



HIGHLAND CATTLE SOCIETY

(Instituted 1884)

Patron – Her Majesty the Queen

NOTICE

Notice is hereby given that the EXTRAORDINARY MEMBERS MEETING of the members of HIGHLAND CATTLE SOCIETY will be held at Royal Hotel, Oban on Saturday 12th February 2022 at 6pm prompt and by Zoom. Members will be contacted with instructions on how to register for the meeting. Members are reminded that under rule 5 anyone in arrears of their subscription or other amounts due to the Society shall be refused admission to any meeting of the Society or to any privileges of membership.

AGENDA

1. Apologies
2. Approve minutes of Annual General Meeting held on 9th October 2021.
3. Submission of Presidents Report and Questions for the President.
4. Report from Breed Development Committee and Questions
5. Report from Promotions and Show Committee and Questions
6. Election of Office Bearers
 - a. President
 - b. Vice President
7. Notice of retiring Council Members and Election of Council Members
8. Election of Honorary Members
9. Appointment of Treasurer/Secretary – April 2022 to March 2023
10. Appointment of Independent Examiners
The Independent Examiners appointed for the Highland Cattle Society are French Duncan, MacFarlane Gray House, Castlecraig Business Park, Stirling.
Proposed by
Seconded by
11. Any other competent business
(Please ensure you submit any matter you would like to raise under 'Any Other Competent Business' in writing to the Society office at least 14 days prior to the AGM.)
 - a. Members passed away in 2021
 - i. Will Davies
 - ii. Lord Denham
 - iii. Captain Alwyn Arthur Compton Farquharson
 - iv. Jack Ramsay
 - v. Katharine Singleton-Smith

Dated this 31st day of December 2021

By Order of the Board of Trustees

Stirling Agricultural Centre
Stirling
FK9 4RN

David Hyland
Secretary & Treasurer



Members of Council

Members of Council

President

Jim Paice, Snailbridge House, The Moor, Fordham, Ely, Cambridgeshire, CB7 5LU.
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Past President

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2 MINUTES OF THE HIGHLAND CATTLE SOCIETY EXTRAORDINARY MEMBERS MEETING ON SATURDAY 9TH OCTOBER 2021 IN THE ROYAL HOTEL, OBAN AT 6pm

In attendance:

There were 31 members in attendance in person including the Trustees below and 5 on Zoom.

Sir James Paice, President

Ann Chinner, Vice-President

Hugh Saggars

Rosie Hunter

Iain Graham

Robert Tedbury

Matt Auld

Jacky Harrison via Zoom

Office:

The President warmly welcomed everyone to the Meeting. The Annual Report and Accounts for the seven months ended 31 March 2021 had been circulated prior to the meeting. A copy is attached to this minute.

1.. Apologies: Angus MacPherson, Peter Forster, Mary Forster, Duncan Buchanan, Ken Brown, Andrew Kirkpatrick, Archie McArthur, Stuart Campbell, Graeme Easton, the Hyslop Family.

2.. Approve minutes of Annual General Meeting held on 2nd February 2021.

The minutes were approved.

3.. Submission of Presidents Report and Questions for the President.

The President gave his report, and a copy is attached to this minute. There were no questions on his report.

4.. Receipt of Annual Accounts for the seven months ended 31 March 2021, Finance Report and Questions.

The Annual Accounts had been circulated in the members area on the Society website.

There had been a profit of £14,898.00 in seven months due to the savage cutbacks made by the Treasurer and due to the ongoing Covid lockdown. The previous year had shown a loss of £10,000.

A copy of the Annual Accounts are attached to this minute.

5.. Any other competent business:

a.. Members had been asked to send any questions they had to the Treasurer in writing 14 days prior to the Meeting.

Q.. Maureen MacArthur, Allanfearn fold, had asked why pedigree certificates had not been sent out to the Members when they registered or had animals transferred to them?

A.. The President replied, that due to Covid and WFH the certificates had been emailed to members, but that Members were entitled to a Pedigree Certificate, and they were now being posted out.



