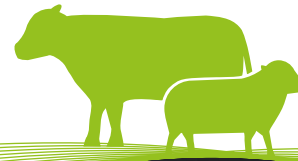


The BULLETIN

THE NEWSLETTER FOR THE BETTER RETURNS PROGRAMME

AHDB



Spring 2019

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Matt Southam
Head of Retail and
Foodservice Engagement

Boosting exposure of domestic marketing campaigns with retailers

The UK retail landscape has undergone huge changes over the last few decades. Consumer attitudes to how we shop, where we shop and lifestyle changes in general have meant that retailers have had to evolve their offering in order to meet shopper needs.

There have also been large influences on purchasing patterns, including the recession of 2008, the growth of online shopping and a move away from single big shops to doing smaller shops but more often. Another critical change has been the growth of the hard discounters, which has led to changes in how the major grocery retailers operate, particularly around their promotional strategy, moving to more everyday low pricing.

With this in mind, it's been more important than ever that AHDB has a team in place to support retailers and understand their individual challenges and priorities when it comes to promotion of products. Over the last six months, a new team has been formed that will help to develop stronger relationships with individual retailers in order to offer a more tailored approach to the marketing

support provided on major campaigns such as the recent Cheeky Beef campaign.

"We've recently put in a new account manager structure that not only allows us to understand the retailer's needs but provides us with an opportunity to share our consumer insight information that has informed the rationale behind our domestic marketing campaigns," said Matt Southam, Head of Retail and Foodservice Engagement.

"Working in collaboration with the retailers, we look at ways in which we can build promotional plans to support the individual campaigns but meet our objectives. For example, our Cheeky Beef campaign objective was to increase the sale of thin-cut steaks."

Once plans are agreed, the team works to activate the promotion with in-store point-of-sale material including pack labels, shelf labels and digital banners, as well as providing content for websites and advertorials in magazines that support campaign key messages.

"Getting the exposure of the campaigns at the point of purchase is important as we know that promotion can play a big role in decision-making and may lead shoppers to change their minds about

which meat they choose or cause them to choose something that wouldn't normally be on their shopping list," explains Matt.

Recently, the team took research conducted by the AHDB Consumer Insight team back to retailers, which revealed that shoppers are influenced most in store by the price and taste of meat. However, some factors become more influential at point of purchase, such as the ease and speed of preparation, cooking time and it being part of a specific meal.

"Forty-five per cent of respondents said that meat displays currently lack inspiration. With that in mind, there are opportunities for us to work with retailers to influence shoppers' choices through recipe cards, pack labels and imagery that includes messages about versatility and ease of cooking," explains Matt.

In 2019, the team will continue to strengthen relationships with retailers and the foodservice industry to ensure there is strong support for beef and lamb in store and directly with consumers.

Pedigree ram nominations open for fifth year of RamCompare

The search is on for the country's best rams as pedigree breeders are invited to put forward rams believed to have good lamb growth, carcase weight and conformation.

Now in its fifth year, RamCompare uses data from throughout the supply chain to inform genetic evaluations. During three seasons, more than 6,600 ewes have been mated to over 138 leading rams through artificial insemination (AI) and natural service. Over 200 rams will have been progeny tested by the end of next summer.

Results from the project will enable commercial farmers to select Signet-recorded rams that produce lambs that are more likely to meet target market specifications.

Pedigree breeders will be able to enhance the breeding of rams for commercially important traits, as well as using Estimated Breeding Values (EBVs) to market rams in the coming year.

Rams and semen must meet the following criteria to be nominated for RamCompare:

- EBVs in top 20% of the breed
- Good history of performance records of the ram and its progeny (e.g. ultrasound scan, computed tomography (CT) data)
- Shearling in autumn 2019 or older
- Maedi Visna-accredited flock with a known health status

- Good genetic linkage to other flocks
- Provide genetic diversity to the rams that have already been used in the RamCompare project
- Part of a Signet-recorded flock

For breeders who want to nominate semen, there is a minimum requirement of 30 doses for use via artificial insemination (AI). For natural-service sires, fit and fertile rams are required, with preference given to rams that are shearlings or older.

