

Activities report to NSA Board 4th May 2022

This report refers to main activities in quarter 1 of 2022. Activities are presented under a set of common headings.

NSA policy, technical and research work

EU trade and regulatory issues

Northern Ireland Protocol –

P&O Live Exports – P&O Cairnryan to Larne route is re-established, Dover-Calais route is proving to be challenging due to more significant changes in crew. Difficult to determine timeline due to checks in place from EU. Continued pressure from industry and conversations with other shippers to extend their authorisation to livestock. Still no progress with live animal facilities at French BCPs

Future farm support

SFI 2022 planned to launch in June, with further detail for upland and commons payment rates being made available. Through the scheme, gov want to support farmers to become more sustainable and to increase long-term food productivity, and also want to make sure that farmers have what they need to maintain the very highest levels of health and welfare for their animals and the environment. Clarification of payment rates

- Improved grassland soils standard
 - Introductory level paying £28 per hectare
 - Intermediate level paying £58 per hectare
- Moorland standard
 - Introductory level only, paying £10.30 per hectare plus additional £265 per agreement

There is an additional payment of £6.15 per hectare for common land with its own agreement.

Farming Innovation Programme - helping England's farmers and growers to use new, innovative methods and technologies to become more productive, environmentally sustainable, and more resilient to the global food security challenges of the future.

From Wednesday 30 March, a funding amount of £20.5 million was made available in 2 new competitions in the Farming Innovation Programme in partnership with UK Research and Innovation (UKRI).

- The Farming Futures Research and Development Fund (climate smart farming)
- Large Research and Development Partnership Projects

Sheep in upland areas (including sheep stratification)

No specific activity in this period, although we are involved in an Upland Alliance led initiative where Defra and Newcastle university farm business team are investigating a number of different upland farming models to assess the impact of the new schemes and the effect of decisions to enter schemes or to farm without them. This project is titled 'Pathways to Success'

Sheep in arable rotations

No specific activity although we have been making the case within SFI that benefit could be gained by giving clarity over the ability to graze green/cover crops earlier than the end of Feb. This would help overcome potential forage shortages caused by the lack and cost of fertiliser and would encourage mixed farming which is an objective of SFI.

Integrating trees into sheep farming systems

Recently met with Woodland Trust to discuss reviewing the NSA Trees and Sheep report and to discuss Woodland Trusts attendance at Sheep 2022. Actively involved in developing agroforestry /silvopastoral SFI standards.

Rewilding

Continue to be involved in the Isle of Wight Sae Eagle release steering and monitoring groups. Encouraged responses to regional consultations on a further release of WTSE on the north Cumbria coast. Attended a Lynx release consultation meeting in March with rumours that Lynx Trust UK are preparing for another release submission.

Sheep health and welfare (including NSA involvement in RUMA, RHWG and SCOPS)

Animal Health and Welfare Pathway is hoping to pilot in summer this year however full rollout is yet to be confirmed due to the sensitivities of other sectors (pigs) and the ongoing Ukraine crisis. NSA continues to chair a sheep Pathway endemics disease group. NSA Scotland also leading on sheep scab and OPA working groups in Scotland.

Sheep identification and movement recording and reporting

Livestock Information Service has now successfully completed switchover from ARAMS and is a joint government-industry scheme to create a single system of registration and tracing for livestock in England.

TSE controls

We continue to push Defra to re pick up a potential change of ageing from tooth eruption to a set date. However no progress yet made.

Supply chain (including price reporting, classification and NSA involvement in Hallmark scrutiny committee) Defra now drafting secondary legislation around mandatory carcass classification and price reporting. This is due to be introduced in Jan 2023.

Farm assurance

Red Tractor now takes up the role of implementing the industry led Urea Option 4. Continued debate from industry as to the relevance of having several different assurance schemes especially when it's unclear to consumers as to what the differences actually are. Debates about whole life assurance continue with a meeting planned for 1st June.

Engagement with AHDB and other levy bodies

Continued engagement with AHDB especially during the Shape the Future survey. AHDB are also engaging with English Committee to give an update on their work surrounding SFI Payment Rates.

