

# Activities report to NSA Board 19.01.2022

*This report refers to main activities since the November 2021 meeting. Activities are presented under a set of common headings.*

## NSA policy, technical and research work

### EU trade and regulatory issues

Latest figures suggest sheepmeat volumes exported from GB to the EU fell by circa 25% during 2021, however, the value of this trade fell only by some 3.7%, reflecting higher sheep values. The costs of trading with the EU are still significant relating to EHCs and general red tape but trade is working. There are plans for an England/France Sheep Club meeting to be held in late March in Paris. Still no progress made on live animals exported to the EU/ a live animal BCP at Calais – we will have been a full year now with no live breeding animal trade. From Jan new controls come into force relating to imports to the UK from EU. This will mean EU produce now has to go through similar controls as we have had for a year – we envisage this will have little impact on the sheep sector. After much effort at least 1 consignment of live pedigree breeding animals was imported to the UK from EU late in the year – the hold up had been vet sign off of EHCs and an absence of national disease notification systems in some EU states. The NI protocols relating to live animals has eased slightly although not to the extent needed. APHA negotiations with the EU made some progress in late 2021 and we saw the introduction of the Scrapie Qualifying Scheme (with a short application window that closed end of December), and an agreement that, providing segregation is provided at sales in GB, NI animals can return to NI if unsold or purchased by NI farmers within a period of 10 days. This overcomes the risk of a 6 month residency period. However, it is only farm to farm sales that can take place for sheep as guidance for segregation in shows and sale yards/export assembly centres is not yet agreed. Retagging of stock going to NI is still causing annoyance and risking clear traceability.

### Future farm support

Sec of State Eustice announced details of the 2022 SFI launch for England in early December. This will focus on soil standards and will run alongside simplified CS options. There are standards for arable, horticultural and grassland soils and also for moorland and rough grazing soils. Concerns are greatest over low payment levels for moorland and rough grazing although the full scheme is still under development. Details can be found here:

<https://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwiFgMjjw5v1AhUOGewKHf1yD5AOFnoECAIOAQ&url=https%3A%2F%2Fdefrafarming.blog.gov.uk%2F2021%2F12%2F02%2Ffsi-standards%2F&usg=AOvVaw1zjrYjOvwTWtaRqdmvfXtk>

The SFI learning pilot is progressing with most applicants reportedly now having received notification. NSA is running a small SFI pilot focus group with around half a dozen key members who are part of the pilot. One meeting has been held with Defra and RPA with this group and we have another scheduled for early March.

Work is starting on Local Nature Recovery and Landscape Recovery schemes and Defra are due to make an announcement on 6<sup>th</sup> Jan at the Oxford Farming conference via the Sec of State. This will set out objectives and intended outcomes. The overall aim is to transition over 7 years with new options introduced as BPS declines. The planned budget split is 30% on SFI/30% of LNR/ 30% on LR and in addition to SFI, LNR and LR are seen as being relevant and accessible to farmers.

In addition to this the early stages of the Animal Health and Welfare Pathway will launch in Spring 2022 with an initial vet visit and review. There will be a focus on anthelmintic efficacy and antibiotic usage reporting but in addition the flexibility to start to explore health and welfare related areas to focus on. In later stages there will be a payment for welfare results, and a specific health and welfare grant scheme to complement the Farming Investment Fund.

### **Sheep in upland areas (including sheep stratification)**

No specific activity in this period apart from ongoing communication and media work on the value of sheep in the hills. We have had 2 significant articles in the Farmers Guardian and Farmers Weekly on the subject of sheep genetic diversity and this relates to hill sheep.

### **Integrating trees into sheep farming systems**

Relating to this heading we are involved in discussions over the value and potential trading of carbon credits. There is increasing nervousness over the selling of carbon credits to companies wanting to offset emissions (such as travel or manufacturing companies) with a feeling that this is a very early market and values are not settled, but also that we may need our carbon to offset our own emissions if we are to become carbon zero. We have had conversations with WG over the apparent trend in selling farms for offsetting purposes, often by companies with no business interests in Wales.

### **Rewilding**

We continue with media work where possible to discredit rewilding approaches. Most recently Phil was quoted in the Times over the New year period.

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

Since the last Board meeting the key activity under this heading includes:

Ongoing work on the RDPE sheep scab project. We have exceeded our targets in terms of farmer recruitment, working with the Exmoor Hill farming Network and the project is progressing well.

