

FROM CONSUMPTION TO CONCEPTION



Sunday 25th June – Monday 26th June 2017, the Assembly Rooms, Edinburgh

The conference is titled from 'Consumption to Conception', with many people thinking we have it the wrong way round. That's the idea. We want to turn it on its head and make delegates think – who are my real consumers? Are they the store ring or the closest abattoir? Are they the person living in the middle of London or New York, or are they the top stud breeder or the expanding producers in Eastern Europe? We all have different markets and we all have a great product, but are we using this product to its full benefit? What has changed over the years are the tools available to us as breeders, processors and marketers to fulfill the market desires and needs. We aim to show how we can help safeguard our future by using the information and technology available, to be more efficient, get closer to the market and still produce the highest eating quality, environmentally friendly, natural protein source there is.

The World Angus Forum will bring together like-minded producers capable of driving the production methods essential for a self-sustaining future:

- To challenge convention
- To focus producers on consumer direction and desires
- To highlight the tools available and skills required for a secure future
- To give each other the courage adopt new ideas and direction
- To make friendships and have fun.

'To know where to start we must first understand the end.'

Saturday 24th June 2017 – Introduction at Easter Howgate research facility, Edinburgh

Please note: pre-registration for this tour is required

Willie Thomson (Harbro) and Richard Dewhurst (SRUC) are to have a combination of viewing SRUC Green Cow respiration chambers, SRUC beef research facilities (monitoring feed intake and growth) and link that to a display of precision farming technology for automated animal recording (3D imaging, auto-weighing and collar-based recording).

Day 1 - Sunday 25th June, Session 1: The Consumer – Is It (AA) Pie In The Sky?

10.00	Introduction - World Panel, An overview of the way the food industry is changing
The 'ideal' in a way, to set the scene as to where we are going with the conference. Shopping patterns and trends have changed over the years - let's see what has been happening and where we are going.	

10.25	Livestock Matters for Global Food Security
	Professor Julie Fitzpatrick Director of the Moredun Research Institute and Chair of Food Security at the Institute of Medical, Veterinary and Life Sciences, University of Glasgow
It is estimated that there will be 9 billion people living on earth by 2050. This will require significantly increased quantities of safe, affordable and sustainable food for all. Livestock species and iconic breeds play an important role in Scotland and across the world in terms of food supply, impact on the environment, and support of rural and urban communities. Scotland's scientists play a leading role in developing disease prevention programmes working in partnership with organisations worldwide, and farmers have a critical role in developing scientific strategies for sustainable food for the future.	

10.50-11.05	Questions to Speakers
11.05-11.35	Break, refreshments and time to look at Sponsors' Stands
11.35	Changing consumer needs – how does beef fit in?
	Tom Slay Agricultural Manager Marks and Spencer
Consumer trends change rapidly. What are the key issues that impact beef consumption and what does this mean for the beef supply chain today and in the future?	

12 noon	One Sample for Life
	Dr. Johan De Meulemeester Veterinarian, Global Business development, Allflex
In recent years, consumer trust in food from animal origin has been in continuous decline, simultaneously we see an increase in small initiatives to decrease the gap between the farmer and the end consumer. How can beef farmers profit from these tendencies while assuring high quality standards of their products - knowing that consumers today focus on ecologic impact, health implications, animal welfare and traceability? We believe in the "One Sample for Life" approach linked to stringent traceability thanks to existing strong national identification systems. Adding DNA technologies and animal monitoring can allow farmers to meet today's consumer demands.	

12.25-12.40	Questions to Speakers
12.40-14.10	Workshops, Sponsors' stands and lunch
Workshops	
12.45-13.15	EGGSPORT
12.45-13.15	MERIEL/BOEHRINGER
12.45-13.15	DAYLESFORD
13.30-14.00	WATSON SEEDS
13.30-14.00	ALLTECH

Day 1 - Sunday 25th June, Session 2 – Innovation , Implementation and Integration

14.10	We are expecting the Angus Cow to work harder and more efficiently than ever, but how can she tell us how she is feeling?
	Professor Robert Smith University of Liverpool
Consumers have an expectation of good animal welfare but the challenge is how this can be externally validated and any problems identified and corrected before welfare is compromised. Technology for monitoring animals is advancing and its application to assure animal welfare will be discussed. Both pure-bred and as a terminal sire the Angus has many benefits that may become objectively apparent when animals are monitored and the longer-term impacts of management events such as dystocia are fully appreciated. The presentation will review knowledge and developments from both beef and dairy cows and discuss what impact they may have on the Angus.	

