



THE ROYAL SMITHFIELD CLUB

Quarterly Newsletter

Edition 6

June 2011

Chairman's column, Angus Stovold reports.

I would like to give you a little insight into how I see the Club developing over the next two years. The Club has several different facets but I think the most important is the link between the red meat industry and the livestock industry. This is why I am so excited by the developments the Club has made in several areas. It is fantastic that we have enthusiastic partners in the East of England Agricultural Society to run traditional prime stock classes, so our long history can continue satisfying many of our members.

I am very pleased by our partnership with the RABDF and the development of our New Smithfield at this year's Dairy Event and Livestock Show. Our contacts in the red meat sector have embraced our ideas and the whole concept should prove to be successful. With the livestock and meat areas giving advice and ideas to beef producers on how to improve margins. Any doubters out there (as I was) for us to be part of this, come to the event, I know you will be impressed, IT IS HUGE.

We continue our ribs competitions around the country and many members will have attended our President's visit to the Garden of England. Our visibility has increased and we continue to work to our objectives and satisfy our charitable status. We are leading the industry without our funds being sucked out of us. Our overheads are being managed to a much reduced level which we will constantly review and improve so our finances are finally coming under control. We are looking at several other ideas at the moment. From our meetings in December with other winter fair societies, we have had a series of meetings that I hope will potentially lead to a very exciting idea, which I am unable to reveal but you will hear about soon.

Our Website is live and we receive regular newsletters; all these things don't happen by chance. We are so lucky in having such a tremendous team of Trustees and Council members who are served by the irreplaceable Geoff Burgess and Sally Ball. The Royal Smithfield Club will flourish and I hope you all will take great heart in how the Club is developing. I thank you for your continued membership.



In this issue:

Page 1.
Angus Stovold reports.
President's weekend.

Page 2.
The Glendale Show.

Page 3.
Quality Meat Scotland.
New Smithfield.

Page 4.
East of England.
The Club going forward.

2011 Office Bearers

President
John Coultrip

Chairman
Angus Stovold

Deputy Chairman
John Campbell

Secretary
Geoffrey Burgess
07702 050119

Administrator
Sally Ball

Office
95 Hillside View
Peasedown St. John
BATH. BA2 8EU

Tel: 01225 837904
Fax: 01761 432444
sally@royalsmithfield
club.co.uk



PRESIDENT'S WEEKEND.

At the end of May, thirty Club members and their partners spent a very happy few days looking at the agriculture and sights of Kent, and were handsomely entertained and hosted by this year's President, John Coultrip. Visits included an orchard, the Romney Marsh, Chapel Down Winery, Shepherd and Neame Brewery, and of course a full half day on John's Wingfield Farm. And if you have yet to experience the thrills of ferret racing, read the full report of the weekend in the next newsletter in September.

NEW WEB SITE

The Club has now launched a new web site aimed at keeping you the members much more in touch with events.

www.royalsmithfieldclub.co.uk

To keep communication with you up to date and regular we urgently need your e-mail address. Please see important notes on the back page.
Andrew Gilmour, Editor.

Above left, John Coultrip talking to members.

Right, the assembled throng.



Children's Countryside Day at the Glendale Show from Sarah Nelson

The Children's Countryside Day is held annually in June by the Glendale Agricultural Society at the Glendale Showfield at Wooler, North Northumberland and is organised by a small volunteer committee. This year will be our seventh event and we will have seen over 10,000 school children through our gates since the first pilot event in 2004.

There had long been the feeling that the Society had the capability to do more than "just" staging the annual Glendale Agricultural Show on August Bank Holiday Monday. The first pilot event hosted 875 school children and was put together in less than three months. The day has developed into a fantastic event which the Society is extremely proud of. On average we expect 1500 first school children from all over Northumberland and North Tyneside. The event is a great learning experience because we offer so much variety to such a broad scope of children on one day in a beautiful rural setting. The day is very much focused on touching, feeling and having a go at all the different exhibits on offer, in a fun, relaxed, environment away from the classroom.

We have a wide variety of countryside exhibits on the day, such as: livestock – including an auction ring and a butcher's shop; sporting – hounds, fishing, game; river conservation; cereals to flour to bread-making; bee-keeping and farm machinery. We also have a shearing tent where we shear sheep, the children learn to spin wool, make felt. The new special focus area this year will be an allotment in line with our theme of GROW EAT GROW, where children will be able to see vegetables and fruit being grown and then taste the harvested product. Last year 75 of our local farmers were involved in the day as exhibitors and stewards, which shows how greatly they value this event.

