



**Robyn Hulme**

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# Who are EasyRams?



**- The UK's only Supplier of 100% Pure NZ Suffolk Texel and Sufftex Rams**

**- Family business: Robyn; Philippa; Nick and Menna; James; and underappreciated daughter, Lucy**

**- 400/500 rams sold annually**

**- 1300 stud sheep**



# Why was EasyRams created?



- Crosemanor Suffolks
- Road to Damascus conversion
- Murray Rohloff Mentor and Partner



# Finding new clients



Any fool can sell sheep. Identifying what the market will want in the future and breeding the sheep to meet that demand is the hard bit.

- **We sell solutions, not sheep**
- **Rule of 7**
- **5 key questions**



# Marketing Tools

**EASYRAMS**

- Existing clients
- Events
- Pictures
- Publications
- Press
- Website
- Social media



# Client retention



- Newsletters
- Deliveries
- Problems = opportunities
- Warranty
- Do what it says on the tin
- Genetic improvement



# CHALLENGES



- Communications
- People going off radar
- Late cancellations
- Churning
- Social media and me!



# TAKE HOME MESSAGE



*When selling, remember:  
you have **2 ears** and **1  
mouth** for a reason!*

*Every buyer will **judge** all  
your sheep by the **last  
one** you sold him.*







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**WAIRERE U.K.**

**NEW ZEALAND ROMNEYS**

Chris & Andrew Hodgkins

# Farm Facts

- Family run business
- **5,500** recorded ewes, split between **1,600** fully single sired recorded ewes and **3,900** commercial ewes, plus **900** recorded Ewe Hoggets and **1200** recorded ram hoggets
- Tenant Farmers – with a range of land from typical downland to flood plain and heavy clay
- Mostly environmental land class 3-5, under HLS schemes.
- All sheep lambed outside with minimal shepherding.



# Our Business Model

- One single breed
- Maternal breed/Dual purpose
- High health stock
- Breed lots of animals – High selection pressure
- Performance led business using SiL and Zoetis.



3



## What we sell?

- Ram Shearlings, circa 300 annually (only top 7% sold) 2 year guarantee
- Ewe Lambs
- Shearlings



# Marketing

- NSA shows
- Moving from private sales to Annual ram sale.
- Pierre – On the road salesman
- Targeting new clients
- Protecting the brand
- Building a client network



# Expanding markets

- Having partners around the UK for sales, currently one operating in Wales
- Open days
- Cross breeds
- Making the most of social media/ Online sales
- Expanding on females and rams into Europe



5

 **Wairere UK** @WairereUk · 20 Oct  
Glad to see the rams doing well on @BBCCountryfile. @AdamHenson has been using our rams for a number of years on his commercial flock. "they're fantastic these romney rams"  
#nzromney #wairereuk



3,508 views

You Retweeted

 **John Pawsey** @hanslope · 21 Aug  
Post harvest stubble cleaners on the move #NZRomneys #Shearlings @WairereUk #Organic #MixedFarming @spink\_robert #OrganicGlyphosate



0:43

2,639 views





**WAIRERE U.K.**

NEW ZEALAND  
ROMNEYS

**THANK YOU**

# Who & what are we



- Ltd Company (2008), 7 directors, 5 stud breeders & growing multiplier flocks
- Selling 120 rams & 2000 females
- Using large data sets, high selection pressure and focused goals to produce high maternal worth stock
- Antithesis of a breed society





# Marketing

It's a 3 staged process

- 1) Noise
- 2) Interest
- 3) Sale



## Noise



A screenshot of the EXLANA SIG website homepage. The top navigation bar is black with the EXLANA SIG logo on the left and two phone numbers, '01985 845063' and '07880 983593', on the right. Below the phone numbers are five green buttons with white text: 'HOME', 'EXLANA SHEEP', 'NEWS R/D', 'WHAT THEY SAY', 'SALES', and 'CONTACT'. The main content area features a large photograph of a flock of white sheep. Overlaid on the bottom of the photo is a semi-transparent white box containing the text 'BREEDERS OF EXLANA' in large, bold, black letters, and 'BREEDING GENETICALLY IMPROVED SHEEP TO SUSTAIN A VIABLE UK SHEEP SECTOR' in smaller black letters below it. At the bottom of the page, there are four black boxes with white text: 'EXLANA SHEEP', 'NEWS / R&amp;D', 'WHAT THEY SAY', and 'SALES'. Each box has a small thumbnail image below the text.