14.35 Brand management within an integrated beef supply chain



Mr Rob Drysdale
MRCVS, MBIAC, NSch
West Point Farm Vets

Growing global demand for beef is being driven by a rising population and an increase in consumption within emerging markets. This growth is tempered by questions over the sustainability and welfare of beef production, with many NGOs now suggesting the public should avoid consuming beef: social license is fast becoming an issue. Quality and consistency should be expected but what about the welfare and environmental impact of our cattle? How can we show our customer that they can trust the Angus brand, that the beef we farm is healthy and sustainable?

15.00-15.15 Questions to Speakers

15.15-15.45 Break, refreshments and time to look at Sponsors' Stands

15.45 Markers or Proxies to Breed for Feed Conversion Efficiency in Beef Cattle



Professor Richard Dewhurst
Head of Future Farming Systems Group
SRUC

Feed is the single largest variable cost of beef production and so increases in the efficiency of conversion of feed into beef muscle have a large effect on the profitability and environmental footprint of beef systems. An increasing number of studies from several countries around the world are showing significant genetic variation in feed conversion efficiency (FCE), with differences in feed costs between the top and bottom 25% of animals often of the order of £100 per animal across a finishing period. The paper will discuss progress in selecting for FCE internationally, identify key attributes of feed efficient cattle, and discuss progress in developing rapid proxy tests that can predict FCE without the need for costly and laborious measurements. We will describe progress with proxies for FCE based on blood samples and the rumen microbial community.

16.10 "Getting it right on-farm and providing the ideal product for the processor"



Gavin Hill
Senior Beef Specialist
Scotland's Rural College (SRUC)

We have seen more specific tightening of what is wanted by the processor providing for the retailer.
How do we maximise what we produce that is suited for the market but at the same time build our Commercial Angus herds to be efficient and ready for the demands we face?

16.35 - 16.50 Questions to Speakers

17:00 Close of Day 1

Day 2 - Monday, June 26th - Session 2 Continued: Innovation, Implementation and Integration

9.00 Approaching 20 Years of Leadership In Beef Genomics



Stewart Bauck,
DVM MSc
Vice President, Neogen Agrigenomics

Since its inception in 1998, GeneSeek has had the privilege of participating in the development of genomics in beef cattle, serving the needs of Angus breeders who utilize new genomic technologies to benefit the breed. This talk will give a brief retrospective on the development of the technology, how it has been implemented into genetic evaluations around the world, what new technology changes represent for the future and how Angus breeders are going to harness these innovations to improve the breed and cement its position as the global leader.

9.25 On The Use of Genomics: From Selection to Consumption to Digestion; The Quest for Prediction



Michael Bishop
Illumina, Inc. San Diego, CA as a
Sr. Market Development Specialist for Agrigenomics in the Life Sciences Business Unit.

Dr. Bishop began his scientific career as a Research Geneticist for the United States Department of Agriculture Agricultural Research Service stationed at the Roman L. Hruska Meat Animal Research Center (MARC) in Clay Center, Nebraska receiving a meritorious team service award for scientific achievement for completion of the first genetic linkage map for cattle and pigs in 1994. Later in 1994, Dr. Bishop joined Wisconsin-based American Breeders Service (now known as ABS Global), initially as manager of DNA Testing with subsequent promotion to Director of Research. While in that capacity he implemented a DNA marker based selection system for dairy and beef bulls, founded a genetic diagnostic company, GenMark and co-founded Infigen, Inc., a commercial nuclear transfer, transgenic and cellular remodeling company. While at Infigen, he progressively advanced in the company gaining experience in several positions including Director of Research, Vice-president of Research, Chief Technology Officer, President and interim-CEO. Following a period of direct involvement in animal production in a business partnership in Mississippi at 7L Farms he was Business Development & Chief Technology Officer for Conklin Company, Inc. Kansas City, MO where he lead the animal division developing and formulating direct-fed microbial products in the livestock industry known as "Fastrack".

9.50 Pulling together the tools and making it work



Tom Gubbins
Co-Principal and Director of Te Mania Angus Australia

The Te Mania Angus is a family owned and operated business which began over 87 years ago. Performance recorded since 1950 in New Zealand, the gene pool was accelerated into a new era, pioneering objective measurement in the industry. Over the last two years, almost 15,000 Te Mania Angus progeny have been recorded on Angus Group Breedplan. The analysis of this data fine tunes early genetic predictions and improves the accuracy of all sires within the breeding programme. The collection and analysis of data is crucial to breeding bulls that will provide commercial producers with a premium for their product. Fertility, structure and carcass quality are all key profit drivers which when measured, assessed and used as selection tools, have an enormous effect on the bottom line.

