



Shorthorn World Council

“TO PROMOTE THE EXCHANGE OF IDEAS AND ACHIEVEMENTS BETWEEN SHORTHORN ENTHUSIASTS IN THE PURSUIT OF EXCELLENCE”

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NEWSLETTER

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President's Message

Greetings to Shorthorn enthusiasts around the world! It is good to see another newsletter go out prior to the World Conference in Argentina in November, 2007. I want to compliment our council secretary, Frank Milnes for an excellent job in putting together the first edition. I'm sure this issue will follow the same high standard.

We look forward with great anticipation to the 12th Shorthorn World Conference. Our hosts in Argentina have been busy planning for the occasion. We look forward to a productive conference, a beautiful country, an exciting tour and a viewing of great Shorthorn cattle. Shirley and I have never been to Argentina so we are delighted to have this opportunity.

We also look forward to a productive council session scheduled for 6:30 PM on November 9th during the conference at Mar del Plata. We would like to continue to improve the structure and effectiveness of the council. Come prepared to offer your suggestions. Be sure to have your country associations appoint an official delegate to the council meeting and send the names to Frank Milnes. However, everyone is most welcome and encouraged to attend the meeting.

On a personal note, my health has greatly improved and I am pretty much back to normal. Thank you for your thoughts and prayers.

Gordon Brockmueller, President

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American Shorthorn Association

A Great Opportunity!

by Greg Ruehle, ASA
Executive Secretary/Treasurer



Since I have just begun as the Executive Secretary/Treasurer for the American Shorthorn Association, I am pleased to provide you with a little background information about myself. My Association management career has spanned nearly 20 years – with 15 of those years devoted to cattle association work. I spent five years with the National Cattlemen's Association (now NCBA) in their Washington, DC office, and also served as the Executive Vice President of the Nebraska Cattlemen for nearly 10 years. I have been blessed with great career opportunities, and am excited to embark on another new chapter with ASA.

My wife Kari and I celebrated our 15th wedding anniversary earlier this year, and enjoy an active routine centered on our 7 year old daughter Grace and her little brother Kyle, who was born in March. We live outside Lincoln near Garland, Nebraska on a farm devoted to cattle and hay production, and Grace is ready to fill it with Shorthorns!

I have a degree in Animal Science from Oklahoma State University, and also graduated from the Ranch Management Program at Texas Christian University. I managed purebred cattle operations in Oklahoma and Virginia, and spent my formative years on a typical grain and livestock farm in northwest Iowa, enjoying junior shows about every weekend.

In preparing for my interviews with the ASA Board of Directors, I have developed what I believe is a strong background and level of knowledge about the breed, the Association, its members.

- ◇ My research revealed that the Shorthorn breed is populated with outstanding cattle that are in strong demand, with people who truly care about the breed and its place in the US cattle business, and a strong sense of the importance of family and friends! This combination provides a tremendous base for me to begin with ASA, and

gives me great optimism that this breed's future is truly bright.

With any new position, there is an opportunity right up-front to make a positive impact. Here are my near-term priorities for the coming weeks and months:

- ◇ *Align staff resources and fill key vacancies* to meet the needs of a dynamic and growing breed association. Completing the registration system update and making it available to breeders online are key immediate goals.
- ◇ Provide support and help to develop *strong Association leadership*, from the Officers and Board through the committees – strong leadership is the backbone to any successful and vibrant breed association.
- ◇ Continue to refine and/or develop a *broad program offering* that appeals to the wide-range of interests represented by the Association's members.
- ◇ Develop and implement an *effective breed promotion program* that ultimately increases the number of registered Shorthorn cattle in the U.S.
- ◇ The ASA Board just voted to endorse a name-change from appendix cattle to Short-hornPlus, which is just one example of how the breed is positioning itself to make tremendous strides and enjoy great success.
- ◇ Be a *visible and active participant* at appropriate industry events – each of you have been vocal advocates for the Short-horn breed, and I intend to join you in support of your efforts. I truly enjoyed the recent AJSA Junior Nationals in Lawton, OK – and commend everyone involved for putting on a tremendous show.



