

# Activities report to NSA Board 10.08.2022

*This report refers to main activities in quarter 2 of 2022. Activities are presented under a set of common headings.*

## NSA policy, technical and research work

### Rural crime (including sheep worrying by dogs)

Recent changes in legislation have been proposed.

Sheep worrying by dogs survey results were discussed in previous report. Annual campaign targeted over the Easter holidays was successful. Stats shared in previous report.

There has been an increase in the number of concerns over dog parks being erected in close proximity to livestock grazing. NSA has assisted one member with letters of support and provided information and research papers to support their fight against local planning permission for a dog park. NSA has also assisted a landowner with provision of similar information on the negative health and welfare effect sheep worrying and close proximity of dog to sheep can have.

NSA will continue to continue to raise awareness of these incidents and find ways of improving education, guidance and cooperation.

### Policy work in the devolved nations – see section on regional activities

### EU Trade & Regulation

Recent developments on the EU side of the Channel have again halted progress in the development of a BCP in Calais with the main investor (Qualivia) pulling their support, again putting a stop on any live breeding exports from the UK. It is worth remembering that livestock can come into the UK as part of an agreement to ease the flow of imports, which helps some livestock sectors but not the sheep sector. This agreement has effectively removed any negotiating power leaving the UK in a weak position to do anything about facilities for live animal exports. Recent price drops on dead weight lamb are in part being attributed to the difficulties getting cuts across the Channel due to increased paperwork & legislation. NSA are continuing to work with industry especially the NBA and NFU to identify a suitable and feasible solution.

### Castration & Tailing

The SRUC trial results on Numnuts and Clipfitter should be complete by August and AWC will consider following that – their review should be complete by end of the year.

Depending on the AWC review, if they recommend that both Numnuts and Clipfitter are suitable for use in England, there is then legislative change to go through to allow rings to be used post 7 days. There is also VMD licensing for the anaesthetic. Consequently, it is highly unlikely that either of these tools will be available for legal use in England for the 2023 season – more likely that it would be 2024.

They have both tools planned to be on the small grants list but they can't really do this until they are legal. It is not worth applying for any Home Office licence as this was granted for the work in Scotland and would be unlikely to be granted again, and even if it was it would take months.

There are two groups that we need to consider now:

1. 2023 lambers that want to castrate and tail after 7 days – it was suggested that a communications plan be agreed to inform farmers as to what they can and can't do, and the process that is being undertaken to explore Numnuts and Clipfitter.
2. The farmers that have uncastrated and untailed 2022 born lambs on farm and intend to carry out these operations before lambs get to 3 months of age. The only solution for these if they want to castrate and tail is to use a burdizzo to castrate and then to leave the tails long (unless they can get a prescription on cascade and go through the rigmarole of anaesthetising tails and then using a hot iron or knife.)

Defra are proposing that we all come together to discuss once AWC have made a judgement and we know where we might be going – so towards the end of the year.

### **Animal Health & Welfare Pathway**

Launch still planned for Autumn/October, first step which will be the Animal Health and Welfare review, being piloted at the moment. At an advanced stage of testing the wormer resistance and effectiveness, finding will feed into general health and welfare review. Plans further down the line will be next year 2023 will open for testing/screening for issues identified in the initial review. NSA catered for a Defra Pathway workshop at Sheep 2022.

### **Future Farming Schemes**

NSA continue to actively participate in scheme development with direct contact from Janet Hughes and Jonathon Baker in the SFI pilot group, presentations to NSA English Committee, and a workshop at Sheep 2022. Work will now be focusing on Wales with the announcement of the Sustainable Farming Scheme and Agriculture Bill.

### **Assurance & Red Tractor**

Recent meetings between Red Tractor and NSA have been tense with a meeting on whole life assurance and consequent Farmers Guardian coverage. The most recent English Committee meeting concluded that the NSA policy position on assurance should be updated. NSA will increase contact with retailers not only to establish perspective on assurance and future scheme but to ensure British Lamb is well represented at retailer level and also develop relationships with AHDB to understand the direction taken on export assurance. RTA had planned to launch an environmental module with no consultation even via its own Technical Advisory Committee but after substantial behind the scenes work this will now be run as a research project.

### **Evidence & Consultations**

NSA will be submitting evidence to the EFRA Committee inquiry into Food Security, the ELMs scheme progress update, the Senedd Food Wales Bill. We will also be working closely with government and industry on the development of the Precision Breeding Bill.