A further RHWG steering group where Phil had been invited to update the group on RoSA as a means of improving management and supporting viable sheep businesses.

Phil's Chairing of the Defra Sheep endemic disease Pathway group – we have recently covered endemic disease, iceberg diseases, and next meeting plans to look at active/dynamic health reviews.

Following the finding of TB in a sheep flock on Salisbury Plain during a 'thin ewe' iceberg screening programme offered by APHA we have been working with the farmer's vet, Yann le Du as Chair of SE region, FCN, and NFU with the aim of a) getting the restrictions to a reasonable level, and b) having a review of Defra TB policy in non-bovines to take more account of the evidence that shows sheep are a dead end host for TB, and to result in more consistent and supportive policy implementation by APHA. One meeting has been held with Defra and APHA on this and we await a further meeting.

### **Sheep identification and movement recording and reporting**

The new LIP in England is planned to launch at the end of March, replacing ARAMS. We have been told that significant testing has been completed and the change over should be problem free. It is useful that it will be happening at a time of low movement numbers. Discussion is being held with the devolved nations to ensure compatibility in thinking/developments.

### **TSE controls**

No progress has been made in sheep ageing/carcass splitting. In relation to TSE controls the only other thing to mention is the new Scrapie Qualifying Scheme in relation to NI. This will allow sheep to be sold to NI as soon as membership of the SQS is made. There were around 70 applications made during the short application window which closed at end of December although it is uncertain how many will see the 3 year qualifying period through as it will limit the choice of replacement breeding stock.

### **Supply chain concerns (including price reporting, classification and NSA involvement in Hallmark scrutiny committee)**

No further progress made on price reporting although an industry meeting was held that resulted in a common agreed position on questions posed by Defra. The CCSC is still functioning but is under review by AHDB.

AHDB recently decided to cease the Quality Standard Mark due to seeking cost savings and the mark being considered to have had its day. While there is some criticism from the meat trade we are assured AHDB consulted widely with users of the mark and there were no concerns. The mark appears to be mostly used on cuts going to France but greater reliance is being made on the St George brand.

### **Farm assurance**

New Red Tractor standards were introduced in the Autumn with minimal changes to the beef and lamb standards. Although there is constant criticism in the press over the RT scheme generally, very few complaints have been received over RT standards introduction. Bryan Griffiths has now been appointed as the NSA rep on the RTA B&L Board.

### **Engagement with AHDB**

Regional roadshows (Eastern 11/11, Northern 16/11, Central 18/11, Marches 2/12, South West 7/12) NSA Policy and Technical Officer Sean Riches spoke on the huge range of projects NSA are involved in and the ongoing policy work that is so critical to be involved in now as much as ever. Emma Steele (Eastern & Marches), Will Jackson (Northern & Central) & Leah Spinks (South West) from AHDB gave an overview of the work they are doing, among other things, to promote good balanced diets and about the work being done to develop new markets around the world. The upcoming vote (April 2022) was also highlighted, with members encouraged to take the opportunity and “... have their say ...” to make NSA thoughts known. Each event was completed by a local member talking about their business, their plans for development and where opportunities existed in today’s market and with the proposed support schemes being announced.

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

NSA has developed a new leaflet to be distributed to the vet profession to highlight the need for pet owners, especially those owning a dog for the first time, of the need to take actions to prevent sheep worrying happening. We will use this to start the build up to the 2022 National Sheep Worrying survey – more information to follow.

In England the Kept Animals Bill has had its second reading and is now at the report stage ahead of the third reading expected imminently. It is anticipated, despite consistent requests from NSA & other farming bodies, for the new Bill to not include definitive instructions for dogs to be on a lead around livestock, which is a disappointment. The other new Bill to establish a national Dog DNA database is waiting for its second reading in the House of Commons.

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

#### **Any other livestock research with NSA involvement not already covered**

Contagious ovine digital dermatitis (CODD) is a very common cause of sheep lameness affecting approximately half of UK sheep flocks and an estimated 300,000 sheep every year. The disease continues to spread in the UK and is now emerging globally. It is the most severe cause of lameness in sheep due to the extensive damage to the foot it creates, and therefore, the animal welfare impact of CODD at the individual sheep and flock level is substantial.