Rural crime (including sheep worrying by dogs)

NSA annual sheep worrying by dogs survey ended 1st April and result launched our annual sheep worrying by dogs campaign on 11th April. Key findings include:

- <5% respondents were alerted by the offending dog owner, with the majority left to discover the evidence
- The majority of respondents had multiple incidences per year, between 1-10
- In almost 75% of cases it's a single dog injuring or killing multiple sheep
- Concerns remain over cases increasing due to higher levels of dog ownership
- More farmers are reporting incidents - 81% of survey respondents said they now report some, most or all of the incidents they experience. An increase since 2021.
- Over the past 2 years, twice as many people are reporting positive responses from police forces dealing with sheep worrying incidents

The results of the survey can be found here: https://www.nationalsheep.org.uk/workspace/pdfs/2022-nsa-sheep-worrying-results_1.pdf

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

Stats on campaign:

		2021	2022
Facebook	Reached	103,000	82,230
	Likes/shares - interactions	1,432	720
Twitter	Impressions	68,658	9798
	Likes/shares - engagements	953	297
Social Media	Total reached	171,658	92,008
Post on social media from NSA	Post on social media from NSA	40+	15
Website	Throughout April (1 st - 25 th)		1718
	Throughout May (1 st - 31 st)	2,316	

Note: total reach lower 2022 compared with 2021 as only the visits were generated through press release and social posts directing users to the site via hyperlinks. Also only had one week of the social media campaign (two weeks and specific workshops in 2021).

Recent changes in legislation have been proposed to tackle the issue but NSA believes these do not go far enough, failing to contain sufficient deterrents to prevent attacks happening and while in Scotland the legislation has been strengthened, NSA feels there is an increased need for dog owner education to reinforce the unpredictable behaviour of even a well-trained dog.

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

Significant work continues with NI with regard to sheep trade and new health controls, and on Export Assembly Centres. Ongoing concerns over the effect on NI farmers. Recent concerns over future vet med licensing and medicine availability. Expecting an announcement over the NI protocols on 10th May.

Any other consultations not covered under topics above

NSA responded to International Trade Committee call for evidence on FTA with UK & NZ

NSA have also responded to the Government's response to the Landscapes Review

Upcoming:

DEFRA consultation on Environmental Targets

Defra consultation Nature Recovery Green Paper: Protected Sites and Species

UK Gov consultation on Developing a UK Emissions Trading Scheme

More general topics (updated if and when activity occurs)

- **Genetics**

Exploring partnering a UKRI bid being led by Innovis and with involvement of CIEL and AHDB on identifying lower methane producing individuals within a number of progressive breed societies.

Also exploring a similar partnership bid to identify lower micron wool quality within the Cheviot and Romney breeds.

- **Trade and marketing (including NSA involvement in work addressing red meat consumption concerns)**

Still seeking to progress British Heritage Sheep through funding bids. Working in NI breeding trade

issues and UK/EU breeding stock trade. Heavily engaged in debate on Australia trade deal and late April

released statement criticising the TAC for their assessment that the industry had overreacted to the risks of the trade deal.

The financial crisis is hitting sheep farmers with feed and fertiliser and fuel in particular involved in high inflation levels. Some farmers are cutting stock and others are eating into winter forage areas meaning that forage stock could be low next winter. We have been involved in 2 recent meetings with SoS who is trying to get SFI to overcome these problems. EU nations are providing financial support and this, with the announced delay in implementing full border controls for imports to the UK will put British producers on an unlevel playing field.

- **Wool**

Wool prices at auction continue to improve and are averaging some 80 -90p /kg. NSA took part in a webinar arranged by KTN looking at circular economies and innovation in wool where we highlighted some of the work done in the Black Mountains to exploring adding value to wool.

NSA communications and knowledge exchange work

Press work

2022 began where 2021 left off with lots of press activity taking place promoting events, NSA policy work and responding to Government and others' announcements.

A total of 29 press releases were issued in the first three months of the year, a slight reduction in the previous quarter (That had been exceptionally busy) but very much in line with the activity of 2021. 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. In the first quarter of 2022 the open rate for press release rose to an average open rate of 35%, up from 29% in the last quarter of 2021 and 27% in the third quarter. This shows a significant increase in uptake which has been passed through to increase the coverage NSA has been receiving in 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 but also perhaps general recognition from the wider industry and media of the high amount of activity of the association and subsequent work to communicate this with press, the farming sector and the wider public. Press releases highlighted in yellow indicate those receiving the most engagement on Facebook, these include those sharing news of industry awards, prize giveaways and influential trade deals.

Sheep Farmer magazine – see recent editions

Weekly Email Update

A decision was made at the beginning of 2022 to change the time in which the Weekly Email Update was sent to members and industry representatives on a Friday afternoon. Having been sent at 5.30pm for many years a new time of 1.30pm was decided upon in the hope it would arrive with many people working in the sector but perhaps on not on farm before they left their offices for the week.

