



15th World

Hereford

Conference

Copenhagen

June 30th - July 1st

2008



Irish Herefords

Overview since 2004

- Membership: Steady increase
- Registrations: Steady increase levelling off Bull market close to maximum unless we can increase market share
- 90% of pedigree bull calves born are sold as sires
- Bull Market: 70% To Dairy
 - 30% To Beef
- Prices: Never high enough
- Disease: Irelands relative freedom from any of the major epizootic diseases is a major advantage
- Irish Herefords have thankfully not suffered from any of the serious disease outbreaks which have created major disruption elsewhere



Promotion

- Press Advertising
- Summer Shows
- Spring & Autumn Sales
- Events Field Evenings/Judging
- Competitions / Cattle Grooming
- Exhibitions
- Newsletters Twice per year
- Breed Journal Once per year
- Web Site

23 February 2008 Irish Farmers Journal IRISH HEREFORD PRIME BEEF

A TYPICAL HEREFORD PRIME SUPPLIER
High-quality product that stands out in the market

It's not just the quality of the beef, but the way it's produced that makes it stand out. The Irish Hereford Prime beef is a product of a breed that has been bred for over 200 years. It's a breed that is known for its hardiness, its ability to thrive in all climates, and its ability to produce a high-quality product. The Irish Hereford Prime beef is a product of a breed that has been bred for over 200 years. It's a breed that is known for its hardiness, its ability to thrive in all climates, and its ability to produce a high-quality product.

Do progeny of continental cross dams qualify?

A growing number of beef farmers with a continental cross dam are looking to the Irish Hereford Prime beef as a benchmark for quality. The Irish Hereford Prime beef is a product of a breed that has been bred for over 200 years. It's a breed that is known for its hardiness, its ability to thrive in all climates, and its ability to produce a high-quality product.

Hereford Premier Show & Sale

ROSCOMMON
 Thursday 19th April
 10.00am - 4.00pm. Top quality stock on offer.

SPRING SALES
 Roscommon: Thursday, 1st April
 Roscommon: Friday 15th April
 Kesh: Saturday, 17th April
 Roscommon: Tuesday, 20th May
 Roscommon: Tuesday, 20th May
 Kesh: Tuesday, 20th May

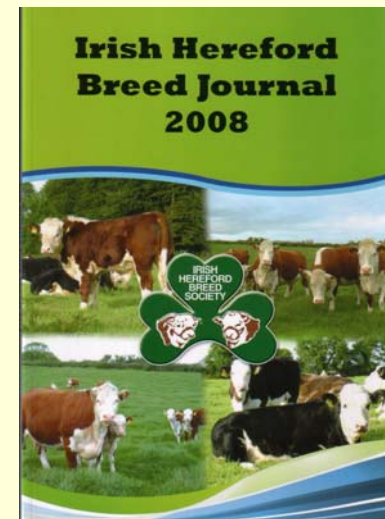
A breed for all reasons

The Hereford breed has been bred for over 200 years. It's a breed that is known for its hardiness, its ability to thrive in all climates, and its ability to produce a high-quality product. The Irish Hereford Prime beef is a product of a breed that has been bred for over 200 years. It's a breed that is known for its hardiness, its ability to thrive in all climates, and its ability to produce a high-quality product.

Improved prospects for beef trade in '08 as cattle supplies tighten

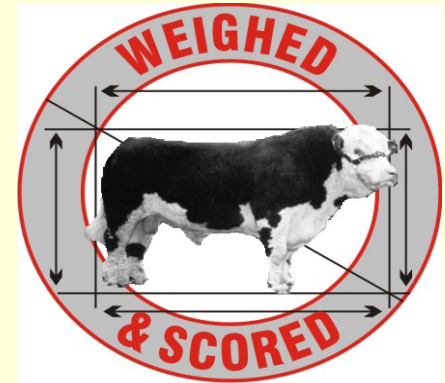
Bord Bia
 Irish Food Board

With the beef market showing signs of recovery, the Irish Hereford Prime beef is a product of a breed that has been bred for over 200 years. It's a breed that is known for its hardiness, its ability to thrive in all climates, and its ability to produce a high-quality product.



Breed Improvement

- Focus on increased performance Recording
- Close co-operation with the Irish Cattle Breeding Federation in the development of more accurate recording systems
- Focus on the use of proven Sires
- Advice to new entrants to the Breed
- Identification of new bloodlines with the potential to increase profitability within stud and commercial herds
- Importation of new bloodlines through unique scheme to assist breeders to gain access to bloodlines not otherwise easily available.