Nominations are now open and close on Friday 8 March 2019. More information on requirements, including the nomination forms, can be found at ramcompare.com



Get practical advice from the comfort of your office

Want to go to one of our Knowledge Exchange events but you don't have time to leave the farm?

Our webinars mean that you can pick up practical advice and information from the comfort of your farm office or home. Webinars are online presentations that

are streamed live to your computer. By signing up, you can have access to practical advice and information from a range of specialists on topics such as nutrition, finance and grazing. All webinars are recorded and sent to those who register via email so if you miss it

or need to recap, you can watch again in your own time. Webinars are usually held at 7pm and last one hour.

To find out more and sign up to our latest webinars, visit our events page: beefandlamb.ahdb.org.uk/events

Carcase trait EBVs will help commercial beef farmers boost profits

A recent project, funded by AHDB and Hybu Cig Cymru – Meat Promotion Wales, has developed new Estimated Breeding Values (EBVs) that are linked to the traits commercial farmers get paid for, such as carcase quality and speed of finishing.

The new carcase trait EBVs are:

- Carcase conformation
- Carcase weight
- Fat class
- Days to slaughter
- Average daily carcase gain

A bull's EBVs give you a good idea of the genetic potential that will be passed on to his calves and should always be taken into consideration when purchasing stock bulls or choosing AI sires. Although terminal traits such as growth rate and muscle depth are a step in the right direction to producing profitable carcasses, the new carcase trait EBVs are directly related to carcase performance.

The new EBVs are calculated using data from the British Cattle Movement Service (BCMS), abattoirs and breed societies, giving high accuracy figures for bulls that have had progeny slaughtered. For young bulls, EBVs can still be calculated using data from their relatives, such as their parents and grandparents. These figures will get more accurate when their own progeny reach slaughter age.

The EBVs are not only an important step forward for suckler-bred animals, they are also highly relevant to beef on dairy sires, with some bulls having the potential to produce a calf which will be much more profitable when put into the beef supply chain.

Registering sire details on passports

The abattoir data currently covers 40% of the national kill and more than two million carcase records for both purebred and crossbred animals have been used to develop these EBVs. However, there were a further two million abattoir records that could not be used to generate EBVs. This was because the sire details of the finished animal were not recorded when registering their calves. In order for a bull to have these EBVs available, their sire details must be registered with BCMS on the passports of their calves. Without this information, any data relating to the bull is meaningless.

You can help to drive the industry forward by making sure you register the sire whenever it is known. Keeping a list of ear tag numbers by the side of your computer will make it easier and quicker when

registering calves. If using artificial insemination (AI), a simple way to keep track is to make sure all semen delivery cards are kept safe as these will have the sire ear tag number on them.

AHDB Beef & Lamb has produced a Suckler Breeding Plan to help farmers record sires used on groups of animals. This can be found at beefandlamb.ahdb.org.uk/returns

The new carcase trait EBVs for bulls that have them can be found at egenes.co.uk/carcassdata

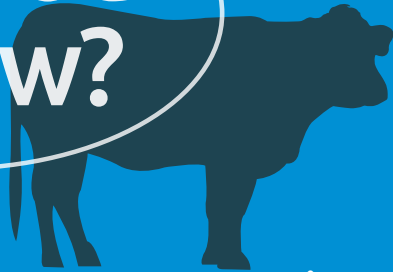
You can search by pedigree name or ear tag number.



Take our industry higher

Shout about the sire

Did you know?