Exlana sheep are a composite maternal breed developed with profit in mind, they are low input, low labour & wool shedding ---the future of UK lamb production lies in efficient forage conversion, low labour & reduced chemical inputs---we aim to provide the genetics to achieve this.

# Marketing



## Interest---

Trade events

Flyers

Press articles

Farm walks

Visits



# Marketing

- **Sale**
- Education
- Support
- Customer as a team member
- Research



## Where now



- Increase marketing spend
- Learn the art of the Tweet
- Add members with the skills we lack
- Accept we are not natural marketers
- Employ professional help





Our vision and mission

# Plan

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- What is our vision and mission?
- What is the history of the group?
- What breeds are in the group?
- Who are the members?
- What are the plans for the next few years?



# Vision

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- Part of a thriving and profitable sheep industry that is focusing on maternal traits



# Mission

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- A group of independent breeders who share the same principles
  - The importance of performance recording
  - Focus on maternal traits
  - Easier management traits
  - Functional sheep





# History of the group

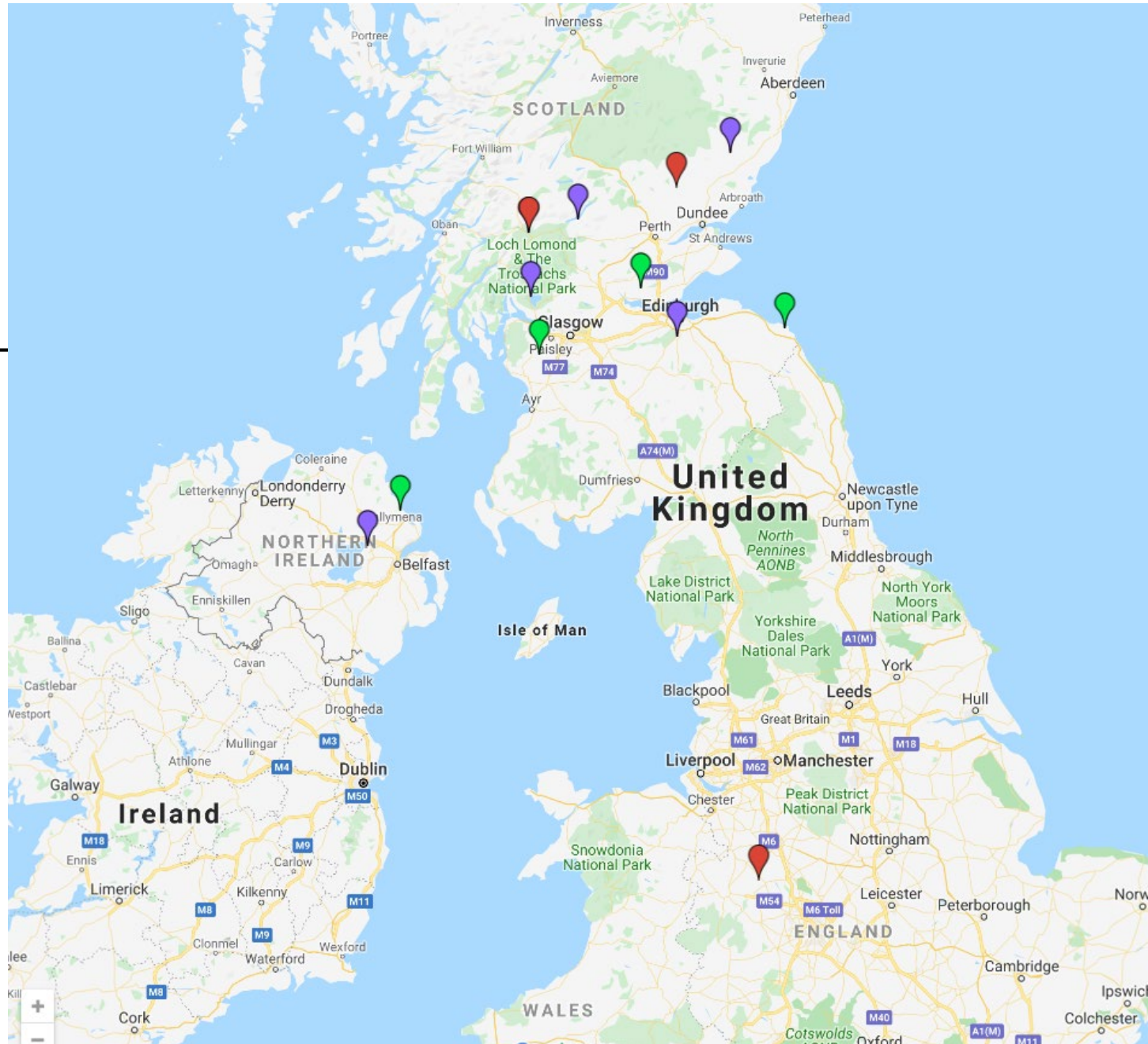
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- Started with the Scottish Blackface sire reference scheme
- Evolved as members focussed on other breeds
  - Scottish Blackface
  - Easy Care
  - Lleyn