### **Carcase Splitting**

In Spring 2020 we got close to agreeing a change in the interpretation of ageing lambs in relation to sheep 'over 12 months of age' needing to be split with the Specified Risk Material removed. The long established and agreed method of ageing sheep is that they need to be split with SRM removed if their first set of permanent incisors have erupted. This is an imprecise system that creates uncertainty for farmers in knowing when eruption might happen, and even problems for processors in the interpretation of when a tooth might have erupted/showed signs of erupting. Another 'casualty of Brexit', despite Ministerial, Defra, and CVO support, proposals to change the method of ageing to a set calendar date of 30<sup>th</sup> June following the year of birth were scuppered by FSA in 2020 and we have struggled to get this back on the agenda since. NSA has raised this once again with Ministers and, with others, is pushing to try to make progress.

### **Skin on Sheep (Smokies)**

In 2020 the NSA along with other industry bodies shared a proposal with the FSA to consider domestic changes to legislation to allow for the production of skin-on sheep meat in the UK. At the time the FSA responded by indicating they were unable to progress the proposal immediately as the UK was still in the transition period. Two years on, you may ask where we are now and the answer unfortunately is particularly similar. The FSA are now gathering information to establish whether the proposal provides sufficient evidence to trigger the FSA's risk analysis process with some sort of update expected in Autumn.

## **British Heritage Sheep**

The project continues to seek funding, both for the operation of the scheme and the development of a farm to plate traceability system, FlockChain. It is expected that BHS, together with other partners, will be applying for a Defra Innovation grant for the development of FlockChain in the autumn.

Meanwhile, a successful breed tasting of mutton was carried out with a group of US meat buyers for AHDB, at the NSA Sheep Event on 27<sup>th</sup> July.

## **NSA communications and knowledge exchange work**

### **Press work**

As the spring months arrived so too did final promotional press work for upcoming events including NSA Sheep Event, Scot Sheep and the opening of ram sale entries for the late summer and Autumn sales. This combined with the same high level of responses to Government and NSA activity such as prize giveaways and NSA Next Generation work meant that press activity remained busy and timely during the second quarter of the year.

A total of 25 press releases were issued during the months of April, May and June. This figure is a slight reduction from the two previous quarters (that were exceptionally busy) but very much in line with the activity of 2021, and still demonstrating a lot of work from the head office team and beyond.

Open rates for NSA press releases remain well above the industry average demonstrating the value national and agricultural press put on NSA's opinions and information. Open rates fell slightly in the second quarter from 35% during the first three months of the year to 33% during April, May and June but this is still significantly higher than open rates during previous years. The good open rate is reinforced by the frequent mentions of NSA in both national, regional and agricultural press.

The table below shows the press releases put out in the last quarter per week and their different focuses as well as the social media reach for posts that have been placed on social media relating to the press releases.

The social media reach of NSA's press releases is growing significantly – this is in line with an increased social media audience once again with the appointment of a new digital communications officer who has increased time to dedicate to strengthening NSA's important online presence. Press releases highlighted in yellow indicate those receiving the most engagement on Facebook, these include posts alerting readers to parasite risks, NSA Next Generation updates and information relating to NSA events.

### **Sheep Farmer magazine – see recent editions**

### **Weekly Email Update**

The NSA members' Weekly Email Update has been sent to approximately 4300 people each Friday during the last quarter, this includes mailings to members (for whom we have email addresses), breed society representatives and a complimentary list, which includes Defra and devolved Government representatives. The number of people on the email list is slowly increasing as work continues to acquire members' email addresses who we may have not previously held it for.

Open rates for the NSA Weekly Update have continued to increase since the beginning of the year when the move to sending the email earlier on a Friday afternoon was taken. The average open rate is now approaching 40%, a significant increase from 2021 when an average of 28% of emails were opened. The email average open rate is well above the industry average of 19% indicating its value to recipients.

### **Website:**

Visits to the NSA website decreased slightly over the last quarter, from an average of 39,580 visits per month, to 39,145 visits per month. The NSA ScotSheep page has been the most visited throughout Q2, closely followed by the sheep breed and starting your own flock pages.

The last quarter saw visits to the website from 45,015 users, generating 140,598 page views. Of these users 89.1% came to the site from direct search or a direct link e.g. in the Weekly Email Update or press activity, and 10.3% came from social media. Work is ongoing to increase and maintain traffic to the NSA website from NSA's social media channels.

The main NSA website ([www.nationalsheep.org.uk](http://www.nationalsheep.org.uk)), NSA Sheep Event and NSA ScotSheep websites have been updated with a new design and navigation. Improving the website navigation has provided a more user-friendly experience allowing users to easily navigate to what they are looking for; therefore, the next steps are to update the Scottish Region and the Next Generation sites.

