

A large group of white sheep are gathered in a pen, with a corrugated metal fence visible in the background. The sheep are mostly white with some yellow ear tags. A blue and green gradient bar is on the left side of the image.

# SBRT 2024

Tim Tyne

*ProHill group founder member*





Hill land at Ty'n-y-Mynydd

Winter grazing in East Anglia



















# **Grŵp Bridio Defaid Mynydd Cymreig**

*Cyflwyno'r eneteg orau i ddiwydiant  
defaid ucheldir Cymru*

# **Welsh Mountain Breeding Group**

*Delivering superior genetics to  
the Welsh hill sheep industry*



**innovis** Defaid  
Wedi'u magu i berfformio, wedi'u magu i bara  
Rhowch ffôn i ni am ragor o wybodaeth  
01970 828 236  
Partners: Caeffwrdd Abertaweili Cymdeithas, 1023 1041, ann@innovis.org.uk

COSTYNN			EBV Accuracy
Eight Week Weight	1.75	75%	
Litter Size	-0.10	47%	
Maternal Ability	-0.07	62%	
Scan Weight	0.71	75%	
Muscling Depth	-0.08	75%	
Pel Depth	-0.10	75%	
W6 Index	0.11	75%	

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Mae Cynllun Hyrddod Mynydd HCC, a gefnogir gan Lywodraeth Cymru a Chronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig, yn anelu i gynyddu'r nifer o hyrddod sy'n cael eu recordio ar gyfer EBVau. Prif nod y gwaith fydd i ddarganfod dulliau o recordio mewn systemau ymestynol heb amharu ar drefn naturiol y ddafad o



# HCC Hill Ram Scheme

*The HCC Hill Ram Scheme, supported by Welsh Government and the European Agricultural Fund for Rural Development, aims to increase the number of hill rams recorded with EBVs. One of the project's key objective is to investigate methods of recording in extensive systems*

Commenced  
2018



[www.hybucig.cymru](http://www.hybucig.cymru) | [meatpromotion.wales](http://meatpromotion.wales)

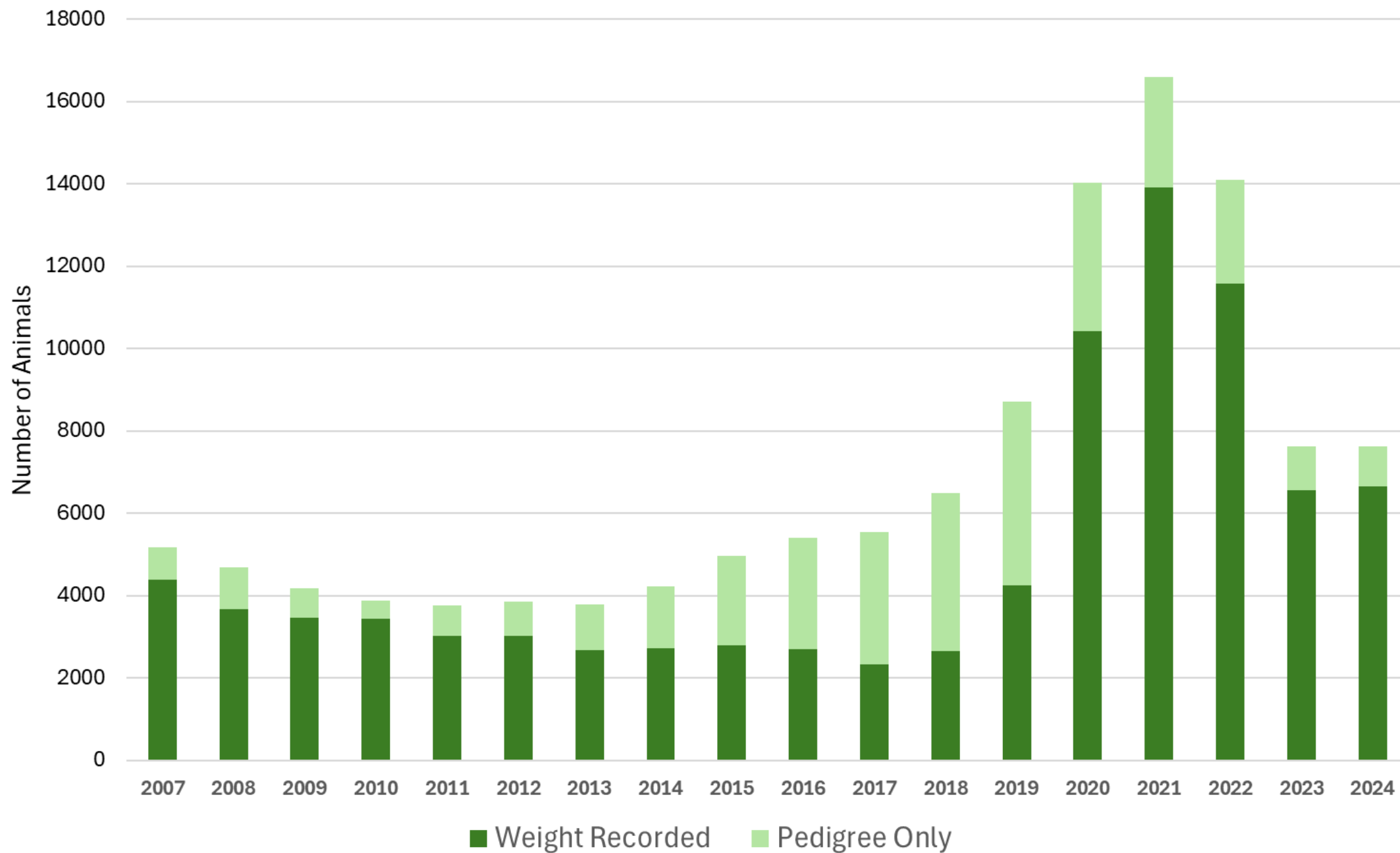
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# Welsh Mountain Sheep in Signet's Hill Sheep Evaluation









