



EBLEX e-news

The newsletter for the English beef and sheep industry



EBLEX events

4 September 2012
**Livestock 2012
Incorporating Dairy
Event - Birmingham**

5 September 2012
**All Grass Wintering -
Bodmin**

7 September 2012
**Grass Demo Plots -
Carnforth**

18 September 2012
**Making the best of
your grazing and soil
management - Shepton
Mallet**

Welcome



Did you know the English red meat sector has a net annual worth of nearly £1.7 billion? Or that it takes just 67 litres of water to produce a kilogram of beef in this country? Or that red meat is now far lower in fat than it was 20 years ago?

As a sector, we are constantly challenged on the environmental impact of beef and sheep production, the facts about red meat and nutrition, and much more besides.

We all know that we should be proud of our industry, but it's not always so easy to recall relevant facts and figures when talking to other people about why England is such a great place to produce quality beef and sheep meat.

For some time, farmers and stakeholder organisations have told us how useful it would be to have a handy booklet with a sprinkling of industry facts in to help spread the word about our efficient production, the quality of our beef and lamb products and the size and value of production. For that reason, we've put together the **Proud of Beef and Lamb booklet**.

It does no more than scratch the surface, but Proud of Beef and Lamb hopefully serves as a handy guide to share with others in the industry, with consumers who know little about our work and to counteract detractors of the industry keen only to focus on what they perceive as negatives.

Hard copies of the booklet are available on request by calling 0870 242 1394 or emailing diane.northrop@eblex.ahdb.org.uk. Alternatively, the booklet can be **downloaded here**.

Nick Allen
Sector Director

EBLEX news



New season lamb numbers prompt promotional push

A bumper crop of new season lambs has coincided with the launch of a new EBLEX promotional campaign to stimulate demand from consumers and help boost returns to farmers.

And TV presenter Ben Shephard and former politician Edwina Currie have been drafted in to help with the campaign. **Read more...**

19 September 2012
**Feeding Britain's
Future - Skills for Work
Week**

20 September 2012
**Making the best of
your grazing and soil
management -
Stevenage**

25 September 2012
**Making the best of
your grazing and soil
management - Green
Hammerton**

26 September 2012
**EBLEX Processor
Conference -
Kenilworth**

EU events

September 2012
**High level forum on the
food supply chain: final
plenary meeting**

**EP Report on the
Commission report on
Animal Welfare during
transport to be
discussed at
COMAGRI**

**EP report on the
antimicrobial
challenge to be
presented at COMENVI**

**EP plenary to vote on
the draft regulation on
quality schemes**

**First meeting of the
European partnership
on pig castration**

**Commission report on
the feasibility of a**

UK cattle and sheep yearbook launched

The value of sheep meat produced in the UK topped £1.14 billion with beef totalling £2.695 billion last year, while exports of both were well up on 2010 levels, according to the new UK Yearbook 2012 for sheep and cattle.

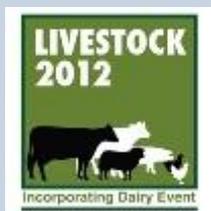
The revamped yearbook, produced by EBLEX and AHDB Market Intelligence, pulls together a wealth of statistics to provide farmers, auction markets, processors, retailers and other interested stakeholders, with an accurate picture of beef and sheep meat production in this country. [Read more...](#)



EBLEX farm tour aims to put lamb back on the menu

A series of farm visits has been organised by EBLEX in a bid to get lamb back on the menus in food service establishments.

Reduced supply, leading to higher prices, has seen lamb become somewhat of a premium meat of late but, with good numbers of lambs now flowing through the supply chain, EBLEX believes this is an ideal time for the catering industry to put lamb – a popular protein with consumers – back on the menu. [Read more...](#)



Livestock 2012

Livestock 2012 takes place this Tuesday and Wednesday (4 and 5 September) at the NEC and the EBLEX team will be offering plenty of practical information for livestock producers. There will be a number of new Better Returns Programme publications available on our stand,

including a new manual focussing on beef production from the dairy herd. If you're at the show make sure you pay us a visit.

BRP news

All Grass Wintering on sheep farms

All Grass Wintering (AGW) could increase profitability on sheep farms, advises EBLEX senior beef and sheep scientist Dr Liz Genever.

"AGW is a winter grazing strategy that uses small paddocks with the sheep generally on daily shifts," she said.

"AGW aims to replace conserved forages and concentrates with grazed grass in the diet of pregnant ewes, reducing wintering costs and using resources more effectively."

carbon footprint label
to be published (may
be delayed)

9-11 September 2012
**Informal Agricultural
Council**

24-25 September 2012
Agricultural Council

Contact us

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more information [visit the EBLEX events page](#).



Cost-effective cattle finishing

Supplementary feeding of grazing cattle can
be a cost-effective approach, according to
EBLEX senior beef and sheep scientist Mary
Vickers.

“For cattle nearing their finishing weight, when grass quality and
quantity is declining from August onwards, it is generally cost-
effective to supplementary feed them at grass,” she said.

“Cost per kilogram gain will be lower than waiting until the cattle are
housed to transfer them to a finishing ration.”

Advice on feeding cereals can be found in the new [EBLEX Cereals
Directory](#).

Industry news

Experts confirm Schmallenberg is still circulating

The Royal Veterinary College (RVC) and the Institute for Animal
Health (IAH) last month confirmed that Schmallenberg has over-
wintered in the UK and is still circulating, after the virus was found in
animals on the RVC's farm in Hertfordshire in June.

Following this announcement, scientific experts from across the
animal health and welfare industry gathered at a conference
organised by the NFU to discuss animal health and the
Schmallenberg virus. [Read more from the NFU website...](#)