### Social Media:

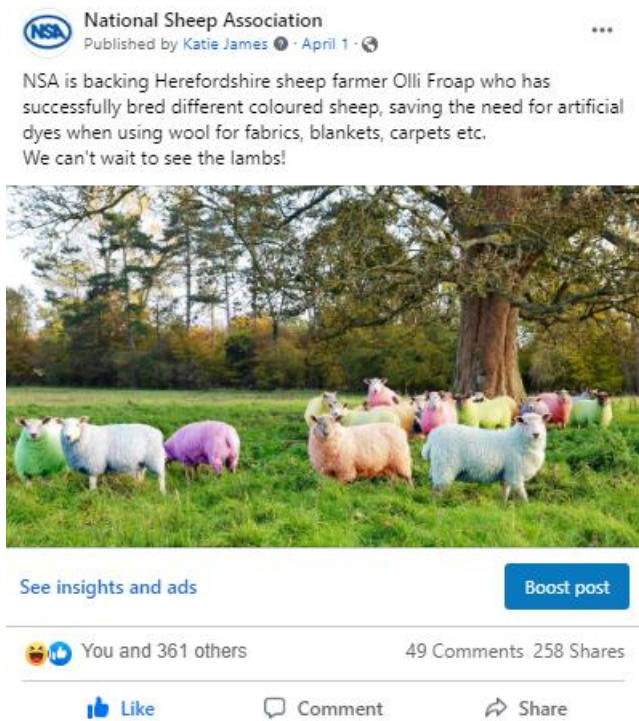
The past three months have seen the growth of NSA's social media pages.

At the end of the second quarter of 2022 the NSA Facebook page following had increased by 229 to 20,122 people. NSA saw an overall increase in Twitter followers of 96 to a total of 13,305.

Posts performed well across a range of topics, particularly on the NSA and TePari prize draw, Sheep Event 2022, Next generation ambassadors and the use of British Wool.

The top three performing Facebook posts for the quarter were:

1. NSA April fools post. 72,799 people reached and 7,573 engagements.



2. NSA #LeadOn campaign. 53,390 people reached and 1,736 engagements with the post.



3. #Fact Friday. 18,913 people reached and 706 engagements with the post.



The top three performing Twitter posts were:

1. “NSA is ready to [#LeadOn](#) the fight against sheep worrying by dogs! Get involved and encourage responsible dog ownership by using [#LeadOn](#) and tagging NSA in your posts. [pic.twitter.com/TzefbwSFv](https://pic.twitter.com/TzefbwSFv)”  
2,881 people reached and 81 interactions with the tweet.
2. “Don’t Forget – NSA Scotsheep event is tomorrow! 🐑 🇬🇧 🇪🇸 🇮🇹 🇯🇪 🇰🇪 🇱🇻 🇻🇪 🇾🇪 Plan your day around the show by making sure you know what’s happening throughout the day! Follow the link to find the show schedules <https://www.nationalsheep.org.uk/nsa-scotland/scotsheep/event-information/> ... [#NSAScotSheep2022](#) [pic.twitter.com/hly0vFiUvr](https://pic.twitter.com/hly0vFiUvr)”  
2,246 people reached and 42 engagements with the tweet.
3. “NSA Chief Executive Phil Stocker spoke earlier today at Down To Earth! 🐑 🌍 Did you attend the discussion on ‘is the sheep industry sustainable and fit for the future?’ [@downtoearthuk](#) [pic.twitter.com/xyZYb75fBJ](https://pic.twitter.com/xyZYb75fBJ)”  
2,097 people reached and 33 engagements with the tweet.

### **Online public-facing activities**

A first meeting between NSA Communications Manager Katie James, AHDB representatives and Love Lamb Ambassadors Amy Matravers and Ernie Richards, took place in May to begin discussing Love Lamb Week 2022.

Once again the week will aim to highlight sustainable production systems producing a delicious and nutritious source of protein.

Promotional material has been planned to promote the week in the lead up to September (When love lamb week takes place!) to farmers themselves to encourage their participation in the campaign – This will hopefully be encouraged further by Amy and Ernie.

### **Farmer-facing meetings and activities organised / attended / planned**

We attended the Royal Balmoral show supporting NI region with the stand within the NSA tent in early May. The stand was busy on the first two days that had the sheep showing but quieter on the last day, 5 new members were signed up on the two days Chris was at the event and lots of good conversations with current and potential members.

