

THE ROYAL SMITHFIELD CLUB



Chairman's Briefing December 2019

INTRODUCTION

As I am now coming to the end of my three-year tenure as your Chairman, I must say it has been an incredible honour to represent you all, to the very best of my ability.

The last three years have been tremendously busy, and we have seen many changes at the Club, with Sally and Geoff both retiring from office, but the latter 'going upstairs' to become our Deputy President in 2019 and President (to be agreed at the next Members Annual Meeting) for 2020. Richard Saunders has taken over Geoff's job with John Dracup joining as our Strategy Director to run the Smithfield Forum, and other initiatives.

I was also incredibly honoured that HRH The Countess of Wessex agreed to be our President for 2019, and what an amazing amount of time and support she has given us all during her extremely busy year as our President. HRH has now agreed to continue this support during 2020, giving of her time as our Immediate Past President.

The Members Country Meeting at Ludlow In June of this year, has to be the "stand-out event" of my three-year tenure, when HRH was with us all for most of the first day. The weather was superb, with some of the best of British agriculture on show, all supplying one of the best farm shops in the country; one of its butchers completed the treble at the National Young Stars Butchery Competition at the Three Counties Showground, Malvern in August, winning the Club trophy for a third successive year.

I must say that the Duke of Norfolk trophy returning to competition at the English Winter Fair In November, received massive support and probably had as many people watching it as the Supreme Championship; the winning British Blue team was a first for the breed. The press also took huge interest in it, so just fabulous for our 221-year-old brand.

I now sign off, and more importantly wish my successor, Chris Riddle every success, taking forward our initiatives, continuing to make our brand very relevant to the modern day red meat industry, so as to protect the sector and build its operations in the modern day food environment. There follows a summary of events and activities which took place in 2019. In closing my final Briefing as Club Chairman, I would like to thank Members for their support over the past three years and to wish you all a very Happy Christmas and a prosperous and successful 2020.

William Bedell
Chairman, Royal Smithfield Club

HRH COUNTESS OF WESSEX ATTENDS MEMBERS COUNTRY MEETING HELD IN LUDLOW 26 – 29 JUNE 2019



Royal Smithfield Club Members were delighted to welcome their President, HRH The Countess of Wessex, to the opening day of the charity's Members Country Meeting held 26-29 June in and around Ludlow, Shropshire, and the Earl of Plymouth Estate.

True to its theme of 'Field to Plate', the first day focused on a behind-the-scenes tour of the impressive and award-winning Ludlow Farm Shop - part of the Earl of Plymouth Estate - which prides itself on the fact that 80% of its produce comes from Shropshire and its surrounding counties. The estate extends to 8,000 acres with the 60-strong guests able to take sight of the 300-cow suckler herd and 320-head dairy herd which sit alongside a 2,200 head sheep flock. All of the beef, lamb, pork and milk sold in the shop, café, hotel and restaurant comes off the farm with over half of the products in the Farm Shop made in its own artisan production units that surround the shop floor. A further highlight was the after-dinner speech given by Lord Digby Jones, former Director-General of the CBI and Minister of State for UK Trade & Investment.

Day Two saw a visit to ABP Beef (UK)'s flagship facility at Ellesmere, Shropshire – described by their host, Managing Director Tom Kirwan, as a 'world-leading facility' in terms of its advanced, efficient and energy sustainable beef processing operation. The plant employs over 800 people and receives cattle from more than 2,000 farmers - mainly from Shropshire and Cheshire in England - and from Powys in Wales. Giving a talk after dinner that evening was Harry Huddart, 25, Assistant Farm Manager of Beeswax Dyson Farming, Nocton, Lincs. Harry was the Club's Next Generation delegate to the Royal Agricultural Society of the Commonwealth (RASC) conference in Edmonton, Canada, last autumn.



Members pictured outside Fishmore Hall during the June Members Country Meeting

DUKE OF NORFOLK FIRST FOR BLUES AT ENGLISH WINTER FAIR

In what is thought to be a first for the breed, a team of British Blues won the coveted Royal Smithfield Club's Duke of Norfolk Perpetual Trophy, which made a welcome return to the winter fair circuit when presented for the first time at the English Winter Fair, Stafford, 16-17 November. Regarded as one of the country's most prestigious primestock trophies, it is awarded for the best group of three purebred beef animals.