I encourage you to keep an eye (and ear) out for updates on these efforts at the Association's website – <http://www.shorthorn.org> – or better yet, send me an email (greg@shorthorn.org) or give me a call on the Association's new toll-free line (877/272-0686) so we can visit for a few minutes. I look forward to meeting each of you soon.



AUSTRALIAN SHORTHORN BEEF REPORT

July, 2007

Peter Vincent

Good Winter rainfall since May has removed the shadow of drought from large areas of Eastern Australia, however Southern Queensland and Western Australia remain in the grip of an extended dry.

Cattle prices remain strong due to export demand, however the extremely high price of fodder due to the sustained drought and the very high value of the AU\$ against the \$US is beginning to have a negative impact on all exports.

Autumn Shorthorn bull sales recorded sound results throughout the southern states with a state all-breeds record price of \$38,500 achieved at the Western Australian Sale in March.

Several other results are as follows:

South Australian State Sale

Top:	\$14,000	Average	\$5,066
Broome Shorthorns	\$10,000		\$3,592
Sprys Shorthorns	\$11,500		\$6,000
Dubbo National Sale	\$18,000		\$5,240

The major sales for the breed commence in September with large catalogues of bulls on offer from New South Wales and Queensland herds.

The breed was the feature breed at the Sydney Royal Show in April and displayed an impressive 130 head of led stud cattle with a Shorthorn steer awarded the Heavyweight Grand Championship ribbon on the hoof.



Heavyweight Champion Steer— Entry 303 from Outback Shorthorn

Shorthorn Beef and the New Zealand Shorthorn Society entered into an agreement in November, 2006, to co-operate in enhancing services to members in both countries, streamlining administration and to create an international marketing infrastructure for Australasian Shorthorn genetics. The Shorthorn Beef magazine is now published as a joint bulletin to serve New Zealand and Australian members.

In addition, the Durham R&D board is delighted to have

Austins Shorthorns as an international satellite herd to expand the progeny test which now calves down nearly 800 calves annually in Australia.

Despite the extended drought, mature female herd book numbers have remained relatively stable at 16,000 with an expectation of a further 3,000 heifers to come onto the herd book in 2007.

Of particular interest to Shorthorn breeders is the recent purchase of Australia Meat Holdings, a division of the American giant, Swift and Company, by the Brazilian family controlled company, JBS Friboi. AMH process 26% of Australia's kill and fills 30% of the Japanese import requirements from Australia, largely 240 day fed Shorthorn and Angus product.

JBS is the largest processor in South America and fourth largest in the world and swallowing Swift, the 3rd largest processor in the world, elevates JBS to number one globally with a cattle kill of 47,700 per day.

We have every confidence that the very strong relationship our breed has nourished with AMH over many years (AMH kill and analyse all Durham Research carcasses) will continue under the Brazilian ownership.

Shorthorn breeders wishing to access information on Australian Shorthorn activity, sales and genetics should go to www.shorthorn.com.au A Spanish translation of the web site will be available by October.

Australian members wish Shorthorn enthusiasts every good fortune and trust that you will share our joy when we win our third World Cup in Paris in October.



Sociedad Criadores De Shorthorn

Uruguay Shorthorn Association

We would like to thank Mr. Gordon Brockmueller and Mr. Frank Milnes, all the efforts done by them to allow Uruguay become part of the Shorthorn World Council

The Shorthorn breed has been in Uruguay since 1859, being the principal enhancer breed of the Uruguay native cattle. After many years of great development in the country until 70s, the breed turned to second place. Nowadays, in base of selecting new blood lines, and trying to recover the selection characteristics as: facility of fattening, meat quality, easing calving, the breed recovered its preference for crossing with other breeds.