Next, we attended Scot sheep in Dumfries, this was a great event with record numbers of people attending. Membership is always harder to sell at events in Scotland with the price of entry to the event only being half price not free. With the introduction of Ticket Serve to the event this added another hurdle when coming to selling membership on the gate. Total new members for the day were 11 with most of these being signed up within the event. With the data collected from Ticket Serve it allowed us to contact people who had attended the event promoting membership to them. We sent out two campaigns following the event that resulted in a further 9 new members. The data has now been moved to our mem pack list (non-members) to be targeted monthly with generic campaigns promoting NSA and becoming a member.

The South East Region held a series of field days running across their region covering an array of different topics. Numbers were not very high at each event but the people running the workshops had some really good one-to-one engaging conversation that they said were of more use than being on a stand at a summer show all day. Most of the people attending these events were already members so it was more of a presence from NSA and ensuring the events were branded as NSA events.

As normal Chris attended the Royal Highland Show for the first day of the show supporting the Scottish region within the NSA tent. This year the location of the tent had been moved and was located next to the shearing pavilion. This did affect the amount of traffic on the stand but it didn't seem to be a lack of sheep farmers just general public. It is hoped with the world shearing championship being held at the Highland next year and more people learning the new location footfall will increase year on year.

The Royal Welsh Show was a very different one to normal with the first two days being a lot quieter to normal because of the hot weather, the Wednesday and Thursday had a lot more foot fall making up for it. We had a lot of interest on the stand for the Sheep Event, ram sales and entries into the Te-Pari competition.

## Other areas of NSA activity

### Externally funded projects

**RDPE sheep scab.** Beginning coordinated dipping in clusters, followed by second phase of blood sampling to evaluate success. SW coordinators role still working really well. Almost all Defra forms for completed work have been submitted to Moredun and claims processed successfully. Monthly meetings with Moredun (lead partner) and SW coordinators continue. Results looking promising with scab status being more widely discussed and encouraging farmer to vet relationships.

**Erasmus.** Project progressing well. UK visits planned in June/July. NSA members representing us on foreign trips are engaged.

**RoSA.** 1<sup>st</sup> of June marked the end of the first year of the register. A number of concerns to be raised to the board, steering group and comms team at BASIS. Need to push for better completion of actions from their side. Annual review meeting planned for June to discuss pros and cons of first year.

NSA RoSA Next Generation competition closed. Three successful winners across the UK. Mentoring will begin June onwards.

Stats: 2021-2022: 81 members (62 full, 19 associates). 217 CPD events registered. 2022-2023: 78 members (61 full, 17 associated).

**Moredun.** Partnership going well. Webinar series planned for summer using Moredun experts.

**SBRT.** Continue to support and remain on steering group. Programme confirmed and available online (<https://www.nationalsheep.org.uk/sbirt/>). Tickets to go live late July.

### NSA Next Generation

The group of 13 NSA Next Generation Ambassadors met for the second time in May for a delivery session focussed on the supply chain. As part of this the group visited a successful beef and sheep farm near Welshpool where they heard about selling options and making a profitable business as well as enjoying visits to the British Wool depot at Newtown, Farmer Fresh at Wrexham and a popular farm shop near Shrewsbury specialising in direct sales of its beef and lamb.

Individually the Ambassadors continue to get increasingly involved in NSA activity with several joining regional activities during the past few months. Several Ambassadors have also taken part in radio interviews speaking about their experience becoming an NSA Ambassador.

### NSA Next Generation and Register of Sheep Advisers (RoSA) mentoring competition

The competition offering three young sheep farmers some one-to-one mentoring launched at the beginning of the quarter. This attracted a good number of entries with three lucky entrants being selected at the end of April. The winners were matched with RoSA sheep consultant members and are now in the process of meeting to begin the mentoring process.

### **New project proposals**

Submissions in discussion for research funding:

- *Fabulous Fibre*: Investigation into increasing finer wool from specific breeds to increase value of wool through genetics. Submission due Sept/Oct
- *Silvasheep*: Role of dairy sheep in sustainable systems Submissions due July
- *Low methane sheep*: Reduce impact on emissions through genetics. Submission submitted April. Decision due July.
- *New entrants to farming*. Submission due July
- *Shropshire Sheep Health*. In discussion with Foundation for Common Land.
- *Precision farming livestock technology*. In discussion with Agri-epi
- *British Heritage Sheep*: Bloc chain technology, taste grid.

### **Engagement with NSA-affiliated breed societies**

Engagement with Breed societies is always quiet over the summer months, conversations are carried on at events and the quarterly email has continued to be sent. I hope to be able to give a greater report in the next Board report with the planning of the breed society forum starting to take shape.