# Members

- Nine in Scotland
  - All three breeds
  - Potential new members
- Two in Northern Ireland
  - Blackface and Easy Care
- One in England
  - Lleyn
  - Potential new members



# Successes and failures

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- Successes
  - Funding from Scottish Government to drive group on
  - Increased focus on communications
- Failures
  - Reduction in members
  - Range of breeds can be challenging



# Future plans

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- Increasing awareness
  - New website ([maternalsheep.co.uk](http://maternalsheep.co.uk))
  - Twitter presence (@MatSheepGp)
  - Some stock on [sellmylivestock.com](http://sellmylivestock.com)
  - Articles in national press
  - New members
- Increasing stock sales
  - Identify growth markets, e.g. sheep in arable rotations
  - Lower input systems to deal with lower subsidies



# Recruitment

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- Looking for new members
  - The importance of performance recording
  - Focus on maternal traits
- Membership costs £75 (+VAT) per year
  - Two group meetings per year

Contact [maternalsheepgroup@gmail.com](mailto:maternalsheepgroup@gmail.com)





# Questions

**Sheep Breeders Round Table  
November 2019**

**‘Our Vision and Mission’**

**Dewi Jones**



## Customer Focused

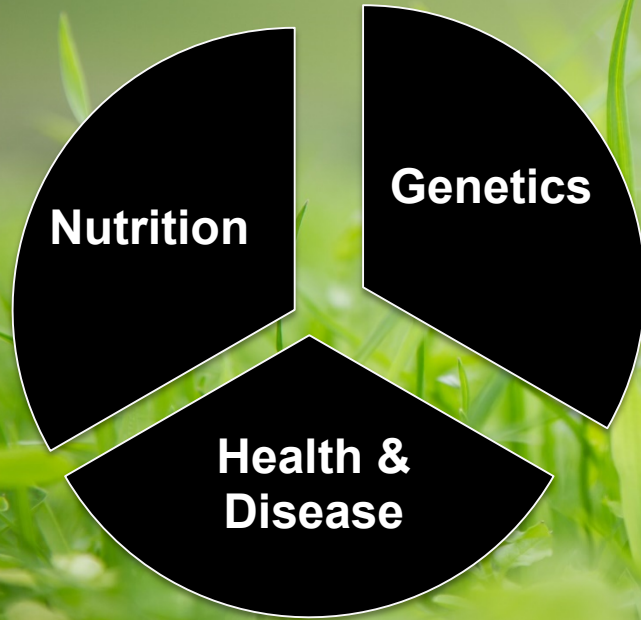


UK	Industry	Innovis	
Estimated total lambs born in 2019	16.5M	540,000	3%
Estimated replacement females 2019	3.5M	150,000	4%
Rams to be sold in 2019	65,000	2,000	3%





# Integrated approach to farming



**Key messages delivered through on-farm demonstrations, using:**

- Nucleus & Breeding Partner flocks
- Targeted customer flocks
- Technical sales team
- Collaboration with Industry groups (Farming Connect HCC/QMS etc.)
- Working with key consultants
- Commercial and current approach



## Investing in outcomes not individual rams

**ABERFIELD**

*"Combine carefully selected Innovis genetics with detailed attention to management, and I don't know of any other livestock farming enterprise that could beat sheep farming in terms of profitability for a starter..."*

Jim Beary – Aberfield

[READ MORE](#)

**CONTACT THE TEAM**

Search the web and Windows

**ABERFIELD**

To select a ram please complete the details below:

**1. Choose a Maternal Sire Grade** 📌:

- Elite (+£1,200.00)
- Select (+£950.00)

**2. Choose Maternal Sire Traits & Farming Options** 📌:

- Ease of Shepherding - For those who are looking for lambing ease and lamb vigour
- Maternal Ewe Traits - For keeping Ewe lambs