This move has seen open rates for the Weekly Email Update increase from an average of 30% in the last quarter of 2021 to 37% for the first three months of the year. Many of the new audience opening the emails are doing so during the first few hours of the email arriving demonstrating the decision to move the time of

sending to be a correct one. The email average open rate is well above the industry average of 19% indicating its value to recipients.

Website

Visits to the NSA website increased again over the last quarter, from an average of 23,194 visits per month, to 39,580 visits per month. The page on which students browse Lambing List adverts from NSA members has been the most visited throughout Q1, closely followed by starting your own flock.

The last quarter saw visits to the website from 43,167 users, generating 147,625 page views. Of these users 82.5% came to the site from direct search or a direct link e.g. in the Weekly Email Update or press activity, and 17.5% came from social media, our highest proportion per quarter yet. 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), 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 first quarter of 2022 the NSA Facebook page following had increased by 775 to 19,843 people. NSA saw an overall increase in Twitter followers of 151 to a total of 13,209.

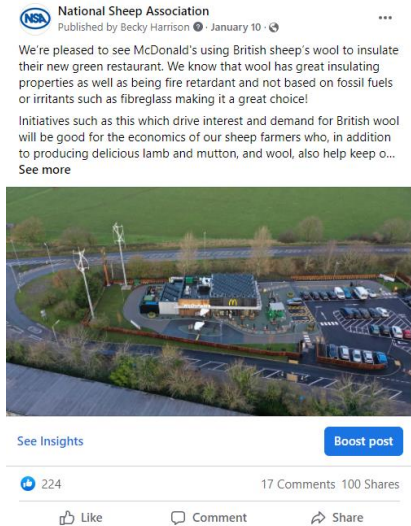
Posts performed well across a range of topics, particularly on the NSA and TePari prize draw, Sheep Event 2022, Next generation ambassadors and the use of British Wool.

The top three performing Facebook posts for the quarter were:

1. NSA Te Pari Prize draw. 49,933 people reached and 613 engagements with the link. In addition, there were 4480 link clicks, which directed through to the NSA website.



2. McDonalds using British wool to insulate their buildings. 36,836 people reached and 740 engagements with the post.



3. NSA Sheep Event 2022. 29,447 people reached and 283 engagements with the post.



The top three performing Twitter posts were:

1. “We are excited to announce the 13 young UK sheep farmers joining the Next Generation Ambassador programme this year! We’ll be sharing more on what the group get up to this year. To read more about each of them, visit <http://nationalsheep.org.uk/next-generation/ambassador-group/2022/> ... pic.twitter.com/fOxRMJGbHl”

6,219 people reached and 180 interactions with the tweet.

2. “Time to focus on the sheep farmers and shepherds - We’ve set out our priorities for 2022. Read more at <http://go.nationalsheep.org.uk/2022commitments> pic.twitter.com/OkG1rkDbPZ”

4,991 people reached and 39 engagements with the tweet.

3. “We’re pleased to see [@McDonaldsUK](https://twitter.com/McDonaldsUK) using British sheep’s wool to insulate their new green restaurant in Market Drayton. We know wool has great insulating properties, is fire retardant and is not based on fossil fuels or irritants such as fibreglass! http://mcdonalds.com/gb/en-gb/newsroom/article/News.uk_net_zero_carbon.html ... pic.twitter.com/BJ8FOqj8AN”

4,090 people reached and 58 engagements with the tweet.

Email campaigns

Throughout the last quarter, targeted email campaigns have been sent to non-members who have previously expressed interest in NSA activity or membership, to encourage them to sign up. There were 10 campaigns this quarter which advertised NSA membership benefits, the TePari competition, and upcoming webinars.

Farmer-facing meetings and activities organised / attended / planned

Since my last report farmer-facing meetings have not been taking place apart from the Regional ARMMs. This is normally a quieter period of the year with people busy with stock inside for winter and the approach of lambing. We have a busy schedule of events lined up both regionally and nationally that I hope to report back on in the next report, full event list can be found on the website under events.

Other areas of NSA activity

Externally funded projects

RDPE sheep scab

Into the second year of the project. Role of SW coordinators working really well. We have exceeded our targets for farmer cluster group meetings and are working towards second round blood testing and encouraging vets to complete follow-up visit for participating farms. Number of financial claims submitted in-line with Defra requirements. Regular meetings with Moredun (lead partner) and SW coordinators to keep abreast of project. Results so far promising with scab status being more widely discussed and encouraging farmer to vet relationships.