### **George Hedley Memorial Award**

The 2021 award was presented to Helen Roberts at the Sheep Event dinner.

## **NSA internal work / operations**

### **Governance**

Companies House and the Charity Commission have been notified of the changes in Directors made after the May Board meeting and Confirmation Statements have been submitted to Companies House for National Sheep Association and British Heritage Sheep.

### **Accounts and audit**

Now that the audit is complete and Sheep Event 2022 has taken place, some thought is being put into some measurable Key Performance indicators (KPIs) and the best way to report on them to track the progress of the organisation. Some of these will be trialled at the next Board meeting to see if Trustees feel that they are useful and to determine the best way to present them so that they are meaningful.

The plan is to achieve half a dozen of KPIs that will then be tracked on a quarterly basis. Net worth, bank balances and value of investments are the ones to be considered in the first instance, along with a retrospective cash flow. It is anticipated that more work will go into the cash flow to make it a predictive forecast, on a rolling basis, for twelve months in advance.

Debtors currently stand at £39,293.54, which is higher than usual, but are mostly split between Scottish Region and HQ after Scotsheep and Sheep Event 2022. These will be chased in the coming couple of weeks.

### **Sheep Centre site**

The new lease for Firs Farmhouse is being finalised by the solicitors.

The whole site is to be valued following advice in the audit.

The central heating boiler in Firs Farmhouse has been replaced following a breakdown.



## **Regional activities (to include NSA ram sales)**

### **Wales & Border Ram Sales report from Jane Smith**

Early Sale has 354 entries to be sold in 3 rings on August 1st. (178 Charollais) (109 Texels) 67 Other breeds inc 24 recipient ewes.

Main Sale entries close August 3rd so will not have any figures for that until about the 10th August. New plans will be implemented for the tup taxis and the routes used with a new holding area being introduced where the BFL were previously located. We are aiming to re-locate the BFL to the NSA building and make more use of the older cattle buildings for the smaller breeds (numerically). With the return of shows this year our hurdle hire income has increased which will help the overall picture, and a considerable saving with not having a marquee. I'm just hoping we don't have too big an entry and then difficulties getting everything in.!!

We have sent out 5 invitations for younger people to join the committee as we realise there are several members who may choose to retire fairly soon.

### **N.I. Activities report from Edward Adamson**

Regular meetings on the progress (or lack of it) on GB/NI Imports & Exports

4/4 Meeting with Mathilde Leguedois, The Sheep Solution on project relating to matching sheep farmers with those with areas of grass needing cut or grazed

4/4 Members of an industry taskforce come together to help farmers manage rising costs

5/4 Local council action group meeting

5/4 Red Meat Advisory Board

11/4 Meeting with UFU on a strategy to raise DAERA awareness of a need for sheep support equivalent to proposed beef support

12/4 Meeting with DAERA on Sheep Support

13/4 Follow up meeting with UFU on Sheep Support

14/4 Meeting to discuss Vet Meds supplies from GB/NI

15/4 RUAS Council Meeting

28/4 NSA/DEFRA Meeting

3/5 NI Industry Taskforce on Costs Meeting

4/5 MV Meeting & Update

4/5 NI Committee Meeting

6/5 NI Environmental Group Meeting

9/5 Balmoral Setup

10-14/5 Balmoral Show

15/5 Balmoral breakdown

24/5 Launch of NI Scab Project

30/5 Environmental Group visit to Dowth Estate in Republic of Ireland

9/6 RUAS Council Meeting

11/6 Trip to NSA type sheep event in Netherlands

22/6 Animal Health & Welfare Group Meeting

23/6 MV Meeting & update

6/7 Hosted an on farm environmental group meeting

## **NSA Cymru/Wales Region Board Report from Helen Roberts**

NSA Cymru held its last meeting in May when the NSA strategy was discussed and comments had been fed back to NSA HQ as requested. We welcomed Rhodri Manod Owen to the committee and John Yeomans will join us to represent the Beulah's going forward, both are a welcome addition, and we look forward to hearing their views at meetings.

Welsh Government published the proposals for the new Sustainable Farming Scheme which promises to support farmers to lower their farms' carbon footprint, help improve the environment and support the production of food in a sustainable way. Along with developing the longer-term arrangements for Welsh agriculture – in partnership with the sector – recognising the particular needs of family farms and acknowledging ecologically sustainable local food production. NSA Cymru/Wales is continuing to play an active role in engaging with Welsh Government and ensuring that any future scheme delivers for farming in a practical way and ensuring that any future scheme provides for rural communities, business and food production.