Our Society does not have the financial resources to run this event every year by itself and so two years ago we took the decision that the event must be fully funded from outside sources in order to continue and a dedicated part-time member of staff was taken on to run the event. We have been delighted to receive generous support from funding bodies, charitable trusts and individuals who have helped with funding and we are on target for this year's event. Our showfield is a green field site so everything has to be imported for the day including marquees, toilets, hand-washing facilities and generators. We still do not charge to attend the day as we feel very strongly that we want as many schools as possible to attend.

The day is all about our rural community coming together to impart their knowledge and the smiles, enthusiasm and fascinating questions from the children. On several occasions we have been told by schools that children flourish in this environment as they are able to chat to the exhibitors and ask questions in small groups in a very informal and fun setting. Special Schools also benefit greatly, with contact with the animals being the highlight of the day.



THE ROYAL HIGHLAND WINTER FAIR

The Scottish National Fatstock Club and the Royal Highland and Agricultural Society of Scotland have agreed that the joint venture of the Royal Highland Winter Fair will continue for another year. 2011 will mark the 100th "Fatstock Show" in Scotland, and it will be held in the Highland Hall at Ingliston on Wednesday 23rd November.

The Royal Smithfield Club has agreed to hold the very popular National Festival of Meat Beef Ribs competition at this show. This competition will also feature at the East of England Smithfield Festival on 2nd and 3rd December at Peterborough.

The Royal Smithfield Club newsletter is published quarterly. It is written by Andrew Gilmour and Simon Orpwood, who apologise in advance for any mistakes or omissions. Several other people have contributed articles for the newsletter for which we are extremely grateful. If you would like to help/contribute please contact the following:

sally@royalsmithfieldclub.co.uk andrew@royalsmithfieldclub.co.uk simon@royalsmithfieldclub.co.uk



Quality Meat Scotland is a major sponsor of the Royal Smithfield Club, amongst other things helping with transport of livestock to the winter show. Here, Jim McLaren, the new

Chairman of QMS, explains why Scottish Livestock Production is the unsung Hero of the Food Sustainability Debate

Speaking at the Scottish Association of Meat Wholesalers' annual meeting in Edinburgh, Mr McLaren said there was a growing body of scientific support highlighting the sustainability of production systems, such as those found in Scotland, where beef and lamb is produced on a largely grass-fed diet.

Mr McLaren said recently published research by Professor Mike Wilkinson of Nottingham University's School of Biosciences, revealed that spring-calving/grass-finishing upland suckler beef and lowland lamb production were highly efficient on an edible feed conversion basis.

"What that means, in effect, is that our largely grass-based production system in Scotland is a much more efficient means of producing food than has previously been recognised. Our livestock production systems make the most of land which could not be used to produce other types of food for people.

"Looking at the figures for the UK as a whole about 42 million tonnes of grass and forage crop dry matter was estimated to have been used in 2008 – 2009 in the production of meat and milk from ruminants. Much of this land would otherwise be a largely inaccessible resource for the production of human food," added Mr McLaren.

Pointing out that QMS would continue to work hard on behalf of the Scottish red meat industry to identify technology to further improve feed efficiency, Mr McLaren also highlighted a newly-published QMS discussion paper. The paper, "Estimating Greenhouse Gas Emissions From Scottish Livestock Enterprises", published this month highlights the clear link between low greenhouse gas emissions and strong technical performance on Scottish livestock farms.

Scottish farmers, said Mr McLaren, have already made a significant contribution to lower GHG emissions in Scotland with emissions from rural land use (excluding woodland) reducing by 12.5% between 1990 and 2006.

The discussion paper is available to download at www.qmscotland.co.uk. Alternatively for a free copy please call QMS on 0131 472 4040.

**NEW SMITHFIELD AT THE DAIRY EVENT AND LIVESTOCK SHOW
NEC BIRMINGHAM 6th & 7th September**

This partnership between the Royal Smithfield Club and the RABDF will be located in the Livestock Hall and features two major initiatives targeted at all farmers with beef enterprises together with the existing MeatMakers Exhibition.

EBLEX have generously agreed to support the beef element of the show.