Erasmus

Into the second year. All modules required from NSA submitted successfully. NSA is being paid for additional work for module QC by foreign partners to check for translation errors. Second international visit taken place since covid restrictions have been relaxed allowing two NSA member representatives to experience Spanish and Italian farming systems. Partners due to visit UK in June for a learning, training, teaching event and a UK visit in July around Sheep event.

RoSA

NSA and BASIS continue to meet on a regular basis (comms team monthly, steering group and board quarterly). Some concern over relaxed attitude of BASIS in application forms, speed CPD events are added to website but continue to work through this. NSA RoSA Next Generation competition in progress (<https://www.surveymonkey.co.uk/r/RoSAcompetition>) due to close 6th May. Membership renewals from June onwards – 3 months free for new members if sign up now.

NSA Next Generation Ambassadors

From more than 40 applicants to join the 2022 NSA Next Generation programme, 13 young sheep farmers were chosen early in 2022 to form the next cohort, including a varied mix of new entrants, family farmers, self-employed and employed shepherds.

The group met for the first time in February for a session focussed on flock health in Gloucestershire. The group were joined by sheep vet Philippa Page, speakers from Moredun joining via Zoom link and sheep farmer and Countryfile presenter Adam Henson and enjoyed some varied farm visits during their three day delivery session.

The group are now looking forward to coming together again to further their skills, knowledge and personal development in May based near Welshpool.

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

Plans took place at the start of 2022 to run a competition offering three lucky young sheep farmers the chance to win mentoring from experienced sheep advisers who are also members of RoSA. The competition was set to launch at the beginning of April.

Engagement with NSA-affiliated breed societies

Breed societies have again been approached by Chris to place an advert in flock books/yearbooks. This continues to grow year on year, we have also trialled offering a discount to Southdown members that join as members using the discount code on the website. This will be shown to breeds at the upcoming Breed Society forum to see if other breeds would like to offer this to members.

George Hedley Memorial Award

Arrangements are being made for the presentation of the 2021 award. Letters to invite nominations for 2022 award will be sent in May.

NSA internal work / operations

Sheep Farmer performance / corporate supporters / income from commercial companies. The April/May edition of the magazine was the final one produced with the support of Rachael Porter, the freelance journalist we've used for many years (see more in staff changes below). We've a detailed plan in place to ensure the changeover is unnoticed by readers. We've now done two editions with the tighter editorial-to-advertising ratio (put in place to slightly reduce magazine size in the face of rising paper costs) and haven't received any negative feedback, so feel confident to continue with this. As per the last Activity report, Lavenham Press, which prints and distributes the magazine, refused to fix paper prices for 2022. (which they did last year). Any quotes for printing at the moment from any company are only held for seven days (we've found this when printing promotional material for the Sheep Event) so the situation is pretty alarming and needs to be closely monitored. On the plus side, advertising in Sheep Farmer and Weekly Email Update is holding relatively steady.

Sheep Event

Stand bookings are looking good and should have 250 stands.

Grassland trail is coming on and should be a good promotional tool for the event to give it a different feel than previous events. All the usual competitions are running, and the carcass classification competition makes a return. Farm tour will be organised by Field Farm Tours to Cotswold Seeds and Daylesford. 11,000 DL flyers are being printed to send out to exhibitors who have requested them for promotion. Major sponsors have been contacted about their packages to make sure they are given every opportunity to promote and make the most of the sponsorship. Stewards list is coming together.

Seminar titles and speakers have been agreed.

Advance tickets are now on sale at £16 with gate price set at £20.

Regional activities (to include NSA ram sales)

Wales and Border Ram Sale

April 27 – meeting with Steve Hughson, RWAS, to discuss rents.

Next committee meeting 10th May

NSA Cymru/Wales

Annual Meeting held in February. Llew stood down as a Trustee and is replaced by Caryl Hughes NSA Cymru Vice Chair.

The Development officer has attended face to face meetings about sheep scab, where contractors, stakeholders and WG officials came together to discuss this ongoing issue. The collaboration group within Wales is in the process of setting priorities to be discussed at the next meeting.

NSA Cymru has met to discuss the NSA Strategy document and sent in a written and verbal response.

Our next meeting is 10th May and Rob Taylor QPM Wales Rural & Wildlife Crime Coordinator will join us to update on this work.

NSA Cymru/Wales will host the NSA AGM and has found a location for this.

NSA NI Regional Activities

Jan - Feb Attended several meetings with DAERA on the Maedi Visna Situation in N.I.

Jan Attended a meeting with DAERA on proposals for future funding of Agriculture

Jan-Feb Several Meetings on GB/NI livestock movements.