## Supply chain - differentiated product lines



'This flavoursome, grass and forage fed British lamb is bred for tenderness. Our grass and forage fed Abervale lamb comes from British farmers who we've chosen for their high standards of animal welfare and their commitment to sustainable farming. The lambs are sired by rams which are carefully selected to produce exceptionally tender lamb, and the meat is matured on the bone for extra flavour and tenderness'

WAITROSE  
& PARTNERS



INNOVIS  
BREEDING INNOVATION  
WWW.INNOVIS.ORG.UK



**IrwelJones** @irwelrabar · Nov 8  
Last lot of tups out today! @InnovisLtd #Lambing20

**Innovis Breeding Sheep**  
Published by Dewi Jones (?) · September 8

Called into to see Sion Williams, Bowhill, Sallkirk in betwee week. Cracking bunch of Aberfield x Blackie shearing ewe big house (used for 'One Man & His Dog' this year), scanr then got excited with the size of Sion's fodder beet!! Aberfield rams and crossbred ewes available, call Claire

**Innovis Breeding Sheep**  
Published by Hootsuite (?) · September 6

First-time farmer focuses on ewe performance. Take a look at the article featured in the Farmer Guardian earlier this week "We bought our first four Aberfield rams in 2014. We had culled very hard and the flock was about 450-strong. We ran the tups at a rate of 120 sheep to one ram and it was successful..." See More



3,041  
People Reached

**Innovis Breeding Sheep**  
Published by Hootsuite (?) · August 29

First-time farmer focuses on ewe performance When Hough Park Farm, Ashbourne, Derbyshire, came up for sale in the...

**Innovis Breeding Sheep** We invite you to join us at our Open Day with Tom Burger & Family Tues 27th of August - 4pm at Darnstead Farm, Lynton, EX35 6NU. Come and see how Tom has increased his lamb output by 40% on Emoor by changing breeds and using his grassland better. Check out the article below on our website: "Emoor Farmer Gearing up for Removal of Subsidy Payments" innovis.org.uk/news/2019/emoor-farmer-gearing-removal-subsidy-payments/

You Retweeted  
**Fearn Farm** @FearnFarm · Jul 26  
Aberfield stud Ewes on the move this morning, coming in for a wee sort out.

2.7K views

You Retweeted  
**Emily Grant** @ColdrochieEG · Aug 8  
Great turnout today @InnovisLtd open day at Kevin Stewart's near Kelsie chatting about sheep, genetics & pastures 🐑 Highlanders rearing 175 no concentrates, just top quality silage, building spring covers and functional, hi-health sheep.

Claire Irving and Crathie livestock

**Innovis Breeding Sheep**  
@innovisltd

- Home
- About
- Photos
- Events
- Videos
- Posts
- Services
- Shop
- Groups
- Notes

**Innovis Breeding Sheep**  
Published by Dewi Jones (?) · October 9

Still need more rams? Have a read how the Davies family have used Innovis rams at Cae Iago to improve productivity. Call our Aberystwyth Office on 01979 628236 to book a space at our ram selection days, held every Monday through October - an informal no-pressure way to buy a ram.

**Innovis Ltd** @InnovisLtd · Jul 31  
Aberfield x Improved Welsh ewe lambs selected by Iwan Jones, ready for transport to a regular customer in Devon. Many of their brothers gone, grading U's & R's. Improved conformation and consistency. Visit if your interested in sourcing: [innovis.org.uk/ewe-lambs-sale/](http://innovis.org.uk/ewe-lambs-sale/)

271 views

**Innovis Ltd** · Jul 22  
The Royal Welsh Show, come along to see if the Innovis is anything to offer your system. reception at 5:30pm for existing customers. [news/2019/chee...](http://innovis.org.uk/news/2019/chee...)

**Innovis Breeding Sheep**  
Published by Dewi Jones (?) · August 29

Organic Forage-based organic system has proved a solution...

**Innovis Breeding Sheep** Pers and ring set up at Ampror Farm, Stirling (F&S) ahead of our sale on Wednesday: Over 150 performance recorded for rags, rams and ewes available. Sale starts at 4pm, viewing from 3pm. For more details call Durcan McEwan 07967388145, Stuart Arundel 07968011066 or Claire Irving 07792096999 Catalogues available at: [www.innovis.org.uk/ramsales/](http://www.innovis.org.uk/ramsales/)



# Thank You

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<https://www.linkedin.com/company/innovis-breeding-sheep/>