The winning Blue team comprised Kevin Watret's Solwayview Niko, together with two animals from HC Jewitt – Sunnybank O My Gosh & Sunnybank One In A Million. Reserve was the Angus trio from Temple Farm with Temple Janey Erica, Temple Rosebud & Temple Jenevieve Erica with third place going to the Limousins.

The competition is open to pure bred bulls/steers and heifers that are entered in either the English Winter Fair pedigree classes or the National Pedigree Calf Show with each Breed Society invited to select a group, consisting of three males or females or a mixture of both sexes, to represent their breed. The competition was judged by Mr Jim Courts,

Yorkshire, and Mr Stuart Clatworthy, Somerset and proved a real show-stopper with a large crowd watching the spectacle afforded by the seven teams.



Tremendous line-up of seven Breed Teams for the Duke of Norfolk Competition at EWF

The trophy was first awarded at the Smithfield Show in 1951; the first winner was the Galloway Cattle Society. For thirty years the award was shared between three breeds – Angus, Beef Shorthorn & Galloway. Continental cattle made their mark from 1987 with the first Charolais win although South Devons won three titles through the 1980s. Dominating through the 1990s and 2000s were the Limousins. In recent years, natives have once again won their fair share of trophies with Lincoln Reds winning in 2014 and again in 2016, having first won in 1982. Welsh Blacks, Angus & Hereford have all featured strongly since 2004 with native breeds winning 8 out of the last 12 times.



RABI Butchers Lamb winner, Sarah Priestley, pictured at English Winter Fair

SMITHFIELD BICENTENARY TROPHY AWARDED TO FARMERS FRESH CHAIRMAN TERRY BAYLISS



Terry Bayliss (centre) pictured with L-R Richard Saunders (RSC Secretary), Phil Henshaw (RSC VP & Steward), Jake Roberts (Grandson of Terry Bayliss) and Geoff Burgess (RSC Deputy President)

The Royal Smithfield Club's Bicentenary Trophy for 2019 has been awarded to Terry Bayliss, Chairman of lamb processor Farmers Fresh and a well-known personality in farming circles throughout the border counties of England and Wales. The trophy was presented to him by Geoff Burgess, Deputy President of the Royal Smithfield Club, at the English Winter Fair in Stafford, at the conclusion of the judging of the Duke of Norfolk Trophy on Sunday 17 November.

The award was established in 1998 to commemorate the 200th anniversary of the founding of the Smithfield Club in 1798, and is a national award to publicly recognize an individual's or company's significant contribution to the overall benefit of the British Meat and Livestock Industry.

This year's winner, Mr Bayliss, was nominated by Mr Glyn Roberts, President of The Farmers Union of Wales (FUW), in recognition of his role in establishing Farmers Fresh Ltd and the farming co-operative, Farmers First, which is owned by 2,700 farmer shareholders. The business is focused on working for farmers throughout the UK in exporting in excess of one million premium-end lamb carcasses per year. The company, which now has an annual turnover in excess of £70 million, has been instrumental in maintaining market prices, of benefit to many farmers in the UK.

The phenomenal success-story began in 1998 when Terry, along with five others, formed "Farmers Ferry" with the aim to export lambs to the continent. After the acquisition of a slaughter house in Kenilworth, Warwickshire, in 2000, which now has

over fifty employees, the name was changed to Farmers Fresh. Farmers Fresh Wales further expanded its market share in 2017 when it bought Fairfield Meats, Wrexham.

Announcing the Award, Club Secretary Richard Saunders said that Mr Bayliss's vision had been instrumental in achieving premium prices for UK farmers producing quality British lamb. Citing the nomination, he said that this exceptional success must be due, to a significant degree, to the drive and ability of Mr Bayliss.

STRONG SMITHFIELD COMPETITIONS AT LIVESCOT 2019

- *David Dickinson Champion Beef Rib*
- *Robert Struthers takes Saddle of Lamb Championship*

The Royal Smithfield Club Beef Ribs & Saddle of Lamb competitions, sponsored by Kepak-McIntosh Donald, returned to LiveScot, the Scottish National Fatstock Club's winter primestock event held at Lanark on Saturday 23 November.