In a good moment for Uruguayan cattle, with good export prices that their meat reach given by the sanitary status free-Mad Cow Disease and free foot and mouth Disease, and the good quality of the meat, during the last years we have tried to join with breeders from other countries to show the cattle we have. For that reason, in 2005 we had the visit of some Shorthorn Australian breeders, as Mr. Spencer Morgan, Mr. Peter Vincent and Mr. Rob Dowling, they tried to inform about the project Durham, and that had a very good impression of what type of cattle we had here.



DURHAM PROJECT TOUR 2005

Afterwards, in 2006, we invited Mr. Roly Bateman of Braebank Stud from Canada, to be Jury at the Prado Expo-Show in Montevideo, having also an excellent opinion about the Shorthorn cattle at the Show. Because of this invitation, a new friendship started, and our President, Dr. Mario Damboriarena, has been invited to the FarmFair Expo in Canada, where after visiting it, he made a sightseeing through different Shorthorn studs, bringing to Uruguay, Shorthorn semen of new blood lines.

2006 Prado Expo-Show

The jury in the principal Shorthorn show of Uruguay, was Mr. German Mouremble from Argentina.

Great Champion Bull :Laureano Peru Guapo 430-
exhibitor :S.Walter Damboriarena

Born 30/6/04 con EMA 112cm² and Fat 10.4mm

Reserve Great Champion Bull : Laureano High-449-
exhibitor S. Walter Damboriarena

Born 22/7/05 con EMA 90cm² and Fat 7.7mm

Great Champion Female: Nape Salteña 44-
exhibidor : Juan Nascimento

Born 6/11/04 con EMA 81.3cm² and Fat 20.3

Reserve Great Champion Female Nape Salteña46-
exhibitor Juan Nascimento
Born 19/11/04 con EMA 75.1cm² and Fat 29.8mm



CHAMPION BULL 2005 AND 2006



CHAMPION FEMALE 2005

Latin American Shorthorn Federation

I has been formed the Latin American Shorthorn Federation, with the presence of Shorthorn breeders from Uruguay, Argentina and Brazil, in order to spread all the good properties of Shorthorn all over America.

Tour around Shorthorn studs of Uruguay

After the 2007 World Congress, the Uruguayan and Brazilian Shorthorn breeders would like to invite you to a tour through 5 studs in Uruguay, including Uruguayan interest places, and 3-4 studs in south Brazil. We are going to send to all Breeders Associations, all the details and tour costs (that are very low).

Board Members

President : Dr. Walter Mario Damboriarena

Vice-President: Pedro Scandroglio

Secretary : Esc. Rosina Allegretti

Treasurer :Dr. Hugo Echenagusía

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BEEF SHORTHORN SOCIETY OF AUSTRALIA

Federal President: David W Spencer



President's Report

The Beef Shorthorn Society of Australia, incorporating the Australian Shorthorns.

At time of writing, Australia finds itself coming out of the grips of the worst drought on record. There are still some areas well within the grip but many areas have had good rainfall in the last couple of months, and in particular traditional grain growing regions have had an excellent start for their crops. In stating this I must say that our breed and its family cousins have faired well with their great attributes of do-ability, fertility, soundness and conversion qualities. Beef prices are strengthening everyday at present, and with the Beef Shorthorns adaptability to all market sectors, we are well poised to capitalise on this. Our members and breeders are becoming increasingly more optimistic and this is a great thing when considering what many of them have had to endure over the past 5 years.

The Beef Shorthorn Society of Australia members number 150, and there has been a steady increase evident in membership and associated Beef Shorthorn breeders over the last couple of years.

Our Herd Book remains very disciplined boasting probably one of the most pure, if not the purest, genetic example of any beef breed in Australia. No appendices have been allowed to the best of our knowledge, and with 4 generations on both the dam and sire side of any 5th generation resultant Beef Shorthorn prevails.

Our Australian Shorthorn Herd Book is more relaxed and offers the ability to cross Shorthorn family members or pure bred other than Beef Shorthorn family members, and still register the same and show the same as Australian Shorthorns.