CODD is also responsible for high levels of antibiotic use and the development of a vaccine against CODD was identified by UK sheep farmers and vets as their highest priority for CODD research.

NSA provided a letter of support to Dr Jenny Duncan & her team at Liverpool University, as the world’s leading CODD research group, whose most recent research has identified the causal bacterial agents of CODD and provided clinical evidence for a protective natural immunity to the infection in sheep. Therefore, their next logical and necessary step for research is to develop a vaccine for CODD.

This is the first ever study to develop a CODD vaccine, the project will also investigate and characterise the sheep's immune response to the vaccine (and CODD infection) in order to inform further vaccine refinement and improve our fundamental understanding of the disease process.

#### **Any other consultations not covered under topics above**

##### Closed consultations to which the NSA has responded:

DEFRA Landmark consultation launched on the reintroduction of beavers in England: 17-Nov-21

DEFRA Labelling for animal welfare: call for evidence: 06-Dec-21

DEFRA Consultation to reform the AHDB: 22-Dec-21 (due 10<sup>th</sup> Jan)

DIT UK prepares for trade deal with Gulf Cooperation Council: 22-Dec-21 (due 14<sup>th</sup> Jan)

##### Open consultation(s)

DEFRA Implementing due diligence on forest risk commodities: due 11-Mar-22

#### **More general topics (updated if and when activity occurs)**

**Genetics.** We recently took part in a consultation carried out on behalf of AHDB over the future of genetic evaluation services. Have also been heavily engaged in discussions over the value of genetic diversity – we delivered an on-line workshop during the Sheep Breeders Round Table conference and since then have had press coverage in the FW and FG on the subject of genetic diversity being an asset to our industry. Our position is always that breeders and breed societies should be working to improve the genetic traits of their breeds and genetic material but this shouldn't detract from genetic diversity.

**Trade and marketing (including NSA projects around mutton, heritage breeds etc, and NSA involvement in work addressing red meat consumption concerns e.g. Veganuary etc).** We have been working closely with all levy bodies on their reputation and advertising work and will be supporting the promotional work, particularly via social media, during Veganuary. Also been taking part in Trade Advisory Group meetings in relation to new trade deals (although these are more like trade update groups rather than truly advisory). We have expressed our concern and disappointment at the trade deals with NZ and Australia in relation to welfare and environmental standards, as well as our disappointment in carcass equivalent ratios. Trade deals still have to go before Parliament and the Trade and Agriculture Commission. We have created a new web site for British Heritage Sheep and are in discussions with North Wyke, AHDB, AFBI about submitting a funding bid to the Farm Innovation Fund.

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

### **Press work**

A very busy year of press work ended with an increase in press releases issued once again for the quarter meaning that each quarter of 2021 saw an increase in activity. An average of 11 press releases were issued each month, totally 33 press releases, during the months of October, November and December. A further five regional press releases were also sent promoting the regional NSA roadshows taking place at the end of the year.

In addition to the number of press releases issued increasing, the open rate of these releases sent via a mailing platform to NSA's list of both national, regional and agriculturally specific press also grew. During the fourth quarter NSA press releases had an open rate of just over 29%, this was an increase from 27% in the third quarter. Both figures are higher than the industry average, this, and the frequent use of NSA's statements and releases in agricultural and national press are indications of the value that others including some key names in the media are placing on the information and opinions NSA has to share.

Press releases have once again covered a wide range of topics including promotion of NSA online and in person events, and reminders on sheep worrying, but with COP26 taking place during in November much work focussed on the lead up to the event and what discussions at the conference meant for UK sheep farming.

The table below shows the press releases put out in the past 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.

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

#### **Weekly Email Update**

The NSA members' Weekly Email Update continues to be sent to approximately 4000 people each Friday afternoon, 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 average open rate of the email has remained around 30% during the past quarter and is still therefore 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 22,574 visits per month to 23,194 visits per month. The page on which students browse Lambing List adverts from NSA members has been the most visited throughout Q4, closely followed by Sheep Breeds in the UK.

The last quarter saw visits to the website from 53,180 users, generating 182,152 page views. Of these users 85.6% came to the site from direct search or a direct link e.g. in the Weekly Email Update or press activity, and 11.3% 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](http://www.nationalsheep.org.uk)) was updated with a new design in December and the next steps are to update NSA livery across events, the Next Generation, and Scottish Region sites. Feedback on the new site & change in visitors' behaviours will be monitored over the next months.