Judge Ben Malone of Malones of Edinburgh, wholesale butchers based in Newmarket Street, Edinburgh, awarded the Beef Rib championship and with it the Royal Smithfield Club Perpetual Trophy to David Dickinson, Brockwoodlees, Canonbie, Dumfries. This was a 432kg Limousin-cross heifer grading -U3. Mr Dickinson finishes around 900 cattle a year selling live at Lanark and Stirling and aiming squarely at the butcher trade, buying in strong 14-15 month-old stores from markets including Carlisle, Lanark, Stirling & Ayr. Reserve Overall from the light rib class was Andrew Purdon, Stravenhouse, Law with a 331kg Limousin cross grading -U3.



David Dickinson, centre, pictured with Richard Saunders & Ben Malone

Having won the heavy lamb class the previous year, Robert, Margaret & Iain Struthers, Collielaw Farm, Carluke took the Supreme Lamb Saddle Championship with their 24.8kg Beltex-cross entry, being a Beltex-sired lamb and out of a Beltex- Texel ewe. The Struthers run a flock of 680 breeding ewes with Texel crosses in the majority alongside a

small flock of Beltex crosses. All lambs are sold live through Lanark. Standing Reserve were R&B Dickie, Spango with another Beltex cross at 24.5kg.



L-R Richard Saunders, Iain Struthers, Ben Malone, Robert Struthers

The Club extends its grateful thanks to sponsor Kepak-McIntosh Donald, to all the exhibitors for putting entries forward, to Margaret Gray and all the team at the Scottish National Fatstock Club, to Royal Smithfield Club Steward Hugh Black of Hugh Black & Sons Butchers and to Judge Ben Malone for all their efforts in making the event such a success.

ROYAL ULSTER CALF CHAMPIONSHIP GOES TO O'KANE BROS

The Champion Calf title at the 2019 Royal Ulster Premier Beef & Lamb Championships held on 22 November was won by the O'Kane Brothers from Carnlough. Shannon O'Kane is pictured receiving the Royal Smithfield Club Perpetual Trophy from Richard Primrose, Agri Manager Bank of Ireland and Billy Martin, RUAS President.



SMITHFIELD FORUM - UPDATE

“The Smithfield Forum is the new Club initiative which is challenging the British Red Meat Industry. Smart, dynamic and particularly well-connected,” writes Club Industry Strategy Director, John Dracup.

“The Forum is returning the Club to one of its original objectives, which is to work for the benefit of the public, promoting best practise in the production of quality livestock for the British Meat Industry - a role very effectively delivered in the past by The Show at Earls Court. We now live in a different time, so must be smarter and more dynamic in order to deliver these messages to an ever more sceptical audience.



HRH The Countess of Wessex (centre) pictured at the Smithfield Forum launch in January

Vegans and environmentalists are bombarding the press and media with claim after claim, very few of which are being challenged. Most of these claims use international processes, standards and production systems to relate to UK production methods. This clearly does not represent current practice in the UK. More of the same is not enough; we need credible, scientifically-based facts to counter many of the challenges being thrown at the British Red Meat Industry.

In September 2018, we held our first meeting with some of the major stakeholders of the Red Meat Industry, gaining unanimous support to go ahead and launch the Forum. We did this by kind invitation of Baroness Byford at the House of Lords in January this year, again receiving support from those present which included our President HRH The Countess of Wessex, Peers, Members of Parliament and industry leaders from throughout the United Kingdom. In March, at the next meeting of The Smithfield Forum, Strategy Group, again supported by our President and senior representatives of the Red Meat Industry, we were given a clear direction and objectives to focus our activities.

These are to encourage:

- A joined-up approach from the entire industry in promoting The British Red Meat brand, creating a point of difference for the United Kingdom
- The publishing of scientific work demonstrating the carbon/environmental footprint of UK Red Meat production, as opposed to the global figures currently used
- The levy boards to carry out a piece of desktop research to identify what work, if any, has been completed to support the economic benefit of grazing livestock for environmental enhancement
- Wider and more efficient promotion of red meat to the consumer, focusing on the UK's leading position in animal welfare, production standards, healthy eating, environment, sustainability and eating quality, communicating this message consistently to consumers wherever they are.

In June, we met at the Highland Show and confirmed our next steps, which included a clear message that the Forum should engage with the major retailers. This work has enjoyed and continues to receive, considerable support from our President for which we are very grateful.