Welsh Government's outline proposals for the Sustainable Farming Scheme earlier this month also included a requirement to have at least 10% tree cover on their farm as a universal action, NSA has continued engagement with policy makers to ensure this target doesn't come at the expense of farming and food production & takes into account hedges, coppices, shelter belts and woodland already part of the farming landscapes.

NSA Cymru/Wales is continuing to work collaboratively with British Wool to ensure value and demand for wool continues to increase. With recent announcements from British Wool that there is an average price of 36.4p/kg for last year's clip, as fleece trade recovers from rock-bottom rates during the pandemic it is encouraging to see continued innovation across wider industry to realise the real value of wool. NSA Cymru/Wales is also on the stakeholders' group for Sheep Scab. The non-funded group aims to pool ideas and resources to help make a difference. After a setting the scene meeting, we went on to set some priorities around prevention; testing and treatment; environmental issues. We are awaiting guidance from Welsh government on their future control programme and have had positive meetings regarding communication and working together. SCOPS information on best practice will be available shortly and NSA intend to promote this further, we will have Welsh language versions available shortly.

NSA Cymru will be playing a role in the tender process that Welsh Govt have announced for a Sheep Scab eradication programme.

The second NSA Cymru newsletter has been produced and circulated via email.

## **NSA Scotland Activities Report for NSA Board Members August 2022 Meeting.**

### **NSA Scotsheep 2022**

Just short of 5,000 people attended NSA Scotsheep 2022 on the 1<sup>st</sup> June, from farmers, exhibitors, volunteers, industry enthusiasts and school children.

After being postponed on three previous occasions due to COVID-19, host farmers Robert and Hazel McNee, were delighted to finally open their farm gates to visitors who travelled the length and breadth of the UK, and indeed from Canada, Australia and New Zealand.

The event featured 40 breed societies and individual breeders, 160 trade stands, various competitions, four seminars involving 15 different speakers, twelve short sharp workshops involving 15 speakers within two areas were held throughout the course of the day, with the farm tour proving extremely popular.

Former United Auctions executive chairman David Leggat MBE, who officially opened the event and congratulated the McNee family on how well the farm was looking and the high-quality pedigree and commercial livestock that they produce each year. He also praised Scottish agriculture, in particular Scottish beef and lamb, but urgently called for more government support to help develop the farming industry beyond 2024.

With focus on carbon and greenhouse gas emissions, a full farm carbon audit on Over Finlurg was conducted by major sponsors Virgin Money, in a bid to encourage more farmers to make use of new technology to improve efficiency. Simon Haley, director of Carbon Metrics, said that Over Finlurg was very efficient and that total emissions for both the beef and sheep enterprises were well below average averages.

The sale of ewe hoggs at the closing of the event attracted its usual crowd of spectators which saw a new Scotsheep record of £2000 apiece paid for a pair of Badgerface Texels from Stuart and Wendy Hunter of the Hunters from West Cairnhill, Inch.

Jennifer Craig was awarded the NSA Scotland silver salver for outstanding contribution to the Scottish sheep industry.

### **NSA Scotland Marquee at Royal Highland Show 2022**

This year's Royal Highland Show saw the NSA marquee move to Avenue M directly beside the MacRobert Shearing Theatre with half the size of the stand as usual. The marquee had seven external exhibitors, which filled the marquee, and the committee will be meeting soon to discuss changes and improvements planned for 2023.

This year, we ran an Open and YFC stockjudging and young handler's sheep dressing competition and added seminars which took place on Thursday afternoon on the shearing stage.

The first seminar saw a focus on animal health and welfare where sheep scab was discussed by Grace Reid (NSA Scottish Region Coordinator), Stewart Burgess (Moredun), Neil Wilson (IAAS) and Nigel Miller (Livestock Health Scotland). Main takeaways surrounded the progress being made in Scotland and across the UK as a whole to help reduce the prevalence of scab alongside the advancement of diagnostic tests to identify this very contagious parasitic disease. Questions focussed on diagnostic agility in terms of time between infection and finding out test results, testing costs, onus and responsibility of infected flocks to help spread awareness and how communities or groups of farmers may be able to work together to reduce the occurrences of scab. Straight after this NSA Scotland and SAYFC ran a joint seminar to explore the future of the flock and the opportunities for young people in the sheep industry. A panel of Grace Reid (NSA Scottish Region Coordinator), Karyn McArthur (NSA Next Generation Ambassador) John Fyall (Highland Rural), were chaired by Scott Anderson (SAYFC) and ably answered questions posed by a very engaged audience. Many questions surrounded the sustainable nature of meat production alongside the possible rejuvenation of wool sales and how to encourage younger generations particularly from non-farming backgrounds. This seminar had a very positive outlook in terms of the passion of all involved however it was clear that there were many close looming threats to overcome.