#### **Social media**

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

At the end of the fourth quarter of 2021 the NSA Facebook page following had increased by 881 to 19,068 people. NSA saw an overall increase in Twitter followers of 122 to a total of 13,058.

Posts performed well across a range of topics, particularly on NSA's response to trade deal announcements, sheep worrying and ongoing Fact Friday posts.

The top three performing Facebook posts for the quarter were:

1. NSA deeply disappointed and concerned over announcement of agreement in principle between UK and New Zealand ..." The post reached 116,211 people and received 9037 engagements including shares and comments.

NSA is deeply disappointed and concerned over the announcement of an agreement in principle between UK and New Zealand.

CEO Phil Stocker says: "The worry continues that Government is content to wind down livestock farming in the UK, to fulfil climate commitments and grand images of high standards – and then scour the world to feed our nation from sources that are out of sight."

Read more at [go.nationalsheep.org.uk/NZtradeagreement](https://go.nationalsheep.org.uk/NZtradeagreement)



2. A post reminding of NSA's sheep worrying resources, including a new poster from a kid's competition held in October, reached 49,736 people and received 428 engagements.

We are reminding of the resources available on our website to help deal with incidents of sheep worrying by dogs:

[go.nationalsheep.org.uk/sheepworryingadvice](https://go.nationalsheep.org.uk/sheepworryingadvice)

Sadly incidents can increase during the festive period, but is avoidable if you please keep your dog on a lead when out for a walk where livestock could be grazing.



3. NSA's response to an incorrect article featured in the telegraph also reached over 40,000 people and received over 3000 engagements.

NSA has responded to a factually incorrect and damaging article featured in The Telegraph yesterday. 'Destination expert' Chris Moss labels sheep as a blot on the landscape, suggesting they be removed from National Parks.

"Maybe he should consider that it is thousands of years of sheep and livestock farming in these areas that has actually made these iconic regions such that people want to designate them as national parks." - NSA Chief Executive Phil Stocker

What do you think? Full response here:  
<https://go.nationalsheep.org.uk/telegraph>



The top three performing Twitter posts were:

1. The SHWAP conference got off to a brilliant start last night with some insightful talks from... 7,571 people reached and 116 interactions with the tweet.
2. **#FactFriday** Wool is a renewable fibre source! ❤️ Wool production produces very little carbon compared to alternative, man-made fibres and has a low fertiliser requirement as sheep naturally convert low quality pastures into useful fibre crops. 7,550 people reached and 71 interactions with the tweet
3. What do you think of NSA Head Office's Christmas creations? Thank you to Pauhla Whitaker @sheepinstitches for teaching us needle felting with her own British wool! 4,437 people reached and 125 interactions with the tweet



Alongside these, NSA also ran a successful campaign with Herdy to gift a Herdy mug to all new NSA members throughout December. This generated much interest and NSA gave away just over 30 mugs to new members. The remaining 12 mugs will be made available to existing members through another giveaway campaign soon.

#### 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 nine campaigns this quarter which advertised NSA membership benefits, the Solway competition, webinars and Herdy giveaway. The most successful campaign was the Black Friday discount code sent at the end of November which resulted in eight new members.

## **Public-facing activities**

After having found two young sheep farmers to lead 'Love Lamb' social media activity throughout the year, the faces of the campaign – Ernie Richards and May Matravers have been active in engaging followers on the Facebook page. They now have plans to begin an Instagram account for the campaign in the new year.

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

In November and December, a roadshow of evening talks took place across all the regions with a theme of Sheep farming in a changing world with speakers from AHDB and a local farmer from the region. These evening talks started off very well with Eastern region being the first holding it after their ARMM. Unfortunately, with the covid restrictions not all meetings took place in every region but the ones that did had good attendance and feedback from attendees. The Welsh region was also supported manning the stand at the Welsh Winter Fair at the end of November, the show was very well attended with some great engagement and conversations had with both members and new members signing up.

## **Other areas of NSA activity**

### **NSA Next Generation Winter conferences**

Two winter Next Generation conferences were held in November with both attracting a good number of enthusiastic young sheep farmers.