There are now carcase trait EBVs that will help you choose a bull based on the things you get paid for



These EBVs can only be generated if you record the ear tag number of the sire when registering a calf with BCMS

The more sires that are registered, the more accurate the EBVs will be

But it's not all about EBVs

By naming the sire at calf registration, you will be

- Generating data to make decisions about your herd breeding strategy
- Elevating the industry to be more competitive in changing times
- Making your livestock more attractive to potential buyers
- Creating consumer trust through traceability



SIRES OF
DAIRY BRED CALVES
MATTER TOO!

45%

of all prime beef in England is a product of the dairy herd



Don't know who the sire is? AHDB Beef & Lamb have tools to help you record breeding information more accurately, making it easier to record the sire when registering calves.

beefandlamb.ahdb.org.uk/returns

Supply chain farm working towards enhancing proportion of stock hitting retail specification

Working closer with the wider supply chain is one of the key aims of the AHDB Beef & Lamb strategy that looks to continually improve the beef and lamb sectors and create a sustainable industry.

As part of a number of supply-chain initiatives, AHDB Beef & Lamb has joined forces with the processor Dunbia and one of their supplier farms to undertake a programme of activity geared towards enhancing the proportion and consistency of stock hitting retail specification.

The project looks at improving productivity and efficiency of production, in particular focusing on nutrition, grassland management and selection for slaughter to ensure long-term sustainability of the beef finishing enterprise. As part of the programme, weighing protocol has now been introduced on to the farm and has already demonstrated its value back to the farm.

“The simple act of regularly weighing our finishing cattle has made so much difference to the way we run our beef enterprise,” explains Mark Flint of

Cawkeld Farm near Driffield. Mark farms 726 acres, potatoes, peas, rapeseed and cereals, as well as finishing cattle bought in as stores.

“We needed a simple system to fit in with our arable and potato operations. So we buy stores for a season at grass, using our permanent grass and then finish inside on cereals. The problem we had was producing a lot of animals over the weight specification, which reduced our pence per kilogram and meant extra feed was used for no benefit.”

Mark decided to weigh his 2018 finishing cattle and immediately noticed a difference based on his selection for slaughter. Having a more informed choice for selection ensured the farm was hitting the processor target specification. By weighing cattle, the farm had better knowledge about how the cattle were performing and Mark made more informed choices about marketing the stock.

“The added bonus, which I didn’t expect, was that it’s made me think about the stores I need to buy. Many of the stores

were too big to start with, so we were setting ourselves up to fail from the start with the cattle being overweight. If we want a finished liveweight of 700 kg and we know we have the capacity to add 350 kg while the cattle are with us, we really need to start them at around 350 kg and not 450 kg or even 500 kg like we had been doing.

“Another early benefit has been that Charlie, my farm manager, is more interested in the beef enterprise now that we have some numbers to work with. We’re both now thinking of ways we can increase the performance of our beef, with the help from the AHDB team. Hopefully, this means we will soon be making positive changes that mean we have a more profitable beef enterprise.”

To find out more about the AHDB strategy, visit: ahdb.org.uk/corporate-strategies



Getting the most out of colostrum

Ensuring lambs receive a sufficient quantity of good-quality colostrum shortly after birth is vital to protect against disease and infection but also reduces the need for antibiotics.

Colostrum should be a farmer's first-line defence to protect young lambs from diseases such as watery mouth and joint ill. It contains essential antibodies (immunoglobulins), which provide the lamb with immunity to disease and

infection. It is also nutritionally complete, providing vital energy, proteins, vitamins and minerals in the first hours of life.

With global pressure to reduce antibiotic use, the UK sheep industry is taking an active role to ensure good flock health and welfare is maintained while engaging in responsible and reduced antibiotic use. Practical and achievable targets have been set by the Responsible Use of Medicines

in Agriculture Alliance (RUMA) to help everyone do their bit.

The #ColostrumIsGold campaign, created by RUMA, underlines that responsible use of antibiotics starts with newborn lambs receiving the right amount of colostrum within a couple of hours of birth – something all farmers have the potential to achieve.