10.15 - 10.30 Questions to Speakers

10.30 - 11.00 Break, refreshments and time to look at Sponsors' Stands

11.00 'The beef on protein for health' Or, "Meat and protein – the future role for nutrition, health and wellbeing for Aberdeen-Angus "



Dr. Alexandra Johnstone
Senior Research Fellow
The Rowett Institute
University of Aberdeen

Protein is an essential nutrient for health and evidence will be discussed on how much and from what sources, contributes to a healthy, balanced diet. Red meat in a pure form is an excellent source of protein and essential amino acids, B vitamins, saturated fat, iron, zinc and B vitamins. The future role of Aberdeen-Angus meat in a sustainable, healthy diet will be discussed, including consumer attitudes on purchasing patterns. Key messages on challenges and opportunities for the food sector will be highlighted.

11.25 Grass fed Aberdeen-Angus Meat – essential for a healthy diet



Michael Shannon
Managing Director
Damn Delicious Ltd

I will be talking about the benefits of an all-year-round outdoor green fodder only diet, including grazed grass and fodder crops, how this is a much more healthy environment for the animal and how the Aberdeen-Angus is the perfect breed for this system. This natural diet enhances the health qualities of the meat by increasing the amount of Omega 3 as well as making the flavour much more intense.

12.05 – 12.30 Break, refreshments and time to look at Sponsors' Stands

12.30 – 14.30 Workshops, Sponsors' stands and lunch

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12.45-13.15	ALLTECH
12.45-13.15	TATA STEEL - Suitability of steel for agricultural buildings including livestock

Technical Conference Main Sponsor

Efficient and profitable livestock production is becoming increasingly reliant on accurate, real-time data which can aid making informed management decisions at a farm level.

Collection, monitoring and archiving of this data provides "intelligence" on key management parameters, such as performance, efficiency, welfare and genetic progress. Use of "intelligence" in this way is increasingly a key ingredient in sustainable production.

Farmers routinely use information provided by milking parlour software, such as milk yield and somatic cell counts, to make informed management decisions for breeding or marketing.

Of course information or "intelligence" on individual animals can take many forms and cattle ear tags can also play their part in the management and eradication of disease - for example BVD. Tissue Sampling Tags (TST) take a small biopsy of the ear at the point of tagging and when analysed can provide information about the disease status of the animal.

Allflex is a leading provider of Livestock Identification, Monitoring and Intelligence Solutions. With a global value in excess of £1bn, the Allflex Group operates in over 100 countries around the world.



14.30 The Role of DNA – Authenticity and traceability



Ronan Loftus
Co-Founder & Director
IdentiGEN

Given the growing popularity of Aberdeen-Angus beef and the premium price position it enjoys in many markets, protecting the integrity of the Angus brand is critical to ensuring its future growth and success. Through its partnership with the UK Aberdeen-Angus cattle Society and major UK retailers and processors, IdentiGEN has developed a series of DNA traceability and authenticity programs designed to underscore brand integrity and traceability back to the farm of origin. As part of this initiative not only fresh muscle cuts, but also highly processed, and arguably riskier products such as minced beef, hamburger and cooked ready meals can be authenticated and traced back to farm with scientific precision. Ensuring such products are DNA verified adds value across the full Angus carcass, safeguarding animal premia whilst reinforcing brand integrity.

14.55 Working together – Integration and Partnerships, taking it full circle



Steve McLean
Head of Agriculture and Fisheries Sourcing
Marks and Spencer

The retailer is the person who ultimately has all the direct contact with our consumer. What is the vision, and what tools do we have to make this interaction a pleasurable and uplifting experience? Where do we go from here in our partnerships with those on the shop floor?

15.30 – 15.45 Questions to Speakers

15.45 – 16.15 Break, refreshments and time to look at Sponsors' Stands

16.15 – 17.00 Youth Presentation and summary

17:00 Close of Conference

WORKSHOPS
Running over lunchtimes on both days
30 minutes each, 2 sessions in rotation

- European Export Markets: Learn what is happening in the rest of Europe, How to export, what they are looking for and opportunities that exist – Eggs-Port
- BVD and BRD control: Meriel// BVD prevention and control – Boehringer
- Getting Closer to the Market: Direct marketing, the pros and cons– Richard Smith from Daylesford
- Better grass utilisation: getting the most out of your resource – Watson Seeds
- Alltech: maximizing the rumen – nutrionomics