The first was held at Stirling Auction market, the first time the winter conference had been held in Scotland. NSA representatives were joined by Moredun, QMS, MSD Animal Health and Scottish Craft Butchers for informative and engaging workshop sessions. NSA Next Generation Ambassadors Alister Watson and Amy-Jo Reid also spoke to attendees sharing their own experiences to date, including their time with NSA. The event was very well received by attendees with several commenting that they hoped it would be the start of some more Next Generation activity based in Scotland.

The second event was held at Shrewsbury Auction Centre, by kind permission of Halls. This time NSA representatives were joined by Ambassadors Tom Chapman and Caryl Hughes as well as British Wool, MSD Animal Health, Wynnstay, Halls Ltd and AHDB. Again the event was a success and a welcome return to in person Next Generation activity after the Covid enforced break.

### **Applications opening for next cohort of NSA Next Generation Ambassadors**

Applications opened in November for the 2022 group of NSA Next Generation Ambassadors with more than 40 high calibre young sheep farmers applying to be part of the personal and technical development programme. This is a higher number of applications than has been received for several years showing the demand for such a programme and its respect amongst the sheep farming community.

Applications were forwarded to each of the NSA regions for shortlisting at the end of the year with candidates due to be interviewed early in January. The group will then commence (Covid permitting) their series of delivery sessions in February 2022.

### **George Hedley Memorial Award**

2021 winner to be announced.

### **British Heritage Sheep**

Since the formation of BHS – a company wholly owned by NSA – a website has been created ([www.heritagesh sheep.org](http://www.heritagesh sheep.org)), and funding is currently being sought, with a major application to a Defra grant in the early spring currently under preparation. A newsletter will be sent out to all interested parties shortly.

**Register of Sheep Advisers (RoSA).** NSA and BASIS continue to meet on a regular basis to push the communications of RoSA – to attract new members and ensure event organisers are applying for RoSA CPD points. This is in addition to the RoSA Board and RoSA Steering Group meeting on a semi-regular basis. Two communications initiatives are:-

- To hold regular technical webinars through 2022 to ensure RoSA members can obtain CPD points. These webinars will be open to farmers, as well as the vets and advisors collecting RoSA points.
- To run a RoSA / NSA Next Generation competition to give away some free mentoring to a small number of young sheep farmers. This will promote the value of professional advice to sheep farmers and raise the profile of RoSA to potential RoSA members.

We are now at the half-way point of the RoSA membership year so need to sustain activity to ensure existing RoSA members renew their subscriptions from June 2022 onwards, as well as continuing to attract new members.

## NSA internal work / operations

### Sheep Event

Sponsorship is steadily coming in. Stand bookings are a little slow at the moment but Covid regulations are making some hesitant at the moment.

Seminar titles and speakers have been agreed. Committee met last week, and competitions and demonstrations were discussed, and things are taking shape.

Advance tickets will be sold at £16 with gate price set at £20.

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

#### NSA Cymru/Wales

NSA Cymru had a stand at the Welsh Winter Fair and has contributed to having Chris Adamson attend paying staff and travel costs. NSA Cymru sponsored numerous classes at the Winter Fair which was a successful event.

NSA Cymru ARMM will be held on 22<sup>nd</sup> Feb where we will include the NSA Roadshow topics which was postponed due to COVID regulations. The ARMM is due to be hybrid meeting as things stand but the situation will be monitored.

The NSA Strategy document will be discussed at our next meeting the committee has been asked to feedback to Trustees and other office holders.

Llew Thomas has come to the end of his term as a Trustee, and we thank Llew for his input and feeding back to the committee over the last 6 years. Llew will remain on NSA Cymru committee.

NSA Cymru has been asked to chair a stakeholder group regarding Sheep Scab in Wales and will collaborate with various stakeholders over the next few months to look at such topics as barriers, opportunities, contractors, and disposal challenges.

NSA Cymru has had a one-to-one meeting with WG to discuss the next stages in the Co-Design of the new farming scheme and will be one of the stakeholders in take this forward.

### NSA Scotland Activity Report for NSA Board Meeting – 19<sup>th</sup> January 2022

(Topics covered)

Monday 22<sup>nd</sup> November

- Farming Roundtable Meeting attended by Grace Reid.
- FarmStrong Scotland Stakeholder Gathering attended by Grace Reid.