It is also a mechanism whereby Australian Shorthorns can be upgraded to the Beef Shorthorn Herd Book. This is achieved by starting with an "inspected" foundation Shorthorn of acceptable type and crossing with a registered Beef Shorthorn bull. The female progeny can be once again mated with a Beef Shorthorn bull and so on, for 4 occasions, the 5th progeny being eligible for our Herd Book.

As you can imagine this takes many years, and past Federal President of the Society, Mr Justice David Ashley of "Morningtime" Beef Shorthorn Stud has just achieved this - we believe for the first time ever in the history of our breed.

Beef Shorthorns have been very successful in recent years at our country's major Royal Shows and Beef Expo's. A recent example of this was "Malton A-Grade", owned and exhibited by the Falls family of Finley, New South Wales winning the Interbreed Supreme Exhibit at the 2007 Bendigo National

Beef Expo. The 1000kg young sire (EMA 130 sq. cms) outclassed a strong line up of all breeds, including the main interbreed winners from the recent Sydney Royal Show, under the watchful eye of 4 prominent judges.



Left to Right: Judge, Mr Graham Day with Junior and Grand Champion Bull "Malton Zenith" and Lachlan Falls

In September this year, the Royal Melbourne Show (27 September) will showcase the "Shorthorn Family" as the feature breed, i.e., Beef Shorthorns, Australian Shorthorns, Dairy Shorthorns and Shorthorns (Poll), and there are 149 entries, being individually judged by the same Judge in their respective family breed classes, and the best male and best female from each will come together in a "mini interbreed" to ascertain the best "Feature Breed Pair" of the show. This should prove to be a great spectacle.

We hold feature shows, normally in country Victoria, NSW or South Australia each two years and additionally our members promote the breed at their local country and regional shows through the year.

Imported Sires to be used amongst our members over recent years include GVR Tradition, GVR Prime Time 310, AKF Monopoly, Kiwaliks Velvet Leader, Deepark Leader 13th, JSF Lightfoot's High 5 to mention but a few. These sires, crossed with our traditional Australian bloodlines, have left some magnificent animals within the breed. More recently there have been some Irish bloodline sires imported and deemed eligible for our Herd Book being used by some of our members.

We apologise for not being present in person to deliver this report. We hope that all delegates have a successful and enjoyable Conference in Argentina and we would like to extend an open invitation to any Shorthorn family enthusiast to make contact with us through our Federal Secretary (contact details below), so we can make sure you are well looked after should you wish to visit our Great country here in Australia.

Best Wishes
David W Spencer

Federal Secretary Mrs Marion Spencer
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CANADIAN SHORTHORN ASSOCIATION



Similar to other parts of the world the Beef Shorthorn is receiving rave reviews here in Canada and there is a revived interest from cattle producers both new and established. Over the last couple of years we have seen an increased interest from commercial producers for Shorthorn herd sires, within many crossbred operations, which hopefully speaks well for the future.

However, with only 300 Registered members and 3000 annual registrations per year, one would hope and expect that there is only one way for the breed to go, and that would be grow.

Over the last couple of years our statistics have basically maintained themselves and it has been nice to see the gradual decline in numbers falter and now we are hoping for a turnaround.

Quite simply, the Shorthorn could double its numbers here in Canada and still be one of the minor players within the beef sector. Just as a comparison, if you take our 300 Registered members and compare this to the fact that there are 600 Angus breeders in the province of Saskatchewan alone; well it's not hard to see that we do have market opportunity.

In the showing, Canadian Shorthorn cattle, are going from strength to strength. Shorthorn numbers increase from year to year as the preferred breed of choice in youth programs, which again is nourishment for the future. Shorthorns are competitive in interbreed or all-breed classes, and shows, all across the country. Members of other breeds are looking at Shorthorns with an interest we haven't experienced for many years.

The BSE crisis over the last number of years has also created some added stress for our Beef industry and the purebred breeder. At this time the border to the USA is still not open for breeding animals although we can ship animals that that are destined for slaughter up to the age of 30 months. Hopefully the "powers that be" will be able to change this situation in the near future but there is strong political lobbying in the USA to keep the border closed to all Canadian cattle.

