

U.K. HEREFORDS



*UK Hereford Female of the Year Dendor 1 Jennefer 15th,
seen winning Supreme Championship at Moreton in Marsh Show*

The Breed here in the UK continues to grow in terms of pedigree and cross bred animals in the Beef Sector. The number of pedigree animals has grown by 60% over the last 10 years, with registrations for the calendar year 2016 up to over 9,000 registrations. The number of members has also increased to more than 1,500.

Commercially the Branded Beef Schemes at a number of major supermarkets has helped to increase the awareness of the breed with the public and an additional multiple retailer, Lidl, came on board stocking Hereford meat products earlier this year.

2017 has seen a year of some significant changes within the Hereford Cattle Society by saying farewell to David Prothero who had worked for the Society for 47 years – 34 of those as Breed Secretary. David is the second longest serving Breed Secretary in the history of the Hereford Cattle Society and, under his careful, calm and assured management, the Society has grown and flourished to the level it is today. This legacy is something that myself, the Council, Members and Staff at Hereford House have to build upon to take the Breed back to become the number one Beef Breed in the U.K. At the Society's Annual Dinner in October we said a formal farewell to David to mark his retirement with his wife Erica, his two sons and four grandchildren and, of course, his dogs!!

Prior to David's retirement I was appointed Chief Executive Officer. I have worked within the agricultural and horticultural industries for nearly 20 years, my last position being with the Soil Association, where I was a Senior Inspector Manager. In this role I was responsible for a team of UK based office staff and remote workers, as well as contractors overseas, and establish new partnerships with other Agri-food businesses.



Retiring Breed Secretary David Prothero handing over the reins to incoming Chief Executive James Sage at Moreton in Marsh Show

We also say goodbye to Lewis Thomas our Accountant who leaves after 62 years at the end of November this year. Lewis joined the Society at 15 years old in 1956 and is one of the few people alive today who was present at the world-famous Vern Dispersal Sale in 1966. Lewis is also retiring to spend more time with his wife Anne and family.

The Trial of Hereford Sired Cattle, sponsored by HCS, grazing alongside Holstein steers progresses well at Harper Adams University. A number of Council Members and staff visited the animals at the end of August where the Herefords were making clear gains. A comparison trial using Simmentals and British Blue of animals 12 months younger shows the Hereford out-performing all other Breeds at this stage. The Hereford cattle have moved on to fodder beet where they will be wintered before being finished from grass in the Spring. The carcasses will be processed at Dunbia where they will be graded for conformation and tested for meat quality. This trial has gained a lot of press interest and at the open day in December there were 40 farmers from the length and breadth of the UK which is excellent publicity for the breed in a commercial environment.



Harper Adams Trial

Hereford cattle have been extremely popular at all major Agricultural Shows this Summer with entries in excess of 100 lots at a number of events which demonstrates the strength of the breed here at present.

During the last 12 months we have received visitors to Hereford House from Finland, Canada and Ireland and Clubs from within the UK and we do, of course, always welcome anyone from anywhere in the World to the Home of the Breed.

The Society's Beef Website - www.herefordbeef.org.uk - continues to try and generate demand for Hereford beef and we remain the only Breed Society in the UK undertaking such a venture and are expanding our portfolio of purveyors of Hereford Beef, and is a key tool in educating the public on the wonderful attributes and health benefits of eating Hereford Beef.