Feb Breakfast Seminar

Feb Joint hosting of 2 evening Sheep Conference

Feb N.I. Regional ARMM

March Animal Health & Welfare Meeting

March Farm Quality Assured Standard Setting Meeting

March Scab Group Meeting

March BECUF Meeting

March FQAS Industry Board Meeting

March Seminar Meeting with DEFRA on Soil Health

April Red Meat Advisory Board Meeting

April Several Meetings with UFU and DAERA on Future Support for sheep

April Meeting on VET Meds into N.I.

NSA Scotland Activity Report for NSA Board Meeting – 4th May 2022

[\(Topics covered\)](#)

Monday 31st January

- Scottish Government Animal Health and Welfare General Stakeholder Group attended by Grace Reid.

[The availability of Spectam Scour Halt was discussed with the outcome of prevention, colostrum management and optimal lambing conditions to be promoted. Scottish Veterinary Services were to provide guidance on this matter with urgency for stakeholders to communicate to members. SRUC Vet Services provided an update on the surveillance systems in place on behalf of Scottish Government in terms of post-mortems and clinical pathology. An OPA pilot study to monitor the disease was presented to the group by George Caldwell.](#)

Thursday 17th February

- Scottish Red Meat Resilience Group meeting attended by Grace Reid

[Attendees were given an update by various QMS team members \(Stuart Ashworth, Lesley Cameron and Kirsty MacDonald\) with beef and lamb markets and the upcoming marketing activity of Scotch Lamb, Beef and Specially Selected Pork.](#)

Wednesday 23rd February

- Sheep Scab Industry Led meeting attended by Jen Craig and Grace Reid.

[Attendees were given a proposal of a sheep scab pilot which could take place in Lewis and Harris by Stewart Burgess \(Moredun\). This pilot had been given agreement in principle by the Cabinet Secretary under the climate change plan and a 10-step approach could be taken.](#)

- NSA Scotland Highland Show Proposal meeting with RHASS attended by

This meeting was convened to put forward questions from the NSA Scotland Committee to the RHASS directors with the outcome of a consensus on the proposal to move the NSA stand at the RHS. There was no definitive outcome at the end of the meeting with considerable discussion and thought needed to decide whether or not NSA Scotland Committee members were confident that a relocation would be beneficial to the organisation. The cost of attending the RHS was explored with the realisation that change would be due in some format.

Friday 25th February

- NSA Scotland ARMM

Tuesday 1st March

- NSA Scotsheep Committee meeting

Wednesday 2nd March

- UK Policy and Technical Committee meeting attended by Jen Craig and Grace Reid.

Thursday 3rd March

- QMS Catch Up with Sarah Millar attended by Jen Craig and Grace Reid

This meeting highlighted the future of hill sheep farming and grass-based systems. An update on NSA Scotsheep 2022 was provided and an overview of the criticisms of QMS by certain individuals. SM provided an update on the new Farm Assurance services provider which had a handover date of 1st April 2022. There was still the optimism that domestic demand for lamb was strong with opportunities to trade abroad – several trade shows were in line to be attended.

Wednesday 9th March

- Catch Up with Eilidh Corr (QMS) attended by Grace Reid

This meeting was arranged to discuss the issues surrounding antimicrobial resistance and antibiotic use. Scotland currently did not have any collaborative database on the use of medicines such as the AHDB medicine hub and QMS were looking into the potential of this. HCC had agreed to launch their own version. This was ultimately to report to the EU in terms of trading purposes with an onus for Cattle by 2024 and 3 years for sheep. It was felt that this should be vet practice led as they had to prescribe many medicines and had all the information to hand but needed considerable farmer backing to be successful. Links to the benefits of animal health and welfare compared to climate change could be a positive message brought out from this initiative.

Friday 11th March

- NSA Scotland General Purposes and Policy Committee meeting

Monday 14th March

- Farming Roundtable Discussion

Heptavac P supply issues and the 2022 NSA sheep worrying by dogs survey were raised by GR to other industry stakeholders. Labour and minimum wage issues were discussed with particular regard to seasonal workers. Livestock markets were looking relatively strong with butcher shops being quiet which was an indication of cost increases. Red diesel price and availability was a strong point of discussion with varying reports.

- NSA Scotland Membership and Promotions Sub Committee meeting

Monday 21st March

- OPA Working Group Meeting

Tuesday 22nd March

- NSA Scotland General Purposes and Policy Committee meeting

Wednesday 23rd March

- Lynx in Argyll – Research stakeholder event attended by Grace Reid

Friday 25th March

- QMS Beef and Lamb Marketing Advisory Group

Tuesday 12th April

- NSA Scotland Membership and Promotions Sub Committee meeting

This meeting discussed various fundraising initiatives and ways to promote NSA Scotland. NSA Scotsheep 2022 and the Royal Highland Show 2022 were discussed in terms of NSA presence and ways to engage with the industry. Other events throughout the year were considered with the suggestion of Scottish Government funding (Knowledge Transfer and Innovation Fund) as a means of carrying out a NSA Scotland roadshow.

