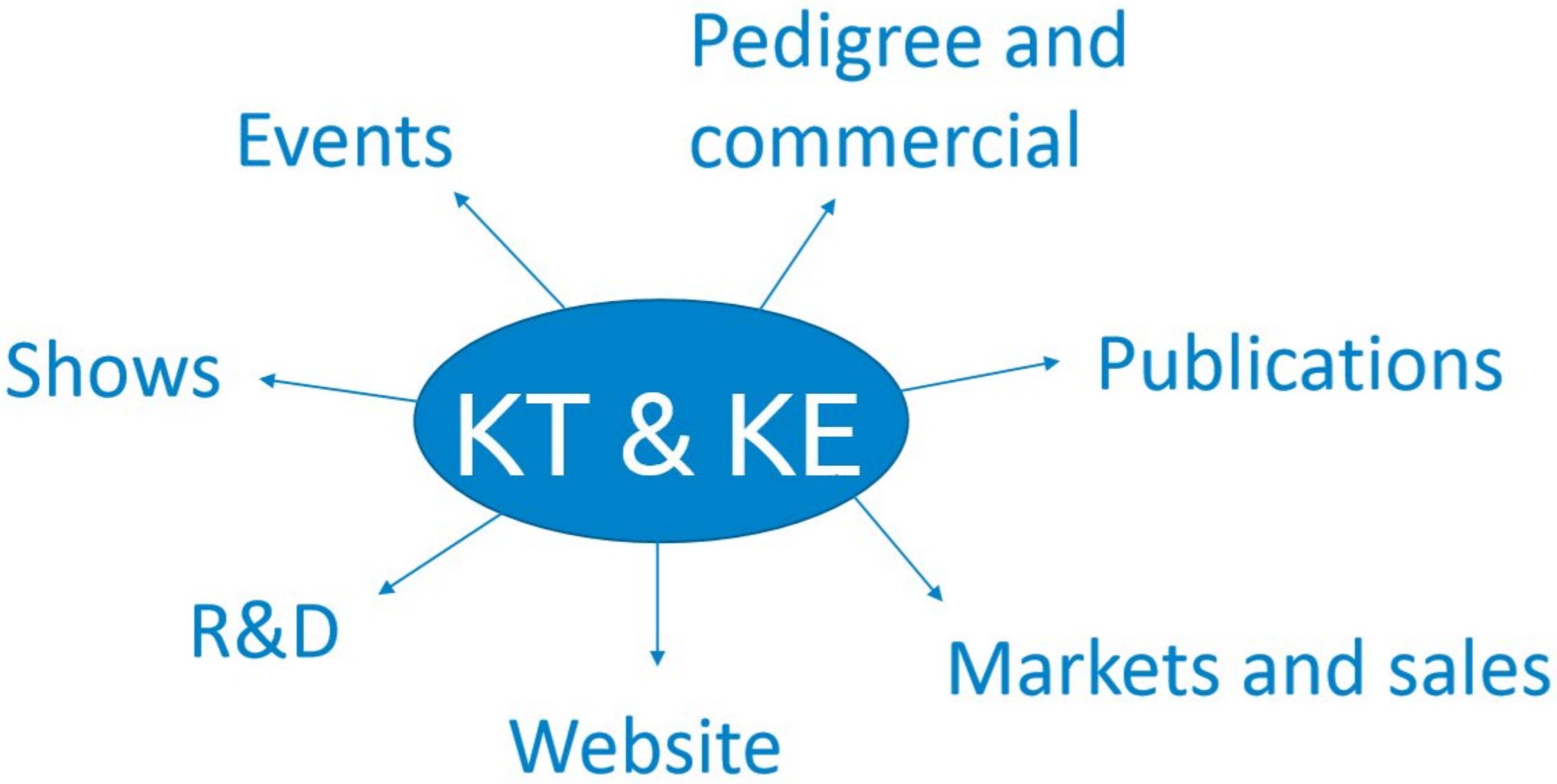
AHDB – Communicating Genetic Messages

Emma Steele

Influencing change on farm


Pedigree and commercial
Events
Shows
KT & KE
Publications
R&D
Markets and sales
Website

NYM Swaledales

Emma Steele Retweeted

Barry Wheldon @barrywheldon · Oct 16

First Swale lamb killed today off grass very happy with his results 164 days old #recordingpays