Q.. Alastair Fitzsimon, Tregallon fold, had asked why members were asked to write in with questions 2 weeks before the Meeting when the accounts were only been seen for the first time at the meeting.

A.. The President replied, the Annual Accounts had been on the Society website in the members area from the 17th September 2021.

Q.. Jeff Wild, Paddock fold, asked there had there not been a 2021 Journal issued.

A.. The President replied, the Journal had just been completed and was being posted out to members on Monday 11th October 2021.

b.. The President announced that Graeme Keep, Chedley fold, had a few words to say from the NFU on Health and Safety. Graeme, Chair of his local NFU, spoke briefly on Health & Safety. He urged members to take greater care on the farm. There had been 63 deaths on farms so far this year and over 500 had life changing accidents. That it was simple things like ensuring your handbrake on vehicles were safe, that vehicles and machinery were serviced and checked on a regular basis. Just take care!

c.. The names of Members who had passed away in 2021 were read out.

- i. Will Davies
- ii. Jack Ramsay
- iii. Katherine Singleton-Smith

There being no further business the meeting closed at 6.16 pm



3. President's Report

Having had an interim report in October this will be a shorter report than usual not least because it is past the main show season and of course Covid continues to interfere with our activities. At the moment things seem to be improving and with just a month to go before the February Show and Sale I have my fingers crossed that all will be as normal; I hope I do not come to regret that statement.

The October event was inevitably affected by Covid in the lower number of cattle forward and the Show was not helped by the very small ring. Nevertheless several high prices were realised and some worthy prize winners chosen. Congratulations to Gordon McConachie for achieving the overall championship and the highest price with Carlin 6th of Culfoich and to all the other consignors for a very high standard whether they were prize winners or not.

Just prior to our event was the Westmoreland Show where the Princess Royal was photographed with the Highland Champion Gruagach 2nd of Caradog.

As reported elsewhere I am delighted that at last the Society has embraced genetics in its work. Not everyone wants to participate but I am sure that in time more will wish to combine this aspect with traditional methods of selecting and breeding the best cattle.

Immensely welcome too was the financial outcome for the year detailed in the accounts and I am pleased that we have returned to making a surplus thus increasing our reserves and ensuring the stability of the Society.

In this my final report I want to thank the Society for the privilege of being President. It has been a rollercoaster; starting with internal difficulties then being hijacked by the pandemic. It has meant that I have been unable to attend many events and meet many members to which I had looked forward. Not even a Royal Highland Show to attend! However, I hope that the Society as a whole has moved forward. We have a board of Trustees who bring great experience with a range of skills and a professional approach to a role with great responsibility. They recognise that the Society is not for one or another group but for all members all over the UK. We have a website which is modern and we have moved almost all our administration and communication on-line. We have excellent staff who have gone beyond the call of duty during difficult times and we have increasing membership and demand for our breed. The future is bright. Thank you.

Jim Paice



4. Breed Development Report

Projects: Iain Graham

Breed Devt: Stuart Campbell

Breed Development

Firstly, I would like to thank our Board of Trustees for electing myself as Chair of Breed Development. It is a great honour to be tasked with such a role as it is imperative that we continue to maintain the breed standard. I am very lucky to have fellow like-minded stockmen on the Breed Development committee and I would like to personally thank them not only for their support, but also for their time and dedication.

I would like to emphasise that as a committee, we are not trying to reinvent the wheel, but build on the foundations that already exist. When taking over the role last year, my focus was education and going back to basics. This is where the idea of the Bull Workshop at Cladich came from. The feedback received from members was that it was a very informative day and a big thank you goes to experienced stockmen Archie McArthur, Willie MacLean and Dochy Ormiston for their input to the workshop. The committee would like to build on this by having similar workshops throughout the UK and Southern Ireland and we are already planning at least two open days for the coming year.