- **EBV Demonstrations.** The area will focus on demonstrations to improve the breeding performance of beef breeds and will be of interest to all Beef Breed Societies.
- **Processor Demonstrations.** This area will concentrate on displays of finishing animals and is aimed at meat processors and major retailers looking to promote their requirements to beef producers.
- **MeatMakers Exhibition.** This is designed to show livestock farmers how they can add value to meat, and will include companies involved with butchery, meat processing, packaging, labelling, cool storage and transport.

Smithfield Club members will be able to apply for one complementary day ticket each. Details of how to apply will follow soon. In the meantime, book your accommodation because it will be busy.

East of England Smithfield Festival announces judges for 2011 event

The East of England Agricultural Society and the Royal Smithfield Club have now named the judges for this year's event.

Judging this year's beef classes will be commercial showman and breeder of pedigree Welsh Black cattle, Tecwyn Jones, Llanrwst, Conwy, Wales. Mr Jones is no stranger to the primestock show circuit and is known for exhibiting stylish cattle which have picked up various titles including a commercial championship at the Royal Welsh, two championships at Beef Expo, a championship at Agri-Expo and reserve champion and reserve heifer championships at Countryside Live.

Taking centre stage in the prime sheep classes will be John Hall, Inglewood Edge, Carlisle, Cumbria, who farms with his brother, Peter, and daughter, Joanne. Mr Hall, who runs Continental crossbred and Cheviot sheep is known for exhibiting Beltex, Texel and Rouge cross prime lambs.

His previous triumphs in the show ring include winning the East of England Winter Stock Festival last year as well as championships at many of the major Winter Fairs in the UK including Smithfield, the Royal Welsh Winter Fair, the Royal Highland Winter Fair and Countryside Live.

The organisers have also announced the official title for the new event, with the show christened as The East of England Smithfield Festival.

This new event, to be held at the Peterborough Showground on 2nd and 3rd December this year, will see the show housed in the showground's purpose built Exec exhibition centre, which will allow the event to move forward significantly.

Other classes to be confirmed for the 2011 event are new pedigree calf classes along with the Beef Ribs competition and RABI sheep classes.

Event manager Kerry Buttriss says: "We are incredibly excited to be holding this brand new winter primestock event and look forward to building on the foundations laid with the Royal Smithfield Club at last year's Winter Stock Festival."

All enquiries about the event should be made through the East of England Agricultural Society's Live-stock office on 01733 234451, or kbuttriss@eastofengland.org.uk or www.eoesmithfieldfestival.co.uk

But sooner than this, the East of England Show takes place on the **17th, 18th and 19th June**.

The 2011 Show will once again see the Showground filled to the gunnels with horses, cattle, sheep, pigs, food, music, attractions, trade stands and much, much more. The event will see livestock of the highest quality being shown over all three days, and this year will be hosting both the Longhorn National Show and the Beef Shorthorn National Show. Sheep classes will include Blue Texel Sheep for the first time.

WE WANT TO HEAR FROM YOU

Over the last few years, the direction the Royal Smithfield Club has been taking has changed dramatically. No more glitzy shows at Earls Court and its guaranteed income, no more expensive festivals of meat at Smithfield Market. Instead, more market focused technical events, and partnerships with other leading players in the red meat industry and show sector. But we need to continually look at the Club's governance and structure, making sure our events and internal structure are value for money, and in line with modern day practices. We recognise that we do need to provide good value for money to you the members, and to others we work with.

At a recent Council meeting, it was unanimously agreed to set up a small working group to look at all of this, with the intention of making changes to the governance and events as required. This group will meet initially before the end of June. We want to hear from you, so if you have ideas, please tell us how you would like to see the Club going forward over the next few years.

If you have any views please communicate by e-mail only, as soon as you can, to:

sally@royalsmithfieldclub.co.uk or andrew@royalsmithfieldclub.co.uk

WE ALSO WANT TO COMMUNICATE WITH YOU

To be able to give you up to date information on events on a regular basis, we need to be operate in the electronic age as much as possible. E-mail and the internet are essential tools, not only for communication, but to help keep costs down. The Club has very few members e-mail addresses, so please help us build the database. Please confirm your e-mail address to sally@royalsmithfieldclub.co.uk, quoting your membership name and postal address as well. We would ask that you do this immediately since we want to be able to send future newsletters to you by e-mail. If you know of others who you think would like to receive the newsletter, please give us their e-mail address, we will not post to them. Thank you in anticipation!