Wednesday 13th April

- National Test Programme Communications meeting with Scottish Government attended by Maimie Paterson and Grace Reid.

Jane Wilson from the Scottish Government communications team had requested a meeting to discuss the upcoming announcements as part of the National Test Programme. Feedback given from MP was that the word “test” in the title was very unnerving and counterproductive. A considerable information gap existed in terms of the direction of future Agricultural policy in Scotland and that there was considerable ground to be made up. Scottish Government had recently published their Vision for Agriculture which included the key themes of climate mitigation, increase of biodiversity and high-quality food production with the aim of having a consultation in the summer of 2022 to pave the way for a new Agriculture Bill. The future proofing of farmer and crofter businesses was highlighted to be the driver of Scottish Government’s actions and that stakeholder engagement would be a key part of future communications. NSA Scotland newsletter and NSA Scotsheep 2022 were also highlighted as key ways of engaging with the Scottish Sheep Industry.

Monday 25th April

- Farming Roundtable conference attended by Grace Reid.

Stakeholders gathered to provide an update on their concerns at that point in time. The pig sector was considerably worried about input prices and a backlog of pigs. Trade was still holding up in the livestock markets with cull animals a flying trade. Haulage concerns going forward for island sales (UA and Dingwall) in terms of ferries – GR offered support from NSA in any future conversations where needed. A short discussion was had on COP27 (Egypt) with a potential focus on food security which may stand the agricultural sector well than compared to COP26. GR highlighted NSA Scotsheep 2022 and the Next Generation Shepherd Competition.

Tuesday 26th April

- Scottish Government National Test Programme Communications meeting with agricultural stakeholders attended by Grace Reid.

Scottish Government convened this meeting for stakeholders to me made aware of the communications surrounding Track 1 of the National Test Programme. This would be the first steps made following the exit from EU CAP and it was hoped that an announcement would be made on the 28th or 29th of April 2022. An explanation of the simplicity and openness of approach was made and stakeholders were prompted to ask questions.

Thursday 28th April

- Meeting with RHASS to be attended by Jen Craig, Maimie Paterson, Mary Dunlop, Euan Emslie and Grace Reid.

Upcoming Meetings:

Tuesday 3rd May

- NSA Scotsheep 2022 Media Day and Committee Meeting.

Thursday 5th May

- National Sea Eagle Stakeholder Panel meeting with Angus MacNeil MP to be attended by Grace Reid.

Tuesday 10th May

- Scottish Government Animal Health and Welfare General Stakeholder Group to be attended by Grace Reid.

Wednesday 11th May

- Welfare in Transport – Journey times meeting for sheep and cattle.

Monday 23rd May

- RSPB follow up meeting to be attended by Jen Craig, Maimie Paterson and Grace Reid.

Tuesday 24th May

- Scottish Red Meat Resilience Group meeting to be attended by Grace Reid.

Wednesday 25th May

- NSA UK Policy and Technical meeting to be attended by Jen Craig and Grace Reid.

Friday 27th May

- National Access Forum – Improving Public Access meeting to be attended by Grace Reid.

Wednesday 1st June

- NSA Scotsheep 2022.

NSA Scotland Communications

NSA Scotland are delighted to announce the third edition of the new NSA Scotland Member Newsletter. This will be published on a bi-monthly basis to keep NSA Scotland members up to date with what is happening in the Scottish Sheep industry and within the organisation: <https://www.nationalsheep.org.uk/workspace/scot-pdfs/nsa-scotland-march-2022.pdf>

NSA Scotsheep 2022 Progress Report

Plans for the event to be held at Over Finlurg Farm, Tealing, by Dundee on Wednesday, June 1 are well advanced with most of the activities in place. We have plenty to keep our visitors occupied with throughout the day, with more than 180 commercial and educational trade stands and 30 sheep breed stands on show, as well as a host of activities, demonstrations, competitions, seminars and workshops. The budget for the event is on target and if we get anticipated visitor numbers, then the event will be one of the most profitable events organised even though planning and costs have been incurred over a three-year period, due to the Covid pandemic and having to postpone the event on three occasions. A full programme of activities can be viewed at: <https://nationalsheep.org.uk/nsa-scotland/scotsheep/>