More recently, the move towards Ethanol production from corn, especially in the USA, is raising commodity prices and this is having a negative affect on the price of cattle. Stay posted as this new story continues to unravel.

For the Canadian Shorthorn Association, I believe we have moved into a new era where we are concentrating on promotion and marketing. Much of the renewed interest in the breed is as a result of this promotional effort. Politically speaking, we have managed to move beyond issues, which absorbed a considerable commitment of energy and time over a number of years.

Commencing in 2006, animals that reach the 127/128 or 99.2 % of purity are eligible to be registered in the Closed Herd Registry rather than the Appendix Registry. This created a significant shift in registrations, which we hope is very positive for everybody.

Finances of the Association are firm and this is probably some-

what a result of moving to a Whole Herd Registry several years ago. Currently over 80% of our breeders are enrolled in WHR and this percentage continues to grow. The WHR system has many advantages. Firstly, it allows our Association to budget a little easier and more accurately. For the member, registrations and transfers are paid from your enrollment fee and we also have the opportunity to participate in the performance program administered through the American Shorthorn Association and ABRI. The reports that are produced can prove to be invaluable for making the breeding decisions that will assist you in achieving the desired goals for your herd and breeding program.

Another technological tool, we believe is being under utilized, would be Ultrasound. To be able to assess just what is under the hide has tremendous advantages. Combined with performance data the use of ultrasound has the potential to speed up the genetic and phenotypic progress for productivity.

The greatest potential the Canadian Beef Shorthorn has for growth, has to be within the commercial sector and this market has an increased demand for high levels of performance information, both actual and adjusted. To capture this market we need to produce more performance information.

As an Association we are hoping to have greater support for performance testing and we are also promoting for more breeders to participate in Bull Test Stations, alongside other breeds.

The realization of TH being a breed problem came as a big shock to everyone and we are using this experience as a stepping stone to a strengthened future for the breed. We have addressed, as proactively as possible, the concern of TH and more recently we are also concerned with, but to a lesser degree PHA. We should consider such a difficulty as a blessing in disguise and be very thankful that a genetic test is available to identify such genetic disorders. As an association we encourage testing of all suspect animals and the majority of buyers are requiring TH status of sale animals.

To date approximately 1000 Canadian cattle have been tested and we encourage breeders to post their test results on the CSA web-site. With testing available TH is in a manageable state presently and with a continued proactive approach to testing we should expect the problem to be minimized within three years.

Commencing 2007, prior to registration all sires must be DNA typed and for 2008 we are requiring that all sires be TH tested before progeny can be registered.

Having all bulls DNA typed is a first step in animal verification, if and when it is required; and as DNA technology advances we can expect to see DNA markers for many different productive traits. This will likely develop into a marketing tool for the more aggressive and progressive marketers.

All in all I think we good reason in Canada to hold our

heads high for the cattle we have and the way we address the challenges that fall upon us. Although the Beef Shorthorn in Canada is relatively small in numbers we are powerful and mighty with the cattle we have. The future for the Beef Shorthorn in Canada has limitless potential. We have a product that has stood the test of time for several generations and will continue to stand the test of time. Whatever lies ahead is strictly in the hands of the breeders and ourselves, as decision makers. We, the Shorthorn breeders need to be visionaries with a realistic set of goals backed by well calculated plans and the cattle themselves will answer the call.

On behalf of the Canadian Shorthorn Association.—Martin Mason: President

Canadian Milking Shorthorn Society



Report from the Canadian Milking Shorthorn Society

The first half of 2007 has again been busy for Milking Shorthorn breeders in Canada. We are seeing an increased interest in breeding stock, with demand more often than not outstripping supply. Replacement prices across the industry are rising as of late, so this is putting equity values for most breeders at a much better levels than during the recent BSE border closure.

Due to limited supply of animals available for sale, we are trying something new with our National Sale for 2007. We are having a remote sale, with a web catalogue, and an ability for bidders to submit bids by phone, fax, or email over a two day sale period. We will be featuring about 10 live animal consignments and some embryo consignments, with all transportation happening after the sale. Given the distances between many of our breeders, we thought this might be a good option to try this year to ensure a public sale option for 2007.

