Role of Breed Societies in Sustaining the Industry for Future Generations

Lucy Andrews-Noden
Holstein UK & Holstein Canada

• Combined 241 years of Herd Book experience
• Come a very long way in that time
• Success simple = magic combination of
  - People and Cows
• Breed societies are part of our agricultural fabric
• Social Capital as well as good business sense
When Breeding for the Future

- 2 vital aspects the Breed Society supports
  - Generations of people
  - Generations of the cows they breed
Words To Describe

inspiring
respect
fun ideas educational discipline competitive
showmanship socialise camaraderie judging
opportunities responsibility stockmanship learning
marketing like-minded people
team spirit
travel networking passion enthusiasm
sportsmanship confidence building new skills
lifelong friendships
HYB’s Demonstrating what it Means!
Generations of Great Breeding!
‘Social Capital’
Words To Describe a Breed Society

independent  accuracy  investment  achievement  knowledge
opportunites  profitability  discipline  competitive
tracability  socialise  judging  showing
consistency  innovation  innovation  new technologies
innovation  professional  stockmanship
innovation  like-minded people  decision making
innovation  networking  marketing
innovation  passion  services  world leading
innovation  measure  information  monitor
innovation  value added  research
innovation

breed genetic improvement
lifelong friendships
great cows & great people!
We are a Business & Relevant!
World Class Breeding Tools

Breeding Toolbox

HOLSTEIN UK SERVICES

- Kingspool, Clwch and Neatishall herds
- UK Dairy Expo show report
- North Wales Club feature
- Maximum classifications
Investment in Innovation
New QR Tag Technology

REGISTRATION CERTIFICATE

SCOTTSBRIDGE BAXTER SUE

HB 0100012345678

Owner
HOLSTEIN UK
SCOTTSBRIDGE HOUSE
RICKMANSWORTH
HERTFORDSHIRE, WD3 3BB

tel 01923 696230

Breeder
SCOTTSBRIDGE FARMING CO
RICKMANSWORTH
HERTFORDSHIRE

CPH 01923 696230

Jointly bred by
TESTPREFIX

for the black and white puru-bred female

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PZA2010 Milk +66 0.05 0.17 95 74 1.1 +110

PIN 928 0.05 0.04 0.16 0.16 0.16 0.16

SE +0.14 MA -1.1

TH 0.04 BL 0.99 (April 12022 "OGR")

320 - VG

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This is to certify that the animal for which this certificate is issued has been registered in the Herd Book of Holstein UK.
Genomics Development

- Another tool to compliment herd management services (GenoID)
- Can be used for whole herds
  - Discovery of sire, maternal grandsire
- Tied to Genomic Evaluation process
- Benefit of herd management tools
- Opens gates to other HB services
The Future…

• Cooperation is the key to success.
• Breed Societies working together.
• Share common platforms.
• Share developments.
• Members & the industry benefit.
• Together we are stronger.
Shining Example of this is Classification...

Holstein
British Friesian
Jersey
Montbeliarde
Guernsey
Shorthorn
Ayrshire
Brown Swiss
Dexter!
The Future...
Look to the past for inspiration, but don’t be bound by it for the future.
Conclusion

- Breed Societies underpin the very fabric of our industry
- They provide both innovation & inspiration
- Develop world leading new technologies for the good of all
- Their services make farmers money!
- The future IS bright..... And it’s Black, Brown, Red & White!
Thank you for your attention

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