This meeting was arranged for rural stakeholders to engage with the FarmStrong Scotland Steering Committee and hear about their past 18 months of development. This initiative aligns with the FarmStrong NZ programme whereby all ages, genders and sectors of farming collaborate as a peer to peer network of information sharing. This acknowledges the challenges faced by the farming sectors and responds with positive outcomes and solutions i.e. prioritise looking after yourself. It was felt by all stakeholder attendees that this was a very worthwhile initiative to back as a preventative measure for health and wellbeing for members rather than a reactive service such as RSABI.

Wednesday 24<sup>th</sup> November

- Moredun Centenary Event attended by Maimie Paterson
- Scottish Craft Butcher AGM attended by Grace Reid.

Grace was kindly asked to present to all attendees the role of NSA Scottish Region, the challenges being faced by farmers today and how butchers and sheep farmers can positively collaborate with each other. Other speakers included QMS Chief Executive Alan Clarke and Scotland's National Chef Gary Mclean.

- NSA Scotland Committee Meeting

Thursday 25<sup>th</sup> November

- National Sea Eagle Stakeholder meeting attended by Grace Reid

Discussions took place around the drafting of a potential licence guidance document and trials which could be developed as a direct result. Much of the meeting was focussed on example of situations which may occur in which a licensing application may be accepted. A small discussion took place surrounding the communications plan of such a document.

Monday 6<sup>th</sup> December

- Farming Roundtable Meeting attended by Grace Reid.

Wednesday 8<sup>th</sup> December

- NSA UK P&T meeting attended by Jen Craig and Grace Reid.

Thursday 9<sup>th</sup> December

- Scot Gov Scab Working Group Meeting attended by Jen Craig, Maimie Paterson and Grace Reid.

This meeting was the first of the group post Covid after quite some time of postponement. NSA Scotland had been asked to Chair the group. The group was formed to consider new measures for the control of sheep scab in Scotland taking account of the wider industry's views on what they consider is required, practical and achievable. To make recommendations as to how local/ regional co-operation can be achieved to ensure compulsory treatment is undertaken. To promote good management practice to reduce the risk of importing / spreading scab. A presentation was provided by Stewart Burgess (Moredun) and a large discussion surrounding the other efforts by UK governments to combat sheep scab. A presentation was also given by Dr Chris Coussens on OPA. It was decided a similar working group should be formed to discuss OPA separately.

- Royal Highland Show meeting attended by Jen Craig, Maimie Paterson, Mary Dunlop, Euan Emslie and Grace Reid.

The meeting was organised as the RHASS were speaking to all trade stands within the sheep area. The proposal was put forward to move the NSA Scotland stand away from its current location. NSA Scotland members advised a Committee decision would need to be made with further details as a foundation for discussion. Questions surrounding the format of the show were answered with as normal a show as possible anticipated.

Tuesday 14<sup>th</sup> December

- Hunting with dogs consultation meeting with Scottish Government attended by Jen Craig.

Wednesday 15<sup>th</sup> December

- Scottish Government ARD Stakeholder Group Meeting attended by Jen Craig.

Tuesday 21<sup>st</sup> December

- On farm visit, sheep worrying incident attended by Grace Reid.

Meeting held within the Perth and Kinross Council area to discuss issues concerning repeat sheep worrying incidents with a landowner, current tenant and a Council representative. *This particular situation has been a series of occurrences over many years with little resolution and support. The area is also a popular tourist attraction. Whilst immediate resolutions were not achieved, there has been a commitment to produce new signs increasing public awareness of the dangers their pets pose to livestock, alongside proposals of self-closing gates and a temporary period of closure to walkers throughout lambing weeks. This is far from being an amicable solution to what is fundamentally a people problem. Education and communication at all levels and ages must be pursued to ensure our public is aware of what the countryside entails and the farming calendar.*

Monday 10<sup>th</sup> January

- Rural Stakeholder Meeting with SG - 4 Day Working Week Proposals attended by Grace Reid.

This meeting took place following a letter written to Cabinet Secretary Kate Forbes regarding the concerns rural stakeholders have surrounding the 4 day working week pilot proposals of Scottish Government. Stakeholders were quick to identify the risks members would need to take in order to comply with this pilot and also the training and staff requirements especially post Covid. Health and safety are massive concerns particularly with the potential of unskilled labour as a result of implementation and financial burden which could be faced.