I spent four days down at the Great Yorkshire Show last year manning the Society stand with Robert Phillip and Anne-Marie Carruthers. I felt it was important to have Breed Development committee members in attendance so that Society members and the general public could ask questions and speak about the breed. There was a terrific turnout, and it was very positive to see the interest in the Highland breed. I truly believe this is a step in the right direction for the demand in Highland cattle.

Hopefully summer shows will be able to go ahead this year, and I am very keen to attend where possible, and be on hand to answer questions and take suggestions back to the Breed Development Committee.

We look forward to a successful Bull Sale in February. The committee spent a lot of time discussing bull assessments and vetting bulls and decided that we are not at the stage to implement this yet. We are however still keen to weigh and measure bulls in Oban in order to gain data for breed development purposes. The committee will continue to monitor sale requirements for the future.

The Breed Development Committee believe that Field Officers play a hugely important role in educating new breeders, and their experience and expertise should be utilised by all members. I would like to thank all Field Officers for giving up their time and doing such a sterling job. I would especially like to thank Robert Tedbury for overseeing the Field Officers and his work in standardising the role. The Committee plan to work more closely with Field Officers in the future.

I feel positive about the future of our breed and look forward to steering the Breed Development in the right direction for 2022 and beyond.



Projects Report

The genetic development part of the committee is being led by Iain Graham and his committee. From January 2021 all calves born should have had tissue samples sent to the office for DNA testing to verify the sire. In time the female samples will be tested to build a database of female DNA so that Dams can also be verified.

Thanks to generous sponsorship all bulls presented for registration during 2021 have had DNA testing done under the Igenity Beef scheme run by the Neogen laboratory. In addition some members have joined the scheme themselves and are having all their animals tested for their genetic traits. The committee hope that many other members will choose to join the scheme and by so doing increase the size of the pool of data. It is important to understand that the results for the individual animals are only available to the breeder unless he or she agrees to their disclosure. We hope that breeders will want to use their Igenity scores as selling criteria to inform potential buyers; similarly in time we expect more buyers to pay attention to these genetic indicators as well as an animal's looks or pedigree.

A full explanation of the results so far and of one fold's use of them will be available at the General Meeting and thereafter.

The report below is from Torloisk Farm and their use of genetics.

First steps into genetic evaluation at Torloisk Farm

Who we are

We live at Torloisk Farm which is located on the North West coast of the Isle of Mull in the West of Scotland. Torloisk is a hill cattle and sheep farm known in the Highland Cattle world for its former well-respected Torloisk Fold. It is now home to the Cnoc na Sith fold of Highland Cattle, established by Iain MacKay some 30 years ago. The herd consists of 55 Highland cows run with a Highland and Simmental bull to produce pedigree and commercial breeding and store cattle. The cattle are a very traditional type of hill Highlander that is hardy and resilient and able to thrive in a harsh environment and on poor hill grazing. The cattle spend all year outside on rough grazing with only 9% of their diet being supplemented to make up the nutritional shortfall of the hill vegetation during the winter months.

Why do DNA analysis?

Our pedigree cattle and sheep are part of a commercial farming business that has to stand on its own two feet with no outside or diversification income. As such, every animal at Torloisk is expected to achieve a certain level of productivity and efficiency. One aspect to achieving an efficient production system here at Torloisk is by working with animals that are well-suited and adapted to an extensive hill farm, can thrive in a low input system on rough grazing, can give birth unassisted, and rear offspring without intervention.

We carry out a lot of performance recording to allow us to retain and breed from the best animals, and ensure that we only take animals of high merit to breeding sales. Although the visual assessment of animals for structural correctness and other obvious traits of importance forms a vital part of our selection process, it is not the only decision-making tool we use. Extensive data recording



on all aspects of cattle performance, ranging from reproductive performance to the quality of their offspring through to their temperament, complements the visual assessment and allows us to detect animals of inferior performance that are not suitable for retaining and/or breeding.