Colostrum intake

Studies show many newborn lambs, particularly triplets and small lambs, do not receive sufficient colostrum shortly after birth. Paying close attention to colostrum intake at lambing, particularly with high-risk lambs, can significantly improve their health, survival and lifelong productivity.

From birth, a lamb's ability to absorb immunoglobulins into the bloodstream from colostrum reduces, so it is vital that it consumes at least 50 ml of colostrum per kg of birth weight as quickly as possible and preferably within the first two hours of life. In the first 24 hours, total colostrum intake should be 200 ml/kg of birth weight. So a 5 kg lamb would need to consume 250 ml within two hours and one litre within 24 hours of birth.

The quality and quantity of colostrum produced by the ewe is mainly driven by the amount of energy and protein she received in the last three weeks of pregnancy. A ewe that has not received adequate nutrition is also more likely to produce small or weak lambs, which then also fail to take in sufficient colostrum.

Watery mouth is a common problem for many flocks and is caused by lambs swallowing bacteria from the environment, most commonly *E.coli*. The bacteria produces toxins, which when absorbed by the lamb cause drooling and swelling of the abdomen. Affected lambs usually stop feeding, show signs of abdominal pain and are wet around the mouth. Lambs need to be treated rapidly with accurate doses of injectable antibiotics and anti-inflammatory drugs or they will quickly die.

Similarly, joint ill is caused by a bacterial infection within the joint that causes it to become swollen, painful and the lamb will go lame. While this condition is seen a few weeks after birth, the bacteria enters the body in the first few days of life, either through swallowing, via the navel or as a result of management practices such as tagging, docking or castration.

These two conditions are preventable with good hygiene protocols at lambing and a sufficient quantity of good-quality colostrum shortly after birth. Discuss control and prevention with a sheep vet and check that ewe nutrition, body condition and hygiene practices are optimal.

Responsible antibiotic use

For individual flocks, it may be appropriate to use targeted control measures, which include antibiotic treatment, but this should be discussed with your vet. However, it is never appropriate for all lambs to be given antibiotics as a routine from the start of the lambing season. If antibiotic treatments are needed for high-risk individuals after consultation with your vet, they should be accurately dosed, in the correct site for that product and ensure correct medicine storage is followed.

For more information, read the BRP manual **Reducing lamb losses for Better Returns** at: beefandlamb.ahdb.org.uk/returns



Johne's control plan focus for Strategic Farms

Johne's disease, also known as Paratuberculosis, is a chronic, contagious bacterial disease of the intestinal tract that primarily affects sheep and cattle. Clinical symptoms normally include progressive weight loss and chronic diarrhoea, but diagnosis and control can be particularly difficult due to its long incubation period. Often clinical cases are not seen, due to earlier culling for other issues.

As part of their involvement in the Strategic Farm project, farmers Edward Dean and David Barton have both put herd health plans in place over the last year. They have a particular focus on implementing a control plan for Johne's, following positive results in both herds. Each plan is tailored to the farm and demonstrates that putting a plan in place needs to be specific to the farm enterprise and drawn up with your vet.

Edward explains: "We knew that our cows were potentially high risk for Johne's this year, as I'd purchased replacements for a number of years. My consultant advised that I test to ensure we could monitor herd health carefully, so we tested all cows, identified positives ones and checked their Pregnancy Diagnosis status.

"My aim is to produce and rear all my own replacements going forward. Because Johne's is picked up from infected faeces or milk, it was important that cows which tested positive were

separated for calving. This reduced the risk of newborn calves becoming infected at birth or as young animals. The cows which tested positive for Johne's which were not in calf were culled."

By separating the group for calving, Edward is reducing the risk of the disease spreading and reducing the risk that any heifer calves he retains are infected.

"When they've calved, we won't breed positive cows again and they will be kept separate until their current calf is reared, then culled. Their calf will not be retained for breeding either. We've also made sure that any heifers or cows in the herd that are produced by positive cows are recorded and noted."