Our National Show in Lindsay, Ontario is slated for September 21st, 2007. The show has been growing in quantity and quality in recent years, so we hope for more of the same.

Very soon, we will have online access to production and classification information for Milking Shorthorn cows in Canada through the Canadian Dairy Network, who calculates our proofs. We already have a new system up and running for producing detailed animal reports and extended pedigrees, which we did not have before.

We are also working on some new awards to be unveiled in early 2008, including a Master Breeder award, a Star Brood Cow award, and a Cow of the Year Award. We will have more information on these awards in the near future.

Respectfully submitted,
Ryan Barrett, Secretary, CMSS

Irish Shorthorn

Society Ltd.

Established March 2004



Carrowcarden, Enniscrone, Co. Sligo

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Secretary: Maura McKeon

MISSION STATEMENT

To promote the attributes and versatility of the Shorthorn breed both Dairy and Beef and place Irish Shorthorn on the world stage



The Irish Shorthorn Society is pleased to report that the decision to form the Society in 2004 has been the correct one, with the benefits for the breed now starting to show. With membership now over 400 the Society is noting that not only is this membership made up of established breeders but also there are many new breeders getting involved in the breed. The herd book is now well established with requests for animal's registrations on the increase. Shorthorn animals are coming out in bigger numbers to all the major shows with the quality of the stock attracting attention. The versatility of the Shorthorn breed is now more important than ever with cattle breeders looking for an economical breed that can fit more than one category. However it is no longer good enough to tell people what the Shorthorn can do we have to back this information up with facts, get Shorthorns into herds and let people see for themselves. The Breed Development Scheme now underway by the Society will work in these areas by finding ways of adding value to Shorthorn Beef, promote Shorthorn as the ideal suckler dam to the suckler farmer and take advantage of the cross breeding that is happening in the Dairy sector. The Breed Development will also work on semen to improve our genetic pool, source new bulls, and ensure that young bulls are sourced and placed in the Tully Test Centre for performance testing. This will result in the breed not only providing semen for its home market but also having new genetics to share with other countries. We invite all fellow Shorthorn breeders worldwide to long on to our website at www.irishshorthorns.com to see the progress that has been made.

Pictures from Athlone Show 2006



Line up of
2yr old
Heifers

Line up of
yearling
Heifers



Irish Shorthorn Society Limited Breed Plan

- § To continue to increase membership
- § To provide an up to date list of semen presently available for use in the
 - To Breed and to source new Shorthorn bloodlines to secure the future of the Breed
- § To encourage Dairy Breeders to milk record and participate in all evaluations
- § To promote the use of Linear Scoring of Shorthorn Beef cattle
- § To develop a market place for the Breed

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NEW ZEALAND BEEF SHORTHORN ASSOCIATION



New Zealand Shorthorn Society membership is steady at 64 full members and 2050 registered cows. In November last year our Shorthorn Council members met with Peter Vincent and three Australian board members to look at ways we can reduce costs and also jointly promote Shorthorn cattle in both Australia and New Zealand. NZ Shorthorn have been invited to advertise and contribute articles to the Australia SB magazine. We also visited the Austin family's property in South Canterbury, to look at the cows and calves in the Durham research herd.

Our National Bull Sale held at Palmerston North in May this year had an average of \$4787 for 15 out of 19 bulls sold. The top price of \$10000 went to the Champion Bull "Browns DG Theodore 05 4" bred by the Ian Brown family of Wanganui. The demand for Shorthorn bulls has been similar to last year with on farm sales average around \$4000. The challenge for NZ Shorthorn breeders is to keep our market share, but also to try and increase it.

DURHAM SHORTHORNS – NEW ZEALAND

Two years ago the Austin family decided to move 90 of their Breedplan recorded cows into a Durham Satellite herd. These cows were by some of today's better known sires: Eionmor Ideal, Eiomor Mr Gus, Marellan Vagabond, Byland Spotlight, Waukaru



Ian Brown with the 2007 Beef Expo champion bull, Browns DG Theodore 05 4.

