULTURE



On the morning of Thursday 24 February, the world woke to a very different political landscape. The Russians had invaded Ukraine and, in an attempt to secure a swift victory, they moved quickly across the country heading for the capital Kyiv in the west causing destruction to the country's valuable agricultural industry.

Just two years earlier, in 2020, it was reported that once Britain had left the EU, we would have the opportunity to demonstrate the benefits of Brexit by lowering food costs through favourable trade treaties and in particular, a free trade deal with Ukraine.

As we know, Ukraine was, until the war, one of the world's major food producers and the mooted free trade deal would permit important new imports of grain, poultry, and other vital food supplies at much lower prices than those paid to EU producers for the last 46 years. Of course, all has changed. The effects of the war are of course being felt most keenly in Ukraine but also across the rest of the world and notably here in the UK.

For example, the price of gas has increased thereby driving up the cost of energy to unsustainable levels. This has created a knock-on effect with the UK's fertilizer manufacturers and most notably CF based in Billingham. As their gas bill rose, so the decision was taken by their American owner to stop producing ammonia. The by-product of ammonia production is carbon dioxide, and we need to see some clear direction from the government regarding this gas.

## Why?

You may have thought that CO<sub>2</sub> with its greenhouse gas name tag is something we don't need, however, you'd be wrong. Food grade CO<sub>2</sub> is essential for many abattoirs processing pigs and poultry. It is also essential for food packaging from meat and chicken to

crumpets and pitta. It's used to keep food fresh and thus improve shelf life and reduce wastage in the supply chain. So its importance must never be under-estimated.

CO<sub>2</sub> is of course the gas that puts fizz into beer and other carbonated drinks and, in its solid format, dry ice, is used by many a mail order business to transport food. And let's not forget its role in keeping human organs chilled for transplants. So why then are some simply letting this valuable gas go from industrial manufacturing up into the atmosphere? Your guess is as good as mine.

I have heard of UK bioethanol production plants just letting the gas go. I have also heard the same is true from many anaerobic digestors. Yet the current position is the third time in as many years that the UK has faced a CO<sub>2</sub> shortage and still the Government has been slow to act. The result at present is those who produce CO<sub>2</sub> can almost name their price and thus become another factor driving food inflation.

In May, The Department for Business, Energy, and Industrial Strategy (BEIS), launched a 'competition' for £20 million in grant funding that would be available for projects developing novel Carbon Capture Usage and Storage technology and processes that reduce the cost of deployment.

But the outcome of that is still some way off.

## But all is not lost

A member of my team has been speaking with Dyson Farming (yes, that Dyson) and we understand that this was work they were looking at prior to Covid and which they are now revisiting. They explained that their bill for CO<sub>2</sub> for their strawberries, which are sold in M&S, was astronomical, hence their interest.

## Technology is the solution

My view, is that if anyone can come up with the technology to capture CO<sub>2</sub> emissions then James Dyson can. What's more, with his brand credentials it would be another highly exportable piece of agri-tech which could help the UK be CO<sub>2</sub> secure and help the rest of the world to remove it from the atmosphere and to re-purpose it as a means of further reducing food waste. "Win win," I'd say and talking of winning, The Association of Independent Meat Suppliers (AIMS) has over the last seven months been in regular contact with our 'sister' organisation, the Meat Industry Association of Ukraine.

Their CEO, Mykola Babenko, is always bullish and talks of when 'they win the war' and the support the agriculture sector will need from the rest of world if it is to recover quickly.

And here we all can contribute to the peace when it comes. Mykola has told us that four of their abattoirs have been destroyed and that significant areas of arable land have been war damaged and will require clearing and cleaning. Their pig industry isn't as productive as other countries, nor their poultry sectors and they need investment in genetics. They also need skill and academic input to try to help their farming system of many small-scale holdings come together to drive economics of scale. They want to listen; they want to learn and most of all they want to work with British Agriculture.

Ukraine, a country who provided the UK with 60% of our seasonal horticulture workers before the war now want our skills to rebuild and to win the peace.

**Norman Bagley**

Head of Policy at AIMS (Association of Independent Meat Suppliers)

Here at Shearwell Data we are always pleased to welcome visitors to the business, so that we can showcase the products and services we develop and manufacture at head office.

This year we have welcomed a number of individuals and groups to the business, including Jennifer Duke, The High Sheriff of Somerset, who was keen to learn more about the Shearwell business, job opportunities for young people in the area and the livestock farming sector generally.

Early in February a group from the Challenge of Rural Leadership visited the business – the group was a mix of farmers and industry advisors.

In June we welcomed members of the English Panel of the Council for Awards of the Royal Agricultural Societies (CARAS) and together planted a Prunus “Royal Burgundy” to commemorate the late Queen’s Platinum Jubilee.

Recently we welcomed a group of Swedish farmers to the business, who were undertaking a study tour of agricultural businesses in the South West. It is always interesting to hear from farmers from around the world on the technologies that they rely on and the challenges and opportunities that they are responding to. Interestingly they all seemed to be fans and users of our Heatwave Milk Warmer!

During November we will be welcoming members of the Exmoor Hill Farming Network (EHFN) to the business for a tour.

## Challenge of Rural Leadership Group



## Jennifer Duke, High Sheriff Somerset



## Queen’s Platinum Jubilee Tree Planting 14 June ’22



Pictured planting the tree: Nick Green, FRAGS, CARAS English Panel Chairman and Richard Webber, FRAGS, Shearwell Data Director



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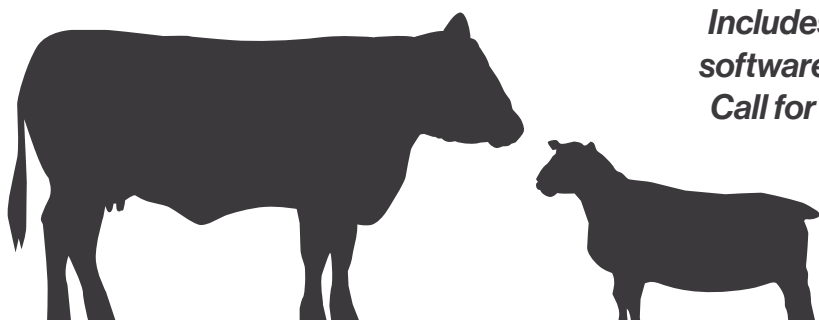
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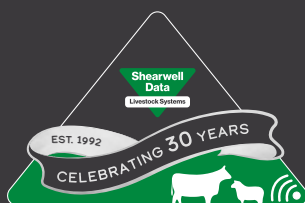
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