Unlike Edward, David's control plan did not include a plan to test all of the cows as it is often hard to diagnose from just one test due to the long incubation period in the early stages of the disease. Diagnosis is best achieved through a combination of blood tests and faecal examination but may need to be repeated over time. It is best to discuss the options with your vet depending on your own farm's situation.

"We discovered Johne's in one of our older cows that had been bought as a replacement a number of years ago and immediately took the decision to cull. However, to test it's £4, so we haven't decided to test the whole herd yet, due to the cost and test variability over time," David explains.



David Barton



Edward Dean

"However, we have been working with our vet to put a robust plan in place to monitor the cows and will calve the heifers this year separately from the cows to get rid of the risk of Johne's spreading. Having our plan in place and knowing it's under control is much better than not being prepared at all."

The fact that animals will spread infection before they show clinical signs means that understanding if you have Johne's in your herd can be hard. Practical control measures to limit spread and losses include:

- Rapid culling of diseased animals
- Reducing the risks of faecal contamination of food, water and pasture, e.g. raise feed or water troughs, avoid use of surface or pond water for drinking, avoid spreading farmyard manure on pastures where youngstock are grazed
- Not keeping calves from infected dams as replacements
- Only purchase stock (cows, heifers or bulls) from accredited herds

For more information about Johne's and how you control the disease, read the BRP manual **Beef diseases directory** at beefandlamb.ahdb.org.uk/returns

Reducing antibiotic use in calf-rearing systems

Routine group treatments of calves with antibiotics are not uncommon in calf-rearing units, but with increasing pressure on rearers to avoid this practice and reduce the use of antibiotics, calf rearer John Barton wanted to find alternative solutions to ensure his calves remain healthy. The Bartons rear 400 calves per year in groups of 60–80, with calves in separate sheds for the milk-fed and weaned calf stage.

This year, John decided to stop routine group antibiotic treatments at the rearing unit. Instead, calves receive a non-steroidal anti-inflammatory drug (NSAID) in the milk for the first five days on entry to the unit. This medicine is not an antibiotic and works in the same way as aspirin does in humans; it helps control fever, pain and reduce inflammation. Administration is via the milk replacer or in the water.

Tips for reducing antibiotics

- Source calves carefully, ensuring they are from herds with good colostrum management and high health status
- Work with your vet to reduce the need for antibiotics, e.g. consider using alternative treatments such as NSAIDs to reduce fever, pain and inflammation at early signs of ill health
- Implement a robust vaccination plan in consultation with your vet
- Employ an all-in, all-out policy, fill the calf shed as quickly as possible, taking care to clean and disinfect between batches
- Ensure adequate ventilation but avoid draughts at calf-level
- Keep equipment clean and disinfect regularly
- Clean water troughs daily
- Provide adequate fresh bedding to enable the calves to nest (where legs are covered in straw) and keep themselves clean

John said: “Although targeted antibiotic treatments in calves have risen, due to the reduction of group treatment on entry to the rearing unit, total antibiotic usage

has been reduced by 40%.” Success has been dependent on high levels of stockmanship being able to identify and rapidly treat sick calves early.



For more information, read the manual *Better Returns from calf rearing* and the BRP+ document *Better calf housing* at beefandlamb.ahdb.org.uk/returns



Understanding business performance to drive change

Having an understanding of your business's physical and financial performance can help to drive decisions and highlight areas of improvement – that's the message from Challenge Sheep farmer James Drummond.

Since 2014, upland sheep and beef farmer James Drummond has been benchmarking his farm in order to understand the direction the business is heading and has taken the opportunity to discuss his costs with peers. With a flock of 1,500 ewes and ewe lambs, 300 ram lambs and 40 suckler cows and calves, James's system is forage-based, with a heavy focus on maximising his production from grass.