Chaps, Austins Gus S91 and others. In September 2006 the first calves arrived from a random mating of Waukaru Goldmine, Belmore Hammerley, Bundaleer United Chief, Austins Goldship and Austins Gus S91.

These calves are now 9 months old and are settling into a normal winter routine. This consists of strip grazing of a kale and turnip specialist brassica crop and some silage. Winter is cold with some hard frosts and some snow, but all the stock are wintered outside. When spring comes (September) these animals will be set stocked on improved pastures. If we get a good season they will be killed, off grass in April/ May 2008.

The steers and heifers will be live Ultra Sound scanned, killed and then the carcass measured to get the maximum amount of carcass information on each sire.

The cows are currently strip grazing, steep hill country in a lead up to spring calving in September.

The Durham Shorthorn New Zealand herd is being run at 600mts above sea level on steep hill country in a 100% commercial environment in the foothills of the Central South Island. The property also runs the Austin's Shorthorn Stud and fat lamb breeding, ewe flock. We are extremely positive about the Durham Shorthorn Research Project and its ability to improve the future of Shorthorns. Australasia has the advantage of being internationally recognised for our high animal health and disease free status. Our management and selection of livestock is



carried out in a practical, environmental, market influenced arena, not greatly influenced by the show circuit. It was very pleasing at a recent Breedplan and Related Technologies Workshop held throughout New Zealand, to have Shorthorn photos and data being presented to all participants by way of validating Breedplan and its current research coming from this project.

Jeff Proffit NZ President

SHORTHORN SOCIETY OF SOUTH AFRICA



Although a small Breed within the cattle industry of South Africa, the Shorthorn does have strongholds in certain parts of the country which it certainly endeavours to keep and hold onto.

In the Dairy Shorthorn section, although our members are few, we are fortunate to have a couple of herds which are able to keep up with the demand for females which is thankfully always there.

The Beef section on the other hand, in spite of being stronger in terms of members, battles to supply the cattle to really go out on a strong promotional drive.

Our National Sale, to be staged in September again this year, relies heavily on our CASH (Commercial Approved Shorthorn Herds) members and hopefully will see entries of about 30 Bulls and 50 Females. A point to be made about these herds is that they are pure herds that are simply not registered but have a huge genetic pool which needs to be tapped.

This sale has been growing steadily and we hope that this years Sale continues the trend so as that we can spend finance and time on a Sale such as this, as last year, 2006, saw our breed withdraw from NAMPO, a huge agricultural exhibit due to logistical constraints.

As a Breed we need to keep in the agricultural publics eye by stressing the strong attributes of our Breed and the fact that we are the "easiest care mothering" Breed that there is.



BEEF BULL



DAIRY SHOW CHAMPION

The Shorthorn Society of the United Kingdom of Great Britain and Ireland



UK Dairy Report

This year we had one of the mildest winters on record with virtually no snow or frost. This was followed however by a very wet start to the summer. June proved to be the wettest June on record with many areas experiencing flooding, and many crops of silage remaining unharvested. The Royal Show was seriously affected by the wet weather and the dreadful ground conditions resulted in the final day of the show being cancelled for the first time in history – a very sad end to what had been a good Royal Show for Dairy Shorthorns. They had enjoyed some very strong classes and were in fact the largest dairy breed, numerically exhibited at the Show.



The Royal Show Championship line-up.
Judge: Rob Boote deciding on his winner.

The dairy industry is still suffering from a low farmgate milk price which despite continued reassurances of an increase from the main milk buyers, stubbornly refuses to move up. The last year saw an average farmgate price of 17.99 p/litre which is the lowest for 4 years, and which everyone agrees is at least 2p/litre less than the cost of production for the vast majority of farms. It is difficult to see how dairy farmers can continue to produce milk at this price, and with the average age of the UK dairy farmer at over 55 years it is clear that many are simply biding their time to retirement. The real crisis is that there is no incentive for younger people to join the industry and that will be a huge problem in the future.