## Other significant external meetings – attended by Phil unless otherwise stated

### April

- 25 RDPE Scab Project Management meeting
- 26 Wool Innovation Network launch  
UKTAG Latin American call
- 27 NFU Industry Redmeat Roundtable meeting  
Defra call – GB/NI movements
- 28 Dept of Trade, Trade Advisory Group call – UK-Canada  
Defra Sustainable Farming Incentive programme call
- 29 Defra Sustainable Farming Incentive Commonland call  
AHWP Chair of Chairs call

### May

- 3 Welsh Commons Forum meeting
- 4 Board meeting  
Defra Sustainable Farming Incentive Programme Pilot Group call
- 5 Defra Sheep Health Pathway call
- 6 LCAG call  
Wool Innovation Network call
- 9 TDUG call
- 10 Defra Sheep Health Pathway call  
SCOPS Steering Group call  
'Climate smart sheep breeding' call
- 11 Scottish Gov Welfare in Transport call  
Dept for International Trade Agri food Trade Advisory Group call
- 12 Defra call – GB/NI movements
- 13 British Wool call
- 16 EAC sheep guidelines call  
Food security call
- 17 Defra ELM Engagement Group call  
Defra Future Farming & Countryside Programme (FFCP) Engagement call
- 18 Sheep Scab Working Grp call  
Ruminant H&W Steering Group call
- 19 Defra call – GB/NI movements  
Castration and tailing call with SVS
- 20 Silvasheep call  
MBFT call  
Pasture For Life call
- 24 Defra FFCP Engagement call  
NOAH vaccinations workshop  
UKATG Latin America call
- 25 Evidence to Internat. Trade Select C'ttee on N.Z.  
UK Policy & Technical c'ttee call
- 26 Defra call – GB/NI movements  
Wool Innovation Network call  
Black Mountain Land Use Partnership Board meeting
- 27 LCAG call  
Giles Hall, Defra call
- 30 EAC sheep guidelines call  
RDPE Scab Project Management call

## June

- 1 Scots sheep
- 6 UKTAG call re South American visit
- 7 RUMA Board meeting  
TFA reception
- 8 Radio Gloucestershire interview  
British Heritage Sheep call  
Global Sheep Producers call
- 9 Defra call – GB/NI movements  
British Heritage Sheep call
- 10 Visit to Southcott Farm with Janet Hughes  
NFYFC rural housing call  
AHWP Chair of Chairs call
- 13 OPA Working Group call  
NZ Beef & Lamb call
- 15 RABDF event, Shropshire
- 16 Castration and tailing call with Defra  
AHDB Beef & Lamb Roadmap call
- 17 3 Counties Show
- 20 Defra Sheep Health Pathway call
- 21 British Heritage Sheep call  
NFU Farming Organisations Roundtable call  
Black Mountains Land Use Partnership meeting
- 22 Defra Workshop Penalty Notices for Farm Animals  
Defra Sheep Health Pathway call
- 23 Defra call – GB/NI movements  
Fabulous Fibre call  
HCC call  
Grow Wales Green Project call
- 24 LCAG  
UKTAG call re South American visit  
Defra Farm Assurance requirements call  
Paul Caldwell, RPA call
- 27 WCF call  
RDPE Scab Project Management call  
TDUG  
Giles Hall, Defra call
- 28 British Heritage Sheep call  
Research Interview, Bath University  
LIP call
- 29 NOAH
- 30 Defra call – GB/NI movements  
Defra call UK Genetics for Livestock  
Wool Innovation Network call

## July

- 1 British Heritage Sheep call  
Michael Modiano call  
Natural England call  
Defra Sheep Health Pathway call
- 4 Defra Sheep Health Pathway call  
NI Protocol Bill Policy Engagement  
Defra Agricultural Partnerships call