"We first started to benchmark in 2014 as a way to get our hands on more data to see what was happening on the farm. We now use the Farmbench online benchmarking tool and since looking at our costs we've been able to highlight the areas of the business that need the most improvement.

"Taking part in the benchmarking groups has given us the opportunity to scrutinise our figures against fellow farmers – both those with similar systems and those with differing production systems. Listening to others then helps to quantify the benefits that a change in the production system could bring. We've undergone a major change in the breeding plan on

farm, including implanting 1,800 embryos in the last five years, which has meant forecasting and benchmarking have been extremely valuable tools to manage the business," explains James.

James has recently completed the first year of AHDB Beef & Lamb's Challenge Sheep project, which is tracking 9,000 replacements from a range of English sheep farms over seven years to understand how flock performance can be improved. The project aims to generate new knowledge and highlight existing information on managing ewe replacements. Alongside the collection of the data, all farmers involved are using Farmbench to understand their costs.

"Not every farmer makes a positive net margin and being part of Challenge Sheep with a group of forward-thinking sheep farmers has allowed us to meet and analyse each other's systems, to understand why certain costs are higher and where others have managed to reduce their cost of production and ultimately raise their net margins," explains James.

"It's not just about comparing ourselves against those with similar systems, but looking at maximising output while raising market value of our produce from the lowest cost of production possible. This enables me to focus on increasing net margin per ewe and more importantly, per hectare. Benchmarking against fellow

farmers shows points in the production system where savings can be made where business performance is strong."

While benchmarking is not a new practice, Farmbench makes it easier for farmers to allocate 100% of their fixed costs. The system currently offers data input for beef, lamb, potatoes and cereals enterprises, with dairy and sugar beet recently added. The latest updates to the beef and sheep enterprise areas mean that forage enterprises are segregated and modifications to data entry have made it simpler to input data.

"It does take time to collect the information, but the value of the data and the insight into the financial performance of an enterprise is hugely important. The first year will probably be the most daunting, but actually when you start compiling the data required, you realise it is fairly straightforward and it's only information you should have at hand anyway. It then gets simpler – you know when you need to input your data into the system and the process just becomes a normal practice. If you want to know the breakdown of an enterprise's financial performance and improve your business, Farmbench is an extremely valuable tool," explains James.

To find out how Farmbench could help to improve your farm business, visit ahdb.org.uk/Farmbench

AHDB's Cheeky campaign sees sizzling summer sales for thin-cut steaks

The first wave of AHDB's Cheeky Beef campaign has brought an additional £1.2 million to the thin-cut steaks category.

The humorous campaign, aimed at couples aged 25 to 44 years old, intended to promote thin-cut steaks as a quick, easy and versatile midweek meal.

Thin-cut steaks were specifically chosen as they provided an industry solution to a carcass balance issue, as they use cuts that are in surplus during summer months.

Recipes and images featuring saucy slogans such as "Fancy a midweek quickie?" were rolled out across national newspapers, billboards near to supermarkets and social media over an 11-week period from late May.

Retailers including Sainsbury's, Asda, Morrisons, Co-op and Aldi supported the campaign with on-pack stickers, tear-off recipes in chillers, adverts in their in-store magazines and recipe booklets at butchery counters, alongside digital activity.

Further analysis in Kantar Worldpanel's Consumer Mix Model picked out that 62% of UK households were reached by the campaign, an average of nine times each. Consumer research conducted by Future Thinking also reported a 10% rise in claimed mid-week consumption of thin cut steaks.

New buyers accounted for 37% of the additional spend, adding 106,000 new households to the category.

Thin cut steak sales increased by more than 49% in volume terms in the 12 weeks in and around the campaign period and total beef benefited from a £1.6 million halo effect in retail sales.

To further raise awareness with shoppers, thin cut steaks will be promoted during Great British Beef Week, organised by Ladies in Beef, which runs from 1 April until 7 April.

Visit **CheekyBeef.com** to view a selection of thin-cut steak recipes or follow the hashtag #CheekyBeef on social media.