But physical (visual) and technical (data-driven) assessment of animal performance relies on phenotypic characteristics, i.e. what we can see and measure of an animal. Phenotype data is a result of the interaction between an animal's genetic potential and its environment. A good environment can bring out the genetic potential in a good animal and to a certain extent can mask genetic weaknesses. A challenging environment on the other hand will always limit the animal's performance but to varying degrees depending on the challenge, so having a good genetic basis is absolutely crucial or else the animal will never be (sufficiently) productive. By environment we don't just mean the natural environment such as grazing availability, terrain and weather, but everything that physically impacts on an animal including the management system, feeding regime, biosecurity, health and welfare aspects etc. We can make conclusions about patterns of superior bloodlines to a certain extent simply by looking at our cattle and measuring their and their relatives' performances, and indications of differing calf quality are often visible from a young age.

However, not every good calf turns into a good breeding adult, and not every genetic interaction between a male and a female of high merit produces good offspring. Like other traditional and true hill farms working with native cattle in an extensive and low input system, we don't calve our heifers until they are 4 years old, so by the time they have produced a calf and allowed us to make a first assessment of their performance, they will have spent a considerable amount of time on the farm already. We don't like to carry unproductive passengers on the farm and so are keen to find ways in which we can obtain information about the likely potential of an animal at a much younger age. This is where analysing the genetic potential for different traits can offer a means of helping to identify inferior animals without having to wait until they have reared their first offspring.

Capturing the DNA samples

We decided to get genetic profiling done for our whole herd so that we can establish a baseline. We analysed all our cows and replacement heifers, two bull calves from 2021 that were kept entire, our current Highland stock bulls, and a previous stock bull who bred very well for us but has since been sold due to coming into his own stock.

The DNA was collected using DNA tissue tags for the calves, a hair sample from our former stock bull, and for the rest of the herd we collected ear tissue samples using a specialist applicator and sample tubes purchased from Neogen.

Sampling the calves using DNA tags was obviously the easiest method but collecting the DNA samples from our adult cattle was also very simple thanks to a good design of the applicator and sample tubes. Having a safe handling system including head scoop and working with docile cattle makes a big difference.

Out of 88 samples submitted, 86 samples worked which we think is a good success rate. Although retesting the two failed animals is not a big issue, we unfortunately have to pay the full identity analysis price despite the samples not working. Making sure that samples are collected, stored and



delivered to the lab properly is therefore absolutely crucial or else it can quickly become a very expensive exercise.

Interpreting the results

We received our igenity results as an Excel spreadsheet and PDF document via e-mail, and we can also access the same information on the Neogen database via personal account. The database allows us to extract further information as well such as benchmarking reporting which compares our average score for individual traits to the reference data already on the Neogen database from other breeds. These benchmarking reports are interesting but have to be viewed within the context of comparing what has traditionally been a hill breed to globally popular breeds such as Aberdeen Angus and Hereford, and the Neogen database will likely include a lot of data from American cattle ranches. We were pleased to see that we rank above average for Stayability (longevity) and docility which we had hoped for. We were also pleasantly surprised to see that our cattle are above average on feed efficiency which is a particularly important trait to us. We were very surprised to find that we also scored higher on muscling and carcass weight which we did not expect due to the breeds we are being compared against.

From the database, we can also extract the genomic values that our trait scores correlate to. Genomic values aim to quantify what physical performance levels the genetic potential of an animal translates into in measurable terms. Genomic values are expressed as units such as percentages, pounds or inches and show the genetic potential of an animal to perform better than an animal with the poorest score for a trait. It may for instance be expressed as the genetic potential for a cow to produce additional pounds at birth, weaning or yearling weight, or extra inches of muscle or fat depth in her offspring compared to a cow with the poorest score.

For example, our most feed efficient cow has the genetic potential to achieve the same productive performance as our least feed efficient cow from 1.6lb (approx. 0.7kg) less feed intake per day. Over a whole year, that comes to approx. 260kg less feeding (grazed or supplemented) required to achieve the same production levels.