To maintain the progress of The Forum, our next step is to be heavily involved with a conference on 17th March in London, which is being independently run and promoted as *Rethink - The Sustainable Truth about British Livestock*, which will be the authoritative event on this subject. Separate invitations will follow with more information.

The Forum has achieved a considerable amount in a short time and is moving at quite a pace. We are very grateful to all those who have supported it through hosting or attending our events, participating or speaking at meetings and being supportive to the concept. The Royal Smithfield Club has created The Smithfield Forum which continues to seek funds through subscription, donation or grant funding.”

2020 RASC CONFERENCE SUMMER 2020, NORFOLK ***Next Generation Candidate Sought!***

The 2020 Royal Agricultural Society of the Commonwealth (RASC) Conference will be held in Norfolk from 30 June to 11 July 2020. The Club makes a donation to support a Next Generation delegate attending the conference. Please visit the website for further information and conference details www.therasc.com or email richard@royalsmithfieldclub.co.uk if you are a young person who would like to apply for a grant to attend.

GREAT SUCCESS FOR NATIONAL YOUNG STARS

- Jess Pugh Takes Third Consecutive Butchery Title at National Young Stars
- Luke Stuart, Runner-up
- Overall Points Winners Backstreet Blues

The National Young Stars Competition held at Three Counties Showground, Malvern 20-21 August 2019 saw a third straight win for Jess Pugh, 26, of Ludlow Farm Shop in the Butchery Challenge under judge Martin Eccles of AHDB. Richard Saunders & Phil Henshaw were on hand to present the Royal Smithfield Club perpetual trophy to the delighted winner.



L-R Martin Eccles (Judge, AHDB), Richard Saunders (Secretary, RSC), Luke Stuart, Jess Pugh & Phil Henshaw (Vice President, RSC)

Runner-up was first-time entrant Luke Stuart of DT Waller & Son, Ledbury. Each competitor was tasked with creating a promotional display of cuts from two rough cuts of primals and undertook an interview with the judge to promote their industry.

There was a great turnout of teams in the pig, sheep and cattle competitions with entrants expected to demonstrate a variety of skills during the two-day competition including stockjudging, breed knowledge and promotion, dressing, showing alongside interviews with the judging panel.

The Deja Moo Angus Team of Robyn Westcott & Kian Frain won the cattle section Taking home the RSC perpetual trophy as overall points winner in the three sections combined was the Blue Texel Backstreet Blues team of Jack Bodily, Ted Lloyd & Harvey Heath.

Qualifying to represent the UK at the 4H Stockjudging at the Royal Agricultural Winter Fair, Toronto, Ontario, Canada in November 2019 were Robyn Westcott, Hannah Baldwin & Rachel Armour.



Overall Points Winners Backstreet Blues L-R Jack Bodily, Harvey Heath & Ted Lloyd

APPOINTMENTS

Our Deputy Chairman, Chris Riddle, will take on the role of Club Chairman in January with William Bedell, as is customary, assuming the position of Deputy Chairman. We are delighted that the Club's 2019 President, HRH The Countess of Wessex, will be Immediate Past President in 2020 with Geoff Burgess being appointed as President for the coming year.

THINKING OF JOINING THE ROYAL SMITHFIELD CLUB?

The Club has established different tiers of Membership with varied benefits and subscription levels. Membership of the Royal Smithfield Club is open to anyone who wishes to support the Club and its charitable aims: Full (£50pa), Life (£975), Corporate (£750pa), Independent (£95pa), Youth (£30pa).

You will find a Membership form in the MEMBERSHIP section of the Club's website. Once completed, please press SUBMIT and your application will be sent to the office who will raise an invoice for your subscription in due course. Alternatively, please email office@royalsmithfieldclub.co.uk. The Trustees very much hope you will lend your support in this way to help the Club further its objectives in the coming years.

DATES FOR YOUR DIARY 2020

- March 17 RSC Environment Conference Rethink – The Sustainable Truth about British Livestock
- June-July Members Annual Meeting – dates to be confirmed
- June 30-July 11 RASC Conference, Norfolk

WEBSITE & SOCIAL MEDIA

Please visit the 'new' Royal Smithfield website www.royalsmithfieldclub.co.uk for up-to-date news, reports and events. Please also 'like' the Royal Smithfield Club Facebook page and follow us on Instagram.

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