3 9

Emma Steele Retweeted

John Ordidge @johnordidge · Oct 2

Fantastic @AHDB_BeefLamb meeting today in Goathland discussing the Swaledale recording program. Really interesting results on something that will make a huge difference. Thanks to all involved

1 4 13

Optimising Lamb Performance Events

- 5 events
- Lancashire/Hampshire/Warwickshire/ Norfolk/N. Yorks
- Terminal sire selection & nutrition
- >130 people attended

RamCompare

RamCOMPARE

YEAR THREE RESULTS

Podcast

83: What to look for when choosing a ram for your farm business

23 Aug, 09:51

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Next

Harvest 2019: Recommended List updates, safety and technology

Top Ep

Andrew Walton @MeatyAndrew · Sep 5

7.00pm potential new customer. Never used @charollaissheep before didn't want #fluffedorstuffed wanted #signetrecorded #EBV in Top 25% for deadweight contract. They had Listened to #Chazcompare podcast with @RedhillC via @AHDB_BeefLamb 7.45pm 3 sold!

3 3 12

Emma Steele Retweeted

Kilconnor flock @KilconnorFlock · Sep 5

Replying to @MeatyAndrew @charollaissheep and 2 others

Listened to podcast other day Andrew, a great listen 👍. Was nice to hear to breeders consistently mention focus on customers both farmers and consumers.

1 3

Webinars

Emma Steele @EmmaSteele1995 · Aug 27

If you're thinking of ram shopping this year, join me and @FlockHealth tonight at 7pm to discuss what you should be looking for at point of sale and beyond #signetrecorded @AHDB_BeefLamb

> **AHDB Beef & Lamb** @AHDB_BeefLamb · Aug 25
>
> We will give our top tips for buying and looking after your rams in a #webinar on 27 August at 7pm. Register your place today: ow.ly/KaT250vEc5w

1 7 13

Emma Steele @EmmaSteele1995 · Sep 19

Heading to Builth this weekend? Take a look at this webinar with @FlockHealth to ensure you get the most from your new purchase

Top tips for buying and looking after your rams
Join AHDB's Signet Breeding Specialist, Emma Steele and Fiona Lovatt from Flock Health Ltd, for a webinar...
youtube.com

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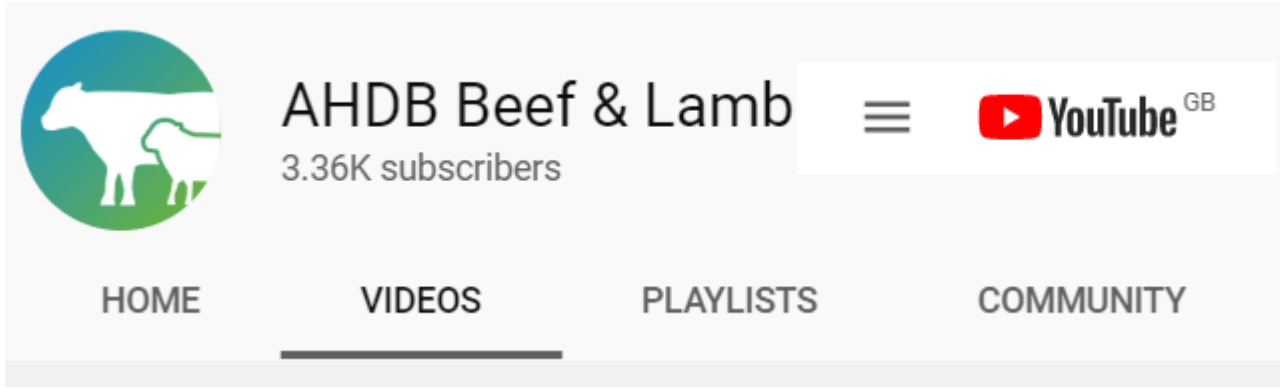


Gold Standard
TOP
10%
Signet
Signet Breeding Services
Silver Standard
TOP
25%
Signet
Signet Breeding Services

FOURRICE CHAROLAIS

Signet
Seek out the Standard
AHDB
Profit from performance
Seek
Check
Review
TOP 10%
TOP 25%

Signet
Seek out the Standard
AHDB
Profit from performance
Seek
Check
Review
TOP 10%
TOP 25%