What we are going to do with the information

We have been studying the igenity results in much detail by looking for patterns within and between bloodlines and sires, and by overlapping the genetic data with physical performance data we have recorded over many years, and trends for individual cattle and their relatives. Marrying up the genetic scoring with physical data allows us to identify what target scores or range of scores we should be aiming for for different traits where higher is not necessarily better. For example, the vast majority of our cattle have a birthweight score of 7 or 8. Given that we don't really experience any issues with calves being too big for unassisted calving or too small to have enough energy reserves to survive being born outside in bad weather, we can safely set a target birthweight score of 7 or 8 as ideal, and 6 or 9 as acceptable.

It can sometimes be difficult to rank animals in terms of their genetic or physical performance over several traits, which is why an index representing and weighting multiple traits can be a really useful method to identify superior and inferior animals using just one value instead of sixteen scores. Igenity beef offers its own standard selection indexes which we have looked at, but we have decided that for our own breeding goals, a custom index is much more useful.



Although we are keen to incorporate the genetic information into our breeding management, in our opinion, the selection of replacement stock or bull calves worth bringing out should not be made using just one single tool or by focusing on one or few traits. We believe in selecting breeding animals by looking at multiple traits using as many decision-making tools available to us as possible. As such, we would never just select an animal solely on its visual, or data-based, or genetic merit. Visual selection risks choosing an animal that pleases the eye for the moment but falls short of paying for its bills. Using only performance data of an animal and its relatives can capture its likely suitability for breeding much better but takes no account of structural correctness, and physical performance can be manipulated and skewed by the environment. Purely genetic selection again ignores visual aspects of importance such as locomotion, and disregards the environmental influence on an animal's performance. In other words, the genetic data in isolation does not show which animals are best adapted to our particular type of farm and therefore better able to demonstrate their genetic potential.

We will therefore continue to use multiple tools to select breeding stock, but now this will also include the genetic profile of different animals and bloodlines rather than just performance data and visual appraisal. The more tools we can use to identify, select and retain superior animals, the more robust and reliable our selection process becomes. This in turn should help us to accelerate the genetic improvement of our herd.

Things we need to look at in more detail (as individual breeders and as Society)

Heritability is an extremely important factor to consider when looking at an animal's genetic potential because different genetic traits can have very different levels of heritability. Heritability refers to the proportion of an animal's actual physical performance that is likely to be influenced by its genetic potential rather than its environment. Fertility traits typically have a very low heritability whilst weights, weight gain and feed efficiency have a medium heritability. Muscling, fat deposition and marbling have a high heritability and traits like coat colour have a very high heritability. This is really important to be aware of, especially when looking at an animal's potential fertility, which is mostly determined by its environment – if bulling heifer management is poor, nutritional feed values are inadequate for the animal's needs, or the animal is allowed to deposit too much fat around its reproductive organs, its fertility will be adversely affected regardless of how high its genetic potential for fertility is. That means that although we still have to make sure an animal has the genetic potential to be fertile, we have to consider the context of how an animal is managed and whether it is adapted to a certain environment.

Another factor we need to better understand is how exactly different trait evaluations were derived as part of ignity beef, and to what extent this may unintentionally be skewed towards certain production systems, feed regimes and (breed) types. Traditional Highland Cattle that have been bred to thrive in a harsh hill environment have specialised to develop attributes that allow them to cope with a challenging environment and poor feed quality. They mature and grow slower but steadier, and in turn tend to remain productive to a much higher age. They tend to have a smaller frame (body size) and lower mature bodyweight, but a proportionally much bigger and wider pelvis than their more intensive and Continental counterparts, and as such they are able to give birth to a calf



that is proportionally bigger in relation to their own body size without experiencing calving difficulties. This then gives rise to different questions about how to deal with genetic scoring and how applicable it is to a hill breed such as the Highland cow. Early birthweight scores for some of the Highland Cattle already analysed appear to be well above average when compared to other breeds, and although calving difficulties are not an issue within our breed, the high birthweight score directly and negatively affects the calving ease score based on the assumption that a large calf increases the risk of calving issues.