On the back of this depressing scenario, it is very pleasing to report that the Shorthorn Society has actually increased its membership and number of registrations over the last twelve months. There is a growing realisation that when the price of the end product is low then the cost of production has to be even lower, and the Shorthorn cow's ability to produce milk from forage, its fertility and longevity, are being recognised as vital in keeping down the costs of production. We have seen a big increase in the number of Shorthorn bulls sold to

commercial producers to use on black and white cows and the resulting cross bred calves are doing a great job. Whilst this may not immediately benefit the Society, the breed has to have a sound commercial base if it is to prosper. We have also seen a substantial increase in the amount of semen we have sold into black and white herds following our push last year to promote the attributes of Shorthorn cross Holstein cattle.

The Society sales last year saw a great demand for the cattle on offer and the huge crowds at both the Spring and Autumn sales at Chelford saw a top price at each sale of £2625.00 and an average for in milk heifers of £1000.00. The good prices obtained for Shorthorn cattle has enabled some members to sell all their surplus stock off the farm, and it has been difficult at times sourcing cattle to satisfy the demand.

In the office we are continually striving to improve efficiency and provide an improved service to our members, and the latest improvement is the provision of an on line searchable database and on line registration facility which we launched in the Spring of this year. The searchable database is incorporated into our website and anyone can now research the pedigrees of Shorthorn cattle which we hold in our database, whilst our members are provided with a password to enable them to register their calves on line.

I am very much looking forward to the World Conference in Argentina, with a chance to see some of their Shorthorn herds and also to meet up with Shorthorn friends from around the World

Frank Milnes

The number of cattle forward at shows throughout the summer has continued to increase and it has been very encouraging to see new faces showing cattle. There have been several Inter breed successes particularly in the native breeds sections of shows, with Beef Shorthorns capturing the native champion and reserve supreme beef championship at last weeks Great Yorkshire Show. The successful bull, Holmeere Alastair is having a truly wonderful summer season winning the Royal Highland, The Royal Show and then the Great Yorkshire, and the Royal Welsh Show.



HOLMEERE ALASTAIR—SUCCESSFUL BULL FOR 2007 SHOW SEASON

There is a lot of time and expense incurred in showing cattle but it is also the best possible shop window for our cattle. When farmers see Beef Shorthorns challenging for top inter breed honours, it gives them the confidence to try the breed for themselves, and we are picking up new members and new herds as a result.

One of our concerns over the last 12 months has of course been TH, but we feel that with the availability of a DNA test and the measures we have put in place to prevent new TH carriers coming into our herd book we will very quickly be able to eradicate this particular genetic defect. Probably of more concern to most of our breeders is the problem of herd health and the need to ensure replacement animals bought in are not going to bring disease into the herd. We encourage all our breeders to join a recognised herd health scheme and pen cards displaying the animals health status are now mandatory at all Society sales. Herd health is not something many breeders want to talk about but we cannot afford to ignore it if we want to sell pedigree cattle.

I look forward to meeting many old friends and making many new ones at the World Conference in Argentina later this year. I hope to see you there.

Frank Milnes

BEEF SHORTHORN CATTLE SOCIETY



UK Beef Report

Membership of the Society continues to increase and we now have over 450 members. Registrations are also up for the year with approx 2000 registrations. These are not huge numbers compared to some of the other breeds but they are a huge increase on the figures of 8 or 9 years ago. The income this has generated has enabled the Society to spend more money on breed promotion and advertising which also helps to raise the profile of the breed within the beef industry. The success of the breed can be judged by the demand for cattle at sales both privately and at auction. In the Autumn of 2006 there were three Society sales held in two weeks and over 200 females were sold with an almost 100% clearance. This alone is a real indication of the buoyancy of the breed at the moment, and this trend was continued

in the Spring of 2007 with sales at Perth, Carlisle and Chelford.



Highest Priced bull at Perth Spring sale TOFTS HECTOR Selling at 8,000gns