BETTERRETURNS

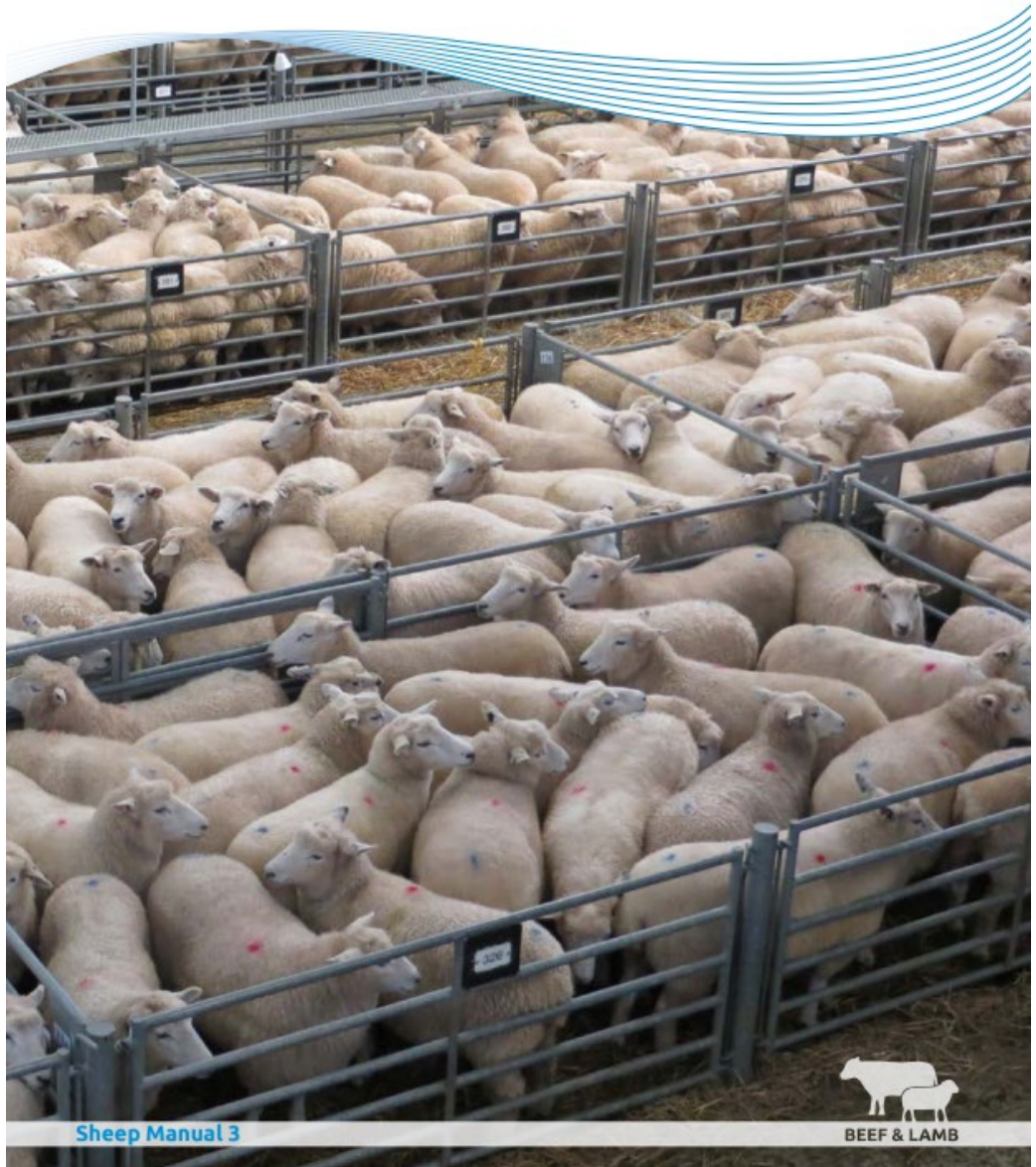
AHDB

Buying a recorded ram for terminal sire traits

BETTERRETURNS

AHDB

Buying a recorded ram for maternal traits



AHDB

What next?

- Continue to promote Terminal Sire Evaluation
- signetdata.com & tools e.g. flockfinder etc.
- Breed societies
- Markets
- RamCompare messages
- Recording in the hills – Swales
- Working with other levy bodies – HCC roadshow, RamCompare events etc.