Wednesday 12<sup>th</sup> January

- NSA Scotland Committee Meeting Pre ARMM

Thursday 13<sup>th</sup> January

- Scottish paths map/landowning bodies meeting attended by Grace Reid.

This meeting was arranged as a follow up to the meeting held in November 2021. Concerns were raised surrounding the advertising of unverified paths to the public in which landowners and managers may not be aware. Questions surrounding liability and legislation were raised particularly in light of the new sheep worrying by dogs Act 2021. In addition to this, the path auditing process was queried. It was agreed that regular meetings would be had to ensure effective communication and problem solving could be collaborated upon.

Friday 14<sup>th</sup> January

- National Sea Eagle Stakeholder meeting attended by Jen Craig and Grace Reid.

Monday 17<sup>th</sup> January

- Farming Roundtable Meeting attended by Grace Reid.

### **Upcoming Meetings:**

Friday 28<sup>th</sup> January

- NSA Scotland ARMM

Monday 31<sup>st</sup> January

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

Wednesday 2<sup>nd</sup> March

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

## NSA Scotland Communications

NSA Scotland are delighted to announce the second 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-janfeb-2021.pdf>

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

Nov

- 18<sup>th</sup> RUMA conference
- 19<sup>th</sup> SBRT call
- 22<sup>nd</sup> Animal Welfare Committee Working Group  
Brecon Beacons National Park stakeholder meeting  
Henry Plumb Lecture
- 23<sup>rd</sup> Genebank meeting  
ELM Engagement Group update
- 24<sup>th</sup> Trade & Animal Welfare Coalition core standards workshop  
Breeder webinar  
Catch up call with Colin Bateman, AHDB
- 25<sup>th</sup> Sheep Health Pathway meeting  
COP Cymru, virtual debate with NFU Cymru, FUW and HCC  
British Heritage Sheep call  
Trade Advisory Group Extraordinary Stakeholder Update
- 26<sup>th</sup> Export Assembly Centre discussion with DAERA  
LCAG meeting  
Trade Advisory Group Extraordinary Stakeholder Update follow-up  
AHWP Chair of Chairs meeting
- 29<sup>th</sup> Royal Welsh Winter Fair, meeting Lesley Griffiths
- 30<sup>th</sup> Sheep Health Pathway meeting  
NFU Farming Organisations Roundtable meeting

Dec

- 1<sup>st</sup> Defra Future Farming & Countryside Programme Sustainable Farming Incentive Policy Update
- 2<sup>nd</sup> SCOPS steering group meeting
- 3<sup>rd</sup> Beef and Lamb Roadmap meeting with NBA  
Call with Katherine Flynn, Defra
- 6<sup>th</sup> British Wool catch up call with Andrew Hogley  
AHDB call to discuss Beef & Lamb Roadmap  
Defra Reception
- 7<sup>th</sup> Defra call to discuss killing method for neonate kids and lambs
- 8<sup>th</sup> UK P&T committee meeting  
Ruminant Health & Welfare steering group call  
Defra/industry discussion btB in sheep
- 9<sup>th</sup> Scottish Gov sheep scab industry-led working group call  
RUMA Board meeting  
AHDB catch up call with Phil Hadley
- 10<sup>th</sup> LCAG call  
Farmers Weekly breeds debate  
British Heritage Sheep Innovate UK Project call  
AHWP Chair of Chairs call  
Global Sheep Producers Forum
- 13<sup>th</sup> English Committee call on AHDB consultation

- British Heritage Sheep catch up call
- 14<sup>th</sup> Defra Charlotte Desborough catch up call
- 15<sup>th</sup> Defra 'Welfare during transport stakeholder roundtable'  
BMLUP Transition Board
- 16<sup>th</sup> Genetic vision for beef & sheep industry - Industry Consultation, CIE Livestock  
Global Sheep Producers Forum
- 21<sup>st</sup> PSGHS Advisory Group meeting  
British Heritage Sheep call
- 22<sup>nd</sup> Janet Hughes, Sustainable Farming Incentive Pilot group call