Other significant external meetings – attended by Phil unless otherwise stated

January

- 20 UKTAG South America call
- 21 Animal Health & Welfare Pathway (AHWP) Chair of Chairs meeting
- 24 British Heritage Sheep (BHS) meeting
 - Livestock Information call
 - UKTAG Latin American call
 - NSA Scotland officeholders call
- 25 Carcase Classification Scrutiny Committee call
 - Gavin Ross, Defra call
 - Food & Drink Industry Roundtable call with Shadow DEFRA team
 - All Party Parliamentary Group Science & Tech in Agriculture call
- 26 English Committee meeting

- 27 Defra UK Farming Partnership launch at RAU, Cirencester
- 28 Livestock Chain Advisory Group (LCAG) meeting
EU transition agri-food supply chain stakeholder group meeting, W. Gov
- 31 Welsh Gov meeting to discuss land being purchased to plant trees to offset carbon emission
RDPE Scab Project Management meeting

February

- 1 Call with N.I. Gov GB>NI livestock movements - re-entry EHC
BHS call
- 2 Sheep Antibiotic Guardian Group (SAGG) call
Environment, Food and Rural Affairs (EFRA) Committee meeting
- 3 Farming Organisations' Roundtable meeting
Northern Region ARMM
- 4 Sheep Health Pathway Working Group meeting
AHWP Chair of Chairs call
- 7 Call with Tesco
UK-Australia Free Trade Agreement: Agri-Food Stakeholder Meeting
Defra Future Farming & Countryside Programme (FFCP) Engagement call
- 8 Attendance at EFRA Committee enquiry, House of Lords
- 9 Sheep Health Pathway call
British Wool call
BHS call
- 10 Giles Hall, Defra call
Government Agri Food Trade Advisory Group call
For Flock's Sake meeting, Devon
- 11 LCAG call
Katherine Flynn, Defra call
Red Tractor Project discussion
UKTAG call
John Wilkes, USA call
- 14 Traceability Design User Group (TDUG) call
Chris Maxwell, Defra call
- 15 AHDB Agricultural Productivity Task Force (APTF) call
Next Generation meeting in Cotswolds
- 16 Defra Sustainable Farming Incentive programme call
BHS meeting with Prince's Countryside Fund
- 17 Call with CIE Livestock
Call with Ian McDougall
- 18 Call re NI-GB movements
AHWP Chair of Chairs call
- 21 Defra Sustainable Farming Incentive programme call
Defra AHWP Policy update call
Ruminant Health & Welfare (RH&W) catch-up call
British Wool catch-up call
- 22 NFU conference
- 23 Sheep Scab Industry Led Working Group Meeting
Government Trade Advisory Group Update on UK-Singapore
- 24 AHWP Chair of Chairs away day
- 25 LCAG call
Interviewing for AHDB recruitment
- 28 AHDB Beef & Lamb Roadmap - Task and Finish sub-group call

March

- 1 White Tailed Eagle (Isle of Wight) steering group call

- Defra ELM Engagement Group call
- Defra FFCP webinar, Landscape Recovery
- 2 UKP&T committee meeting
- 3 Defra Sheep Health Pathway call
- 4 AHDB call
- BHS call
- AHWP Chair of Chairs call
- 7 AHDB weekly catch-up call
- 8 UKTAG call
- SCOPS call
- Webinar, wool – Lesley Prior
- 9 SAGG call
- NSA Sustainable Farming Incentive (SFI) Pilot forum call
- 10 Defra Sheep Health Pathway call
- RoSA webinar call
- 11 LCAG call
- AHDB call
- Defra Sheep Health Pathway call
- BHS call
- 14 TDUG call
- BBC Farming Today call
- Ovine Semen Archive call
- 15 Welsh Commons Forum (WCF) meeting, Builth Wells
- 16 RoSA steering Group call
- RoSA SmartSheep farmer focus call
- 17 Newcastle University, FIELD project call
- BHS call
- Landscapes for Nature Recovery webinar
- 18 VMD call
- BHS call with Prince's Countryside Fund
- BBC Farming Today interview
- AHWP Chair of Chairs call
- 21 Herts University, AH&W interview with researchers
- OPA Working Group call
- AHDB weekly catch-up call
- 22 Sheep Export Assembly Centres Group call
- Defra Advice Service Co Design workshop 1
- Royal Agricultural University Workshop on welfare in sheep
- North Wyke catch-up call
- 23 Moredun Foundation call
- UK Agriculture Partnership Event: Soil Health
- RH&W Steering Group call
- 24 Rathbones call
- Defra SFI briefing
- 25 LCAG call
- Defra Advice Service Co Design workshop 2
- Katherine Flynn, Defra call
- 28 Livestock Information Programme call
- 29 AHDB Beef & Lamb Roadmap development meeting
- RDPE Sheep Scab Project management meeting
- Uplands Alliance meeting
- 30 VMD Workshop