HCC Levy Board Update

- ***Genetic Improvement***
  - Key areas: Hill Ram Scheme
    RamCompare
  - Farming Connect Roadshow 2018
  - Open Days

  Other Activites:

  Red Meat Benchmarking

  Market Development

  Environmental/Sustainability

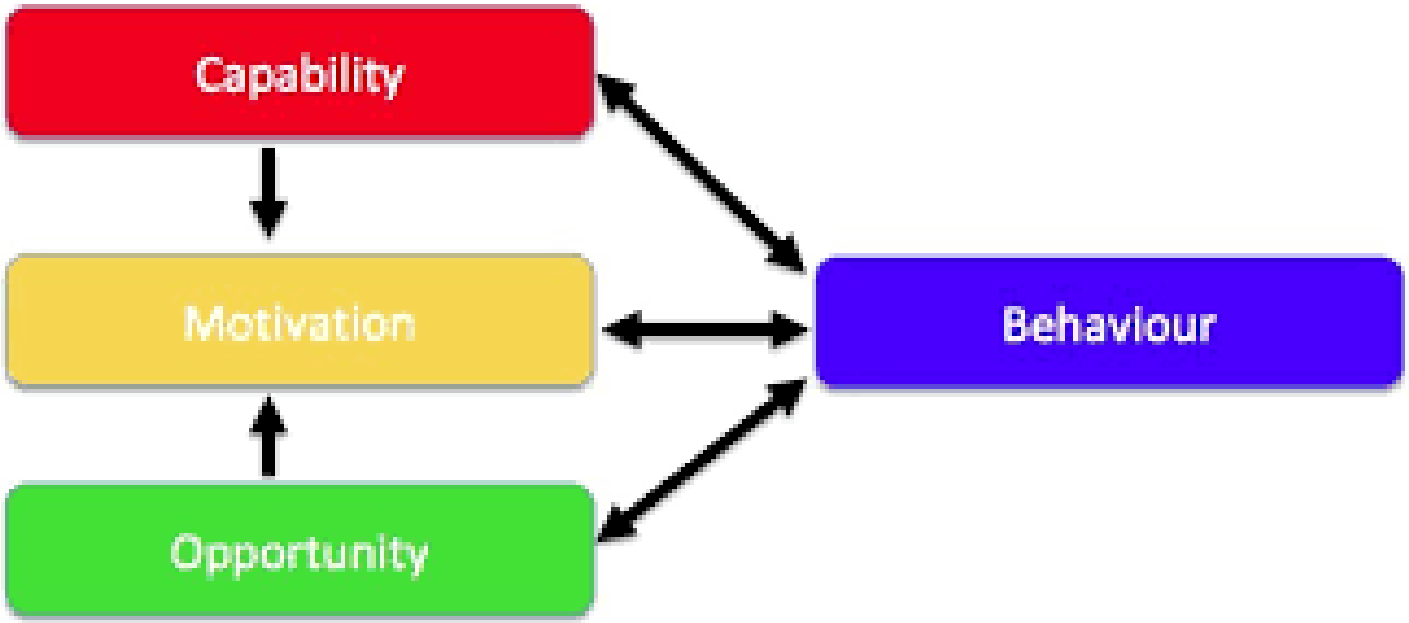
LEADING CHANGE ON FARM IN SCOTLAND

SARAH MILLAR

HEAD OF INDUSTRY DEVELOPMENT

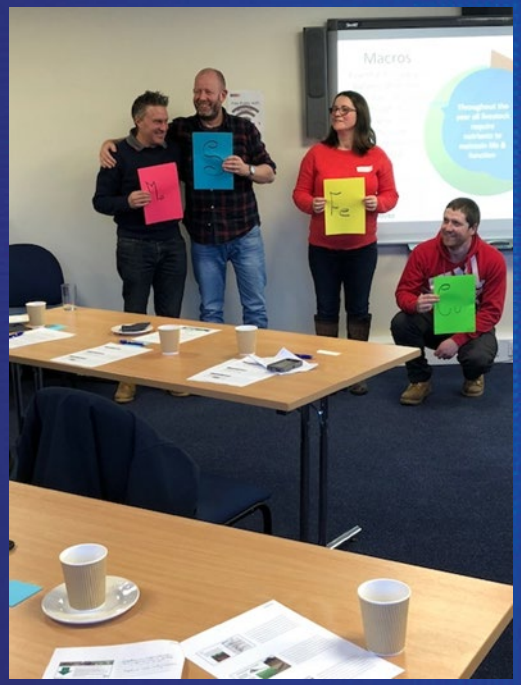
WHAT IS CHANGE?