g the latest technology  
le, Prohill breeders are  
g the genetic merit of their  
reeding hill ewes and rams  
own, improved performance.



Gan ddefnyddio'r dechnoleg  
ddiweddaraf sydd ar gael, mae bridwyr  
Prohill yn gwella rhinweddau genetig eu  
diadelloedd, yn magu defaid a hyrddod  
mynydd gyda pherfformiad hysbys, gwell.



Train  
stoc b  
ganlyr  
Mae G  
l ystod  
s'n ha  
Mae br  
diadello  
syniad r  
a gwella  
Mae hyr  
ffermydd  
grŵp Pro  
Siaradwe  
prohill.

# ProHill on tour

- NSA Sheep Event
- NSA North Sheep
- NSA Sheep Southwest
- NSA Welsh Sheep
- Royal Welsh Show





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GENETEG  
GENETICS



# Where are we now?

- All of the flocks involved in the former Hill Ram Scheme have been invited to pay a membership fee to remain part of the ProHill group. Paid up members are entitled to sell at the ProHill sale or to use the ProHill brand to promote their stock at other sales and events.
- We will have full control over the running of the ProHill group.
- Our established sale is now a regular fixture in the calendar.
- We have a loyal customer base, with many repeat buyers.
- We have built a reputation for trustworthy genetics.
- We are a dedicated group of breeders, committed to genetic improvement regardless of whether funding is available.
- Sufficient critical mass to maintain or improve the current rate of genetic gain.



# Challenges

- Funds generated through membership won't be sufficient to maintain the current level of promotion & marketing.
- How do we take control? Who currently owns the mailing list, the email accounts and the website?
- There is pressure to establish a second sale, and there are question marks over the suitability of our current sale location.
- The customer base is too small, and it's not growing.
- There has been a disappointing return to the habit of buying tups by eye rather than EBVs.
- If the ProHill marketing efforts do not succeed in the long term, even the most dedicated breeders may start to waver.
- Lack of funding for certain elements may make it difficult for us to recruit new members.



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or myself at info@welsh-sheep.org.uk



Thank you