#### Jan 2022

- 6/7<sup>th</sup> Oxford Farming Conference
- 7<sup>th</sup> AHWP Chair of Chairs call
- 10<sup>th</sup> Call with Jake Locke 'Silvasheep'  
RDPE Scab Project management meeting  
AHDB catch up call with Will Jackson
- 11<sup>th</sup> National Food Crime Unit catch up call
- 12<sup>th</sup> AHDB forecast catch up call
- 13<sup>th</sup> Sheep Health Pathway meeting
- 14<sup>th</sup> LCAG call
- 17<sup>th</sup> TDUG

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

Week commencing	Press releases issued	Social media reach on press release links - Facebook
04/10/21	<ol style="list-style-type: none"> <li>1. Design a sheep worrying sign</li> <li>2. NSA lends support to British pig industry</li> <li>3. Benefits of grassland</li> </ol>	<ol style="list-style-type: none"> <li>1. 3.4k</li> <li>2. 25.7k</li> <li>3. 2.4k</li> </ol>
11/10/21	<ol style="list-style-type: none"> <li>1. SCOPS liver fluke warning</li> <li>2. NSA thanks RABI for highlighting issues in survey</li> <li>3. Sheep worrying reminder</li> </ol>	<ol style="list-style-type: none"> <li>1. 4.9k</li> <li>2. 2k</li> <li>3. 14.3k</li> </ol>
18/10/21	<ol style="list-style-type: none"> <li>1. NSA reminds consumers to trust UK produce ahead of COP26</li> <li>2. Australia trade deal reaction</li> </ol>	<ol style="list-style-type: none"> <li>1. 2.7k</li> <li>2. 116.2k</li> </ol>
25/10/21	<ol style="list-style-type: none"> <li>1. SHWAP conference this week</li> <li>2. Next Gen winter conferences coming soon</li> </ol>	<ol style="list-style-type: none"> <li>1. 5.8k</li> <li>2. 8.3k</li> </ol>
01/11/21	<ol style="list-style-type: none"> <li>1. UK farmers care too – Ahead of COP26</li> <li>2. Lambing list opens</li> <li>3. GB/NI scrapie solution</li> </ol>	<ol style="list-style-type: none"> <li>1. 5.7k</li> <li>2. 8.5k</li> <li>3. 9.9k</li> </ol>
08/11/21	<ol style="list-style-type: none"> <li>1. NSA welcomes medicine hub</li> <li>2. NSA winter roadshows coming soon</li> </ol>	<ol style="list-style-type: none"> <li>1. 2.1k</li> <li>2. 10.3k</li> </ol>
15/11/21	<ol style="list-style-type: none"> <li>1. Scotland Next Gen event success and Shrewsbury event promotion</li> </ol>	<ol style="list-style-type: none"> <li>1. 2.5k</li> </ol>
22/11/21	<ol style="list-style-type: none"> <li>1. Applications open for NSA Next Generation Ambassadors</li> <li>2. NSA responds to Daily Telegraph article suggesting sheep destroy landscapes</li> </ol>	<ol style="list-style-type: none"> <li>1. 15.1k</li> <li>2. 40.1k</li> </ol>
29/11/21	<ol style="list-style-type: none"> <li>1. NSA Chief Exec marks ten year anniversary</li> <li>2. Third Solway winner announced</li> <li>3. NSA welcomes more detail on English farm support schemes</li> </ol>	<ol style="list-style-type: none"> <li>1. 5.2k</li> <li>2. 2.7k</li> <li>3. 3.2k</li> </ol>
06/12/21	<ol style="list-style-type: none"> <li>1. Trees Vs grasslands in light of storm Arwen</li> <li>2. Sheep worrying reminder over festive period</li> <li>3. SCOPS liver fluke reminder</li> </ol>	<ol style="list-style-type: none"> <li>1. 1.9k</li> <li>2. 3.2k</li> <li>3. 3.2k</li> </ol>
13/12/21	<ol style="list-style-type: none"> <li>1. Put lamb on your Christmas dinner table</li> <li>2. NSA responds to AHDB announcement on red tractor funding</li> <li>3. NSA statement on signing of Australia trade deal</li> </ol>	<ol style="list-style-type: none"> <li>1. 16.4k</li> <li>2. 2.2k</li> <li>3. 3.4k</li> </ol>
20/12/21	<ol style="list-style-type: none"> <li>1. NSA disappointment on Australia trade deal</li> </ol>	<ol style="list-style-type: none"> <li>1. 2.3k</li> </ol>