If we can understand the context of different trait scoring, then and only then can we make informed decision. Ultimately it should probably be left to individual breeders to decide what target scores they wish to aim for within their breeding regime, because different breeders have different breeding goals, market outlets, production systems, access to resources, environmental challenges, and sometimes simply different preferences. If they decide to use the genetic information to advertise and promote individual animals, it is then up to the buyer to decide what animal best matches their specific needs.

Conclusions

Genetics are just a tool amongst many others and have been used for many years. Choosing a specific bull to mate with a specific cow is a form of genetic manipulation exercised for as long as livestock farming has existed. In the past, gaining knowledge about the likely genetic potential of an animal relied on good stockmanship. In more modern times, we can now rely on a laboratory to give us certain genetic information. But it is not the holy grail of cattle selection and it certainly does not replace the stockperson. If used properly and wisely, it can likely be an extremely useful tool to help inform the selection and breeding process, but it should not be used as the only means of selection because an animal will ultimately respond to its environment. Good animal husbandry to uphold the health and wellbeing of the animals we are responsible for must continue to be top priority. We also must not lose sight of the unique attributes of the breed we are working with. We are not here to try and turn a traditional hardy hill cow into something that competes with her big Continental counterparts, so when comparing our genetic potential to theirs, let's keep that in mind.

5. Promotions and Show Report

2021 again proved to be a very difficult year for the country with Covid-19 playing havoc with many events and plans.

The spring sale went ahead albeit in a different format to normal and was entirely online. We attracted entries from all corners of the UK as well as two lots from Germany. Sale leader at 2,400gns was Subhlair of Hunters, owned and bred by Stephen & Rosemary Hunter. Over half of the animals sold on the night to a total of £21,050 and a number sold either the next day or in the following week.

United Auctions also held a sale at Oban Livestock Centre and saw a top price of 10,000gns for the much admired 2-year-old Cameron of Sguir Mor. Following on from this at 7,000gns was Ruairidh 2nd of Glengorm.



The Royal Highland Show took place but behind closed doors and was renamed the Royal Highland Showcase. Highland cattle breeders turned out to show their stock and had the largest number of entries on the day. Dexter Logan – Blairlogan fold was our judge and put all the animals and exhibitors through their paces. Our Highland Champion was Gusgurlach of Balmoral – owned by Her Majesty the Queen and shown by Dochy Ormiston. Reserve Champion was Lynn 12th of Mottistone – Bred by Michael Poland and owned by Balrownie Farms and shown by Ryan Carnegie – his 1st time showing a Highlander.

The Great Yorkshire Show - The society had their usual trade stand and this proved to be hugely popular with old and new members alike. Our new brochures were very well received with many compliments. A huge thank you to all the Promotions Committee for their hard work pulling them together. In the showing our judge for the day was Willie MacLean – Sguir Mor fold and his Champion was Bonnymeg of Moorside – bred and owned by Robert and Diane Bradley, Moorside fold.

The Royal Welsh was, unfortunately, cancelled.

Our annual autumn show and sale made a welcome return to Oban Livestock Centre, and our Judge on the day was Jim McKechnie – Gartocharn fold, with his Overall Champion - Carlin 6 of Culfoich achieving a top price of 10,000gns. Owned and bred by past president Gordon McConachie and shown by daughter Rachael, who was showing for the very 1st time.

Breeders witnessed increased averages compared to the previous sale held in 2019, particularly for younger females as yearling heifers traded £1393.17 dearer on the year, while heifer calves increased by £1248.06.

Unfortunately, the Covid crisis affected sponsorship, we were fortunate to receive sponsorship for our October 2021 show & sale but any fundraising was impossible.

The Society were proud to sponsor Stars of the Future Calf Show where the Junior Female Champion, Overall Junior Champion and then stood Reserve Junior Native Champion was Julie of Tippetcraig brought out by Lindsay Stark and is bred and owned by The Burns Family.