You can also visit **beefandlamb.ahdb.org.uk/marketing** for more information on our consumer marketing activity.



News from across AHDB

Success for AHDB's Pick Pork campaign

Sales of pork fillet, loin steaks and medallions increased by 16.5% and almost £3.2 million compared with the previous period*, according to Kantar Worldpanel. Early results indicate that more than half of the UK population (52%) – 34 million people – saw the adverts.
pork.ahdb.org.uk

*Period 16 September–28 October.

Potato sales up at retail

British shoppers are beginning to increase the amount of potatoes they buy, after a significant period of decline. Figures from Kantar Worldpanel, which reports data collated from British shoppers, show an increase of 3% in the volume of fresh potatoes bought at retail over the last four years.
potatoes.ahdb.org.uk

Veg Power campaign

A new marketing campaign to inspire everyone to eat more vegetables has been launched. The national campaign, which received £2m worth of advertising space from ITV, will start on 25 January and will run for 13 weeks. Veg Power is an independent campaign funded by industry stakeholders, including AHDB. Find out more here:
vegpower.org.uk

Bringing the meeting to you

Join a virtual Monitor Farm or Strategic Farm meeting from the comfort of your own home or office. Hosted by AHDB, featuring industry experts and farmers' experiences, AHDB Cereals & Oilseeds webinars give you the chance to hear the latest insight and discuss hot topics of the day.

For more information and to watch previous webinars, visit:
cereals.ahdb.org.uk/webinars

Dairy genomic indexes stand the test of time

A major new study of Holstein dairy sires by AHDB Dairy has confirmed that genomic indexes are a remarkably reliable predictor of actual daughter performance. This provides reassurance to the thousands of UK dairy producers who select service sires on the strength of an index based on their DNA. Find out more at:
dairy.ahdb.org.uk/breeding-genetics

Useful resources

AHDB Beef & Lamb produces a range of practical guides to help English beef and sheep producers improve the productivity and competitiveness of their enterprises.

Here's an overview of some of the resources that are available:

Managing nutrients for Better Returns

This manual explains how costs can be reduced and output improved through use of home-produced and bought nutrients.

We all know that crops need a good nutrient supply from the soil to grow and thrive. Do we check the soil status of our grass and forage fields regularly enough? If the nutrient status is optimum it could boost the growth of the forage and reduce the need for bought-in feeds.

Iceberg diseases of ewes

Awareness of iceberg diseases is low within the sheep industry, with a recent survey suggesting that fewer than 5% of farmers screen for them routinely.

This technical manual provides a concise reference guide to five infectious diseases of sheep which need to be considered by both vets and producers when developing their flock health plan.

Beef & Lamb TV

Our YouTube channel offers a wealth of video content for farmers. From useful how-to videos and seasonal hints and topics, to the latest industry information, this channel is the go-to place for beef and sheep producers. Recently, we have launched a liver fluke animated video in conjunction with Moredun Research Institute to promote understanding of the disease and help producers to develop effective control methods.

youtube.com/ahdbbeefandlamb

Podcasts

We have developed a monthly podcast that you can now download to your phone and listen to when convenient. The podcast features those working in agriculture talking about a range of timely topics that impact upon beef and lamb farmers. You can listen and subscribe here: **beefandlamb.ahdb.org.uk/news-ahdb-beef-lamb-podcast**

These publications and more can be downloaded from **beefandlamb.ahdb.org.uk/returns** or call 024 7647 8834 for a copy.



Produced for you by:

Better Returns Programme

AHDB Beef & Lamb
Stoneleigh Park
Kenilworth
Warwickshire
CV8 2TL

T 024 7647 8834

E brp@ahdb.org.uk

W beefandlamb.ahdb.org.uk

T @AHDB_BeefLamb

If you no longer wish to receive this information, please email us on comms@ahdb.org.uk

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