"Progress is impossible without change, and those who cannot change their minds cannot change anything.
~ George Bernard Shaw


Capability
Motivation
Opportunity
Behaviour

MONITOR FARM SCOTLAND

BETTER GRAZING



RAM COMPARE

ARE EWE READY TO BREED?

MEAT THE MARKET

96% of Better Grazing participants said they have made a change to their business as a result of our work.

ON FARM- GENETIC IMPACT MONITOR FARM SCOTLAND

- 9 FARMS FROM SHETLAND TO SCOTTISH BORDERS, JOINT PROGRMME BETWEEN AHDB AND QMS.
- ALL ENTERPRISES ON FARMS REVIEWED AND ACTION PLANS CREATED….
- GENETICS PROVED TO BE A KEY COMPONENT OF SHEEP ENTERPRISE PROFITABILITY.

ON FARM- GENETIC IMPACT CHANGES MADE

- FOCUS ON COMMERCIAL TRAITS
  - INCREASING OUTPUT
  - STRONGER MATERNAL TRAITS
  - FOCUS ON CARCASE TRAITS

= INCREASED PROFITABILITY OF SHEEP ENTERPRISE

ON FARM- GENETIC IMPACT CHANGES MADE

LOOKING AHEAD….

- UNDERGOING A STRATEGIC REVIEW OF BEEF AND SHEEP INDUSTRY DEVELOPMENT WORKPLAN.
- REVAMP OF OUR INDUSTRY COMMUNICATIONS STRATEGY
- DEVELOPING SOLUTIONS

The power to affect your future
lies within your own hands.

SARAH MILLAR

HEAD OF INDUSTRY DEVELOPMENT

AgriSearch NI
Driving Excellence & Innovation

New knowledge on genetics is leading to changes on sheep farms

Elizabeth Earle

afbi AGRI-FOOD & BIOSCIENCES INSTITUTE

RamCOMPARE

LMC Livestock & Meat Commission

The Research Challenge Fund

dunbia A DIVISION OF DAWN MEATS

Department of Agriculture, Environment and Rural Affairs

cafre College of Agriculture Food & Rural Enterprise

AHDB AGRICULTURE & HORTICULTURE DEVELOPMENT BOARD

Signet BREEDING SERVICES

Sheep Ireland www.sheep.ie

Research and Development

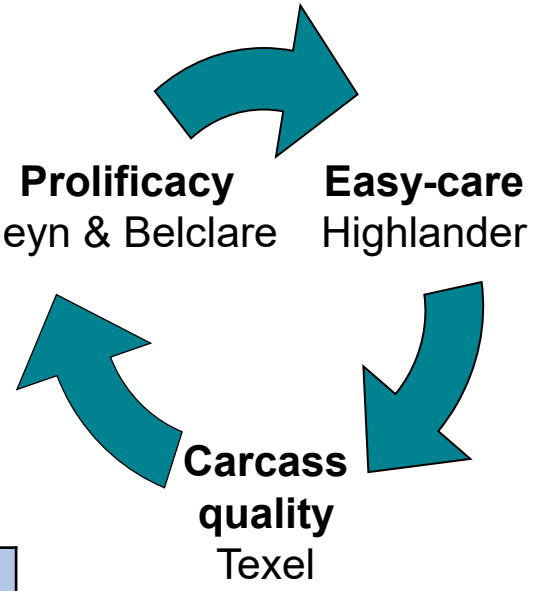
Sheep genetic projects with both a maternal and terminal focus

- Long term breeding program
- Lamb from grass (2016-2019)
- RamCompare NI (2018-2021)

AgriSearch NI
Driving Excellence & Innovation

Historical breeding program

- Research demonstrated how different **breeding** and **selection** strategies can improve efficiency by
  - ✓ increasing **lamb output** (by up to 10%)
  - ✓ reducing **lambing difficulty** (by up to 20%)
  - ✓ maintaining adequate **body condition** scores



	2010	2014
Litter size (lambs/ewe)	1.6	1.7
Birth weight (kg)	4.3	4.4
8 week ADG (g/day)	274	320

Making informed breeding decision on farm

Lamb from grass – Farm case study

FARM PROFILE

- 70 acre lowland farm
- 400 breeding ewes including replacements
  - New Zealand Suffolk cross, Belclare cross, Aberfield cross
  - Average ewe live weight = 80 kg
- Indoor lambing system
- Lamb the end of March (4-5 week period)