We also sponsored at Livescot for the pedigree section. These Pedigree classes were very well received and hailed a huge success by the competitors, press and general public and surely these classes will grow again next year. Also because of COVID and the lack of shows we organised the On-line show again, the Overall Champion was Bachy Mor 30th of Woodneuk – Bred & owned by the Thomson Family. Some promotion was generated in local papers such as the Shropshire Journal and the Stratford Herald.

A Huge thank you to Jim & Sheila Fraser and family – Tilbouries fold, for helping to organise the Highland Cattle Drove, along with The Rotary Club Aberdeen – St Fittick. This took place on Sunday, September 5, 2021, and helped raise over £11,800 for Rotary Club Charities,



with a donation to the society of £1,000.

The website and social media is used to raise our profile and web site pages can be sponsored and advertising taken out. We have a lot of support from people sharing our pages which all helps to boost the promotion of the Society and Highland Cattle.

Membership is steadily increasing with an addition of 100 new members this year.

All the titles we have used to promote the breed.

Scottish Farmer:

Scottish Farmer Wallchart

Scottish Farmer 2021 Diary

Breed Societies Feature - June

Feature -September

Country Lifestyle Magazine - September

Scottish Farmer - Festive messages December

Scottish Farmer 2022 Diary – we also received 2 free adverts within the diary.

Farmers Guardian:

August - Breed Directory advert

September - Sale advert

September - Sale advert

Wallchart

Beef Supplement - October edition. This edition is shaped up to be one of the biggest Autumn editions they have ever published; a 30 page special going out to their weekly readership of just under 90,000, an additional 20,000 GDPR compliant Beef Farmer email addresses PLUS 100 extra copies distributed up at Stirling Bull Sales. Meaning much more value for money!

Daily Record & Sunday Mail - Scotland's Family Butchers within the Sunday Mail on 12th December 2021. we also received an advert on their local newsfeed website: inyourarea.co.uk at no additional cost as part of this package.

South West Times – who distribute in the following areas: Bristol, Gloucestershire, Wiltshire, Somerset, Dorset, Devon and Cornwall. ‘Farmers Focus Campaign’ feature going out in September for four editions (27th Sept, 4th Oct, 11th Oct, 18th Oct).



To a circulation of over 40,000 across Southwest England.

BBC1 The One Show - were making a short film, 4 mins, on the Queen's charities. They particularly wanted to include Highland Cattle; as well as the information we gave them, Angus Mackay was very kind and provided lots of photos and information to help with their film.

National Beef Association Magazine – Autumn Edition.

Hopefully, we can move forward in 2022 with other activities that have been on hold for 2 years now.

6. Election of Office Bearers

President

In accordance with clauses 8 to 10C of the Constitution Ken Brown, Ledalnet, Kinross, KY13 ORR being eligible offers himself for election as President of the Society having been proposed by agreement of Council.

President statement in support

I decided to seek re-election as a Trustee in 2020 because there was considerable disharmony within the Society and Office staff were being unfairly criticised for factors beyond their control. Jim Paice and Ann Chinner have done an excellent job in stabilising the Board and moving the Society forward to become a Scottish Charitable Incorporated Organisation. Unfortunately, COVID has made it difficult to travel and Board Meetings have been mostly on Zoom; this has undoubtedly restricted new initiatives, contact with Members and made sponsorship impossible to find. As restrictions ease in 2022 it will be my intention to take a number of initiatives forward if elected as President at the EMM in February.

I would like to make every effort to restore our finances without putting any further burden on Members. We are currently making a small profit annually but our reserves are inadequate in my view and they need to be rebuilt to a more appropriate level. Our sponsorship income disappeared during the pandemic and we will try to restore it to a reasonable figure in 2022. There are countless enterprises who use Highland Cattle images in their advertising without making any contribution to the Society. Highland Cattle products from toys to clothing, prints, photographs etc. are sold in huge numbers; again we earn nothing. Similarly the tourist industry benefits enormously from the iconic Highland Cow which is a “must see” for all visitors to Scotland. As a Charity companies and individuals can sponsor us or make a donation in a tax efficient way but it will be a tough job persuading them to part with their cash!!

