



# EBLEX e-news

The newsletter for the English beef and sheep industry



## EBLEX events

04 July 2012

**NSA Sheep 2012 - Malvern**

04 July 2012

**Farm Shop Lamb butchery and display competition - Malvern**

10 July 2012

**Beef and Lamb Box Scheme Demonstration Workshop - Bury**

11 July 2012

**Better Returns from Improving Sheep Breeding and Fertility -**

## Welcome



With countless studies indicating that consumers are disconnected from what they eat, equipping children with basic knowledge about food production and farming has become a key priority to make sure that the next generation can make informed decisions about the food they buy.

It's for this reason that we've launched a new Kids' Zone section on our consumer website – **MailScanner has detected a possible fraud attempt from "communicatoremail.com" claiming to be [www.simplybeefandlamb.co.uk](http://www.simplybeefandlamb.co.uk)**. The online resource includes games, challenges and quests for children, with illustrated characters to help them learn more about beef and lamb production.

Explaining the benefits of beef and lamb to consumers, and encouraging them to choose farm assured (**Red Tractor** or **Quality Standard Mark**) product, is a key part of EBLEX's role. With incomes squeezed and consumers looking to make economies, it's important that we do what we can to stimulate demand on the home market.

The internet has become a key channel for communicating with those who buy beef and lamb, and **MailScanner has detected a possible fraud attempt from "communicatoremail.com" claiming to be [www.simplybeefandlamb.co.uk](http://www.simplybeefandlamb.co.uk)** is the hub for our online consumer activity. As well as the Kids' Zone section, the website has information on our current marketing campaigns, and is also home to a great selection of beef and lamb recipes.

These days we can't ignore the power of social media, and we have both a simply beef and lamb **Facebook page** and **Twitter feed**. In addition, downloadable apps have become increasingly popular, and the EBLEX **iBBQ** and **iFillet** apps have both been very well-received by consumers, with iBBQ becoming the second most popular recipe app of 2010.

This is all part of the varied marketing work we undertake at EBLEX. Why not pay **MailScanner has detected a possible fraud attempt from "communicatoremail.com" claiming to be [www.simplybeefandlamb.co.uk](http://www.simplybeefandlamb.co.uk)** a visit to find out more?

**Nick Allen**  
Sector Director

## EBLEX news

## Exeter

20 July 2012  
**CLA Game Fair -  
Grantham**

## EU events

July 2012  
**Commission proposal  
setting salmonella  
targets (might be  
delayed)**

09 - 10 July 2012  
**EP COMAGRI to vote  
on AW during  
transport**

13 July 2012  
**Conference on CAP  
reform and civil  
society**

## Contact us

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## Export conference highlights opportunities for beef and lamb

There were many take-out messages from the eighth annual EBLEX Export conference last week but the main one has to be the huge potential for beef and lamb in the global market.

Importantly, the event underlined the work EBLEX has been doing to open new non-EU markets to the 100-plus delegates at the event. [Read more...](#)

## Signet to take ultrasound scanning to a new level

**Signet Breeding Services'** ultrasound scanning service has been boosted by securing access to the latest technology to help beef and sheep producers improve carcase quality.

Ultrasound scanning provides a key element in the performance recording of sheep and cattle by collecting accurate measurements of muscle and fat deposition in the live animal. [Read more...](#)

## “Fit not fat” key to lamb prices

Sending lambs to market that are “fit not fat” is the best way for producers to maximise returns as sheep prices fall, according to EBLEX.

Concerns have been growing in the industry about the apparent steep fall in the sheep price over the last month. [Read more...](#)



## New chef's guide to Quality Standard Mark beef and lamb

EBLEX has produced a new guide for caterers which clearly sets out the recently enhanced specifications for the Quality Standard Mark Scheme for beef and lamb. It explains how the scheme now provides one of the highest levels of independently inspected quality assurance schemes for red meat in the United Kingdom. [Read more...](#)

## BRP news

EBLEX is a division of the Agriculture and Horticulture Development Board (AHDB). All content is correct at the time of publication.



## Look after ewe-lambs

Ewe lambs that gave birth earlier this year need feeding for growth as well as body condition post-weaning, according to EBLEX senior livestock scientist, Dr Liz Genever.

“Ewe lambs should be at least 85% of their mature weight at their second mating,” she said. “Good quality grass at a height of 4-6cm should allow them to gain weight and body condition, but supplementary feeding may be required if grass is in short supply.”

For more information [download the research report \*\*Breeding from ewe lambs\*\*](#).

## Manage gut and lung worm risk

July and August are high risk periods for gut worms and lung worms, advises EBLEX livestock scientist Poppy Frater.

She said: “Single-suckled calves grazing with mothers are not usually at risk because the cows act to reduce worm challenge, so target other young stock in their first and second grazing seasons.

“Put them to clean grazing pastures, for example new leys or those that have been grazed by sheep.”

For further information, [download the manual \*\*Control of Worms and Liver Fluke in Cattle for Better Returns\*\*](#).

## Industry news

### New programme to combat animal disease

A new research club was launched last month which will unite farmers, breeders and pharmaceutical companies in the fight against animal diseases.

The Animal Health Research Club (ARC) will invest around £9.5 million of public and private money in research projects which aim to improve animal health and welfare through better understanding, management and control of pests and pathogens. The club is being led by the Biotechnology and Biological Sciences Research Council (BBSRC), with additional funding a number of organisations including EBLEX. [Read more from the BBSRC website...](#)