- 5 Organic Farmers & Growers Cereal Conference
- 6 Richard Lee, Livestock Information Programme call  
Sustainable Food Trust call
- 7 Defra Skin on Sheep call  
Defra Sheep Health Pathway call
- 8 FSA Skin on Sheep call  
AHWP Chair of Chairs call
- 11 Defra Dual Regulatory Regime Supply Chain Roundtable - Livestock & Meat Processors call  
TB and sheep NSA/Defra/APHA call  
AHDB FRFF Evaluation
- 13 Lesley Stubbings call
- 14 Defra call – GB/NI movements  
RoSA annual review meeting
- 15 Katherine Flynn, Defra call
- 18 Royal Welsh Show
- 19 Defra Future Farming & Countryside Programme Forum
- 20 Meeting with John Dracup and Jim Moseley  
Call with Harriet Fuller
- 21 Defra Sec of State Roundtable call  
US Sheep Mission call  
UKTAG South American visit call
- 22 LCAG  
Defra Review of LI ltd Sheep System call  
AHWP Chair of Chairs call
- 25 RDPE Scab Project Management Team call  
Red Tractor Red Tractor Certification Body Update
- 28 British Heritage Sheep meeting
- 29 AHDB meeting, UTTAG

## Appendix 1 – Press releases issued and their social media reach

Week commencing	Press releases issued	Social media reach on press release links - Facebook
4/4/22	<ol style="list-style-type: none"> <li>1. NSA and RoSA mentoring competition launch</li> <li>2. <b>NSA Sheep Event tickets on sale</b></li> </ol>	<ol style="list-style-type: none"> <li>1. 4.3k</li> <li>2. <b>5.4k</b></li> </ol>
11/4/22	<ol style="list-style-type: none"> <li>1. NSA response to carbon offsetting in Wales</li> <li>2. Sheep worrying survey results</li> </ol>	<ol style="list-style-type: none"> <li>1. 2.4k</li> <li>2. 3.3k</li> </ol>
18/4/22	<ol style="list-style-type: none"> <li>1. NSA and SCOPS nematodirus forecasts</li> </ol>	<ol style="list-style-type: none"> <li>1. 4.7k</li> </ol>
25/4/22	<ol style="list-style-type: none"> <li>1. NSA welcomes new ruminant health and welfare report</li> <li>2. NSA disappointed by further delays to import controls on EU goods</li> <li>3. NSA reacts to Australia trade deal</li> </ol>	<ol style="list-style-type: none"> <li>1. 1.4k</li> <li>2. 1.7k</li> <li>3. 1.1k</li> </ol>
2/5/22	<ol style="list-style-type: none"> <li>1. NSA and Moredun continue to work together to support sector</li> </ol>	<ol style="list-style-type: none"> <li>1. 1.5k</li> </ol>
9/5/22	<ol style="list-style-type: none"> <li>1. NSA welcomes UN report recognising agriculture's critical role</li> <li>2. Final Solway winner announced</li> </ol>	<ol style="list-style-type: none"> <li>1. 1.1k</li> <li>2. 5k</li> </ol>
16/5/22	<ol style="list-style-type: none"> <li>1. <b>Successful Next Gen Ambassador session</b></li> <li>2. <b>NSA and SCOPS nematodirus forecasts</b></li> </ol>	<ol style="list-style-type: none"> <li>1. <b>8.1k</b></li> <li>2. <b>18.5k</b></li> </ol>
23/5/22	<ol style="list-style-type: none"> <li>1. NSA highlights urgency over UK food strategy</li> <li>2. NSA Sheep Event seminar line up announced</li> </ol>	<ol style="list-style-type: none"> <li>1. 1k</li> <li>2. 2.2k</li> </ol>
30/5/22	<ol style="list-style-type: none"> <li>1. NSA and RoSA one year anniversary</li> </ol>	<ol style="list-style-type: none"> <li>1. 2.4k</li> </ol>
6/6/22	<ol style="list-style-type: none"> <li>1. NSA calls for balance and stability in future food policy</li> <li>2. NSA Scotland Silver Salver award winner</li> </ol>	<ol style="list-style-type: none"> <li>1. 1.8k</li> <li>2. 3.2k</li> </ol>
13/6/22	<ol style="list-style-type: none"> <li>1. NSA Sheep Event Workshops announced</li> <li>2. Publication of National Food Strategy</li> <li>1. <b>NSA SE Region Field Day success</b></li> </ol>	<ol style="list-style-type: none"> <li>1. 3k</li> <li>2. 1.2k</li> <li>1. <b>5.5k</b></li> </ol>
20/6/22	<ol style="list-style-type: none"> <li>2. EFRA recommendations on post Brexit trade deals</li> <li>3. NSA hosts Erasmus European visit</li> </ol>	<ol style="list-style-type: none"> <li>2. 640</li> <li>3. 2.1k</li> </ol>
27/6/22	<ol style="list-style-type: none"> <li>1. <u>NSA warns of blanket tree planting approach</u></li> </ol>	<ol style="list-style-type: none"> <li>1. <u>1.2k</u></li> </ol>