Our Patron celebrates her Platinum Jubilee this year and it seems an excellent opportunity for the Society to hold an appropriate event which could bring worldwide exposure for our Breed. Exploratory discussions are underway.

With the current emphasis on the environment Highland Cattle are well placed to benefit from both rewilding and carbon reduction within farming. Taken together with the benefits of grass-fed beef



we surely have a strong commercial case for the Breed. However, we are in a very competitive market and we need an initiative to produce a strong argument in favour of Highland Cattle backed by hard facts and figures.

A continuing criticism of the Society is that communication with Members is poor – “people are kept in the dark”

We can improve contact with Members in a number of ways:-

1. Publish abbreviated minutes of Board Meetings and sub-Committee Meetings as now.
2. Set up an email system “Ask the Board” where Members can ask for information, assistance or advice by email and get an answer within 48 hours. Emails will go to all Board Members and the Breed Secretary and will be answered by the President or delegated to someone with the relevant expertise.
3. More support for Local Clubs with Trustees in attendance at major Shows, Sales and AGMs

Finally, I hope to be able to bring greater unity to the Society by ensuring that all Members are fully informed and have access to the Board of Trustees and Office Bearers. 2022 could and should be an interesting year!!

Vice President

In accordance with rules 8 to 10C of the Constitution Hugh Saggars, Leys Castle, Inverness, IV1 2AF offers himself for election as Vice President of the Society having been proposed by agreement of Council.

Vice President statement in support

I am honoured that the board of trustees have nominated me for the position of Vice President. I was co-opted onto the Council board two years ago and have enjoyed my time on it. I have twice been the Chair of the North of Scotland Highland Cattle Club

I have managed the Leys Estate both in conjunction with my late brother and on my own for nearly thirty years. I have experience in staff management and financial control and feel I have an ability to chair Trustee Board/AMM/EMM meetings effectively and constructively whilst listening to all points of view.

I believe the future of the Highland breed will be secured through not only, innovative environmental farming but also through the Pedigree Highland Beef producers and of course, the passion of the large amount of smaller breeders for their stock who also tend to be the stalwarts of the show circuits that do so much for the promotion of our Breed. A Society is after all, made up of members and we all have a different view of what is right for the Breed. Therefore, we have to listen to and try to accommodate the needs of all our members as best we can. However, we must move forward, try new things, reject them if they don't work and take on board those that do in order that the Highland Breed is fit for the 21st Century.



7. Notice of retiring Council members and Election of Council Members

Council Members

Council has accepted the following nominations for election to fill the four vacancies falling due by rotation and the filling of one casual vacancy. Under the provisions of rule 4 members of the society have been approved and seconded and one casual vacancy is being filled. All candidates have indicated their willingness to serve if elected and their names are appended below: -

Candidate	Proposer & Secunder
Graeme Easton The Ranch, Letham, Angus, DD8 2PG	Stuart Campbell Hugh Saggars
Dexter Logan Greenhead Farm, Alva, FK12 5BQ	Rosemary Hunter Tom Nelson
Isabel Rainey Bates Moor Farm, Foulsham, Deveham, Norfolk, NR20 5RS	Jim Paice Hugh Saggars
Hugh Saggars Leys Castle, Inverness, IV1 2AF.	Maureen MacArthur John Ashton
Robert Tedbury Fold View, Church Farm, London Road, Hardham, Pulborough, West Sussex RH20 1LB.	Brian Dalby Paul Harris

8. Election of Honorary Members

There are no nominations this year.

9. Appointment of Secretary and Treasurer (April 2022 to March 2023)

In accordance with rules 8 to 10C of the constitution David Hyland offers himself for election as Secretary and Treasurer of the Society having been proposed by agreement of Council.

10. Appointment of Independent Examiners

It is proposed that the Independent Examiners for the Society are French Duncan, MacFarlane Gray House, Castlecraig Business Park, Stirling.

11. Any Other Competent Business