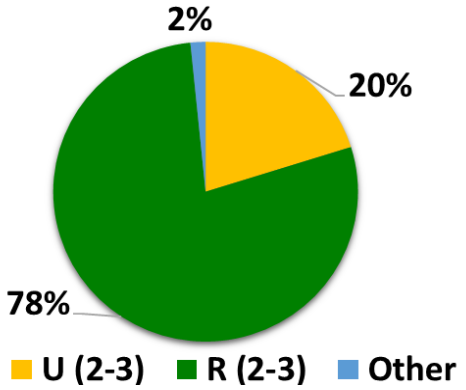
2019 FLOCK PERFORMANCE

Flock KPI's	Current performance
Stocking rate	14 ewes/ha
Scan litter size/ewe	2.00
Lambs sold/ewe	1.85 (1.69 incl. ewe lambs)
Carcass output	540 kgs/ha

2018-2019 – Average lamb performance (preliminary data)

	Lamb DLWT gain (birth – weaning)	Weaning weight @ 100 days (kg)	Draft weight (kg)	Carcass weight (kg)	Kill out (%)
Aberfield	264	31.4	42.5	21.2	50
Meatlinc	272	31.6	42.9	20.6	48
NZ Suffolk	272	32.1	43.3	20.8	48

2018 Lambs In-Spec



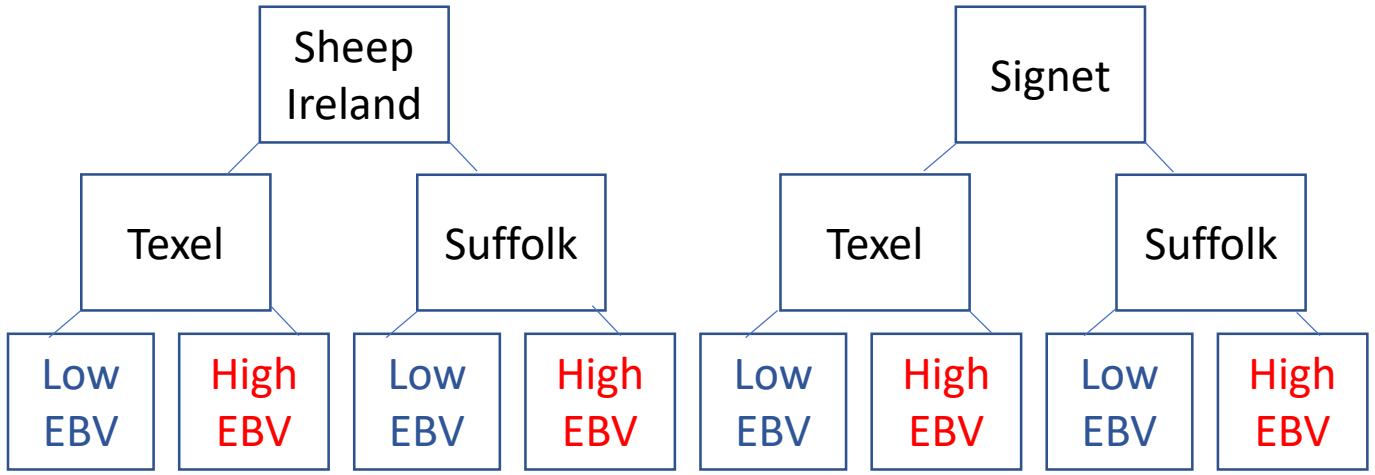
"Buy genetics not cosmetics"

RamCompare NI

What is the overall goal?

- To improve our understanding and awareness of EBVs and support NI industry to improve the rate of genetic gain

- New knowledge on novel traits (feed efficiency) will support the development of new EBVs



2018 results

	Low	High
Kill out %	46.7	46.6
Fat score	2.7	2.5

Days to slaughter	Low	High
Days to slaughter (days)	206	194

- Lambs from the high EBV group were slaughtered on average 12 days earlier
- On average, 30% of lambs achieved E and U grades, with little differences among groups
- No clear pattern yet in terms of KO% and fat scores
- Only preliminary data (2019 to be included)

Knowledge Exchange

AgriSearch
Published by Elizabeth Earle [?] · 18 June ·

Busy day at the AFBI sheep research farm at Loughgall ultrasound scanning lambs in RamCompare NI project

Where to next?

Farmer-Led Research

Making a Difference for Generations

- New funding sources
- Use of CIEL equipment to further research feed efficiency in sheep
- Increased focus on knowledge exchange to farmers on the benefits of EBVs
- Potential new RamCompare NI project for 2021