- 31 Foundation for Common Land call
- LAA/NBA call
- Livestock Information call
- April
- 1 DIT International Markets Manager call
- AHWP Chair of Chairs call
- 4 Sheep Export Assembly Centres Group call
- OF&G Organic call
- 5 Fabulous Fibre Innovation Project Meeting
- Defra Upland Farmers Pathways call
- 6 Defra Sheep Health Pathway meeting 9
- Global Sheep Forum Next Generation working group call
- 7 RoSA Board meeting
- LCAG call
- University of Cumbria Landscapes for Nature Recovery Online Conference
- 8 Defra Sheep Carcass Classification roundtable
- Tenant Farmers Association call
- 11 TDUG call
- Knowledge Transfer Network (KTN) wool call
- 12 KTN Circular Economy Recording Wool
- Innovis, Low Methane Sheep call
- 13 WCF call with Phil Meade
- Finance Strategy Committee meeting
- 14 Sainsburys call
- Interview for ORC on wool
- Woodland Trust catch-up call
- BMPA catch-up call
- 19 KTN call
- Defra Upland Farmers Pathways call
- 20 NFU Farming Organisations Roundtable call

Week commencing	Press releases issued	Social media reach on press release links - Facebook
3/1/22	<ol style="list-style-type: none"> 1. NSA's new year message 2. NSA Breakfast clubs 3. NSA responds to next stage of ELMS 	<ol style="list-style-type: none"> 1. 4.6k 2. 2k 3. 3.7k
10/1/22	<ol style="list-style-type: none"> 1. Opportunities with NSA 2. NSA letter on trade deals 	<ol style="list-style-type: none"> 1. 1.6k 2. 1.5k
17/1/22	<ol style="list-style-type: none"> 1. NSA calls for action on sheep worrying by dogs legislation 2. NSA response on silage wrap plastic tax 	<ol style="list-style-type: none"> 1. 2.6k 2. 4.7k
24/1/22	<ol style="list-style-type: none"> 1. NSA support for carefully considered tree planting 2. NSA Scottish region change of date 3. Helen Roberts recipient of GHMA 	<ol style="list-style-type: none"> 1. 2.7k 2. 1.4k 3. 17k
31/1/22	<ol style="list-style-type: none"> 1. SCOPS nematodirus forecast launches for 2022 2. New Marches region Chairman 3. NSA welcomes new QMS Chair 	<ol style="list-style-type: none"> 1. 13k 2. 4.2k 3. 3.4k
7/2/22	<ol style="list-style-type: none"> 1. New Next Gen Ambassadors announced 2. NSA Sheep Event coming this summer 3. NSA statement on future land use 	<ol style="list-style-type: none"> 1. 21.5k 2. 29.5k 3. 1.6k
14/2/22	<ol style="list-style-type: none"> 1. NSA and Te Pari prize giveaway launch 	<ol style="list-style-type: none"> 1. 50k
21/2/22	<ol style="list-style-type: none"> 1. Launch of NSA sheep worrying survey 2022 	<ol style="list-style-type: none"> 1. 2.5k
28/2/22	<ol style="list-style-type: none"> 1. Response to NZ trade deal 2. NSA Northern region tribute with new award 	<ol style="list-style-type: none"> 1. 17k 2. 18k
7/3/22	<ol style="list-style-type: none"> 1. NSA Sheep Event seminars 2. New SW Region Chairman 	<ol style="list-style-type: none"> 1. 3.7k 2. 3.5k
14/3/22	<ol style="list-style-type: none"> 1. SCOPS nematodirus forecast 	<ol style="list-style-type: none"> 1. 16.2k
21/3/22	<ol style="list-style-type: none"> 1. NSA supports AHDB over HMRC VAT on levy payments 2. Sheep worrying responsible dog ownership reminder 	<ol style="list-style-type: none"> 1. 7.5k 2. 2.2k
28/3/22	<ol style="list-style-type: none"> 1. NSA response to P&O restructure news 2. NSA ram sales for 2022 3. NSA welcomes SFI update 4. NSA shares disappointment regarding lack of support for NI future sheep sector 	<ol style="list-style-type: none"> 1. 2.5k 2. 3.9k 3. 1.8k 4. 2.2k