Glaslough Esquire

Hereford Cattle Genetic Evaluation System Ireland

Operated by ICBF on behalf of its shareholders



- Developed & operated by a farmer owned Co – Operative The Irish Cattle Breeding Federation includes Cattle breeders of all breeds, commercial dairy & beef farmers, AI Units, the Irish Agricultural Research Fraternity and NDP
- System developed in consultation with the industry
- National Cattle Registration Database the cornerstone.
- All Births, deaths and movements of Irelands 1 million dairy and 1.2 million beef cows are recorded.
- 2006: 191,485 Hereford sired calf births and 147,302 Hereford and Hereford cross cow calvings were recorded.
- Increasing volumes of sale prices and liveweights from live cattle markets
- Slaughter data from meat plants is providing vastly increased volumes of useful data.
- Over 400,000 AI inseminations recorded through hand held units linked to the database.
- Data: Insemination dates, Birthdates, Gestation, Liveweight, Slaughter data.
- Slaughter data provides the system with a unique advantage over many other systems used throughout the world

Meiltron Leisure

Data Recorded

Calving Performance

Calving Difficulty: 5608 Records
Gestation Length: 2849 Records
Mortality: 6366 Records

Weanling Performance

Calf Quality: 14 Records
Weaning Weight: 24 Records
Live Weight: 137 Records
Linear Scored: 55 Records

Daughter Performance

Maternal Calving: 281 Records
Calving Interval: 92 Records
Survival: 139 Records
Lifespan: 213 Records
Age 1st Calving: 213 Records
Cull Cow: 58 Records

Pedigree Details

8 Generations of Recorded Backpedigree
Irish & Canadian Bloodlines



Carcass Performance

Carcass Grade: 1956 Records
Carcass Weight: 1956 Records

Source: ICBF & IHBS

Meiltron Leisure

Evaluations Produced - ICBF



€uro-Star Rating (ICBF, Feb 2008)

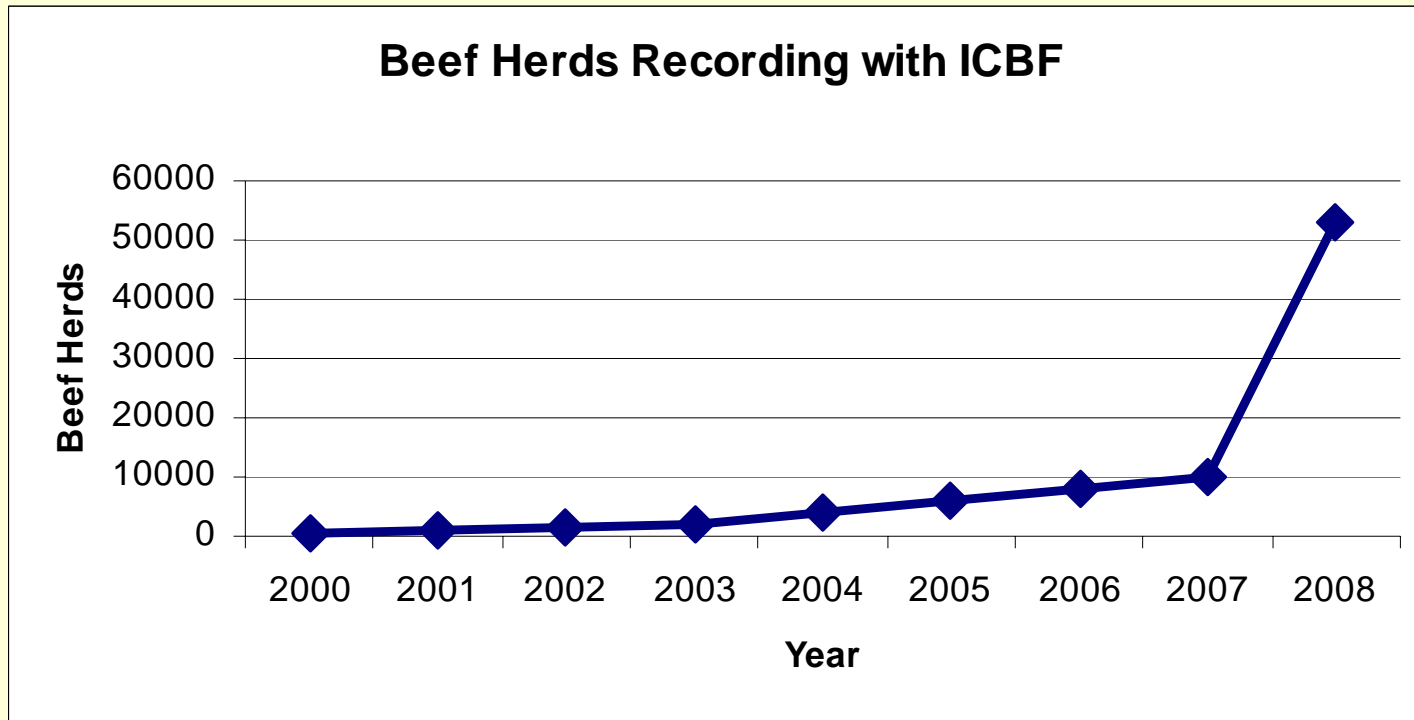
Within Breed		Index	Data rel	Across Breed
★★★★	Suckler Beef Value	€ 31	94%	★★
★★★★	<i>Beef Value</i>			
★★★	Calving Traits	€ 1	98%	★★★★
★★	Weanling Export	€ 21	86%	★
★★	Beef Carcass	-€ 8	97%	★
★★★★★	<i>Replacement Value</i>			
★★★	Milk & Fertility	€ 159	54%	★★★★★
★★	Calf Quality	-€ 19	95%	★
★★★★	<i>Other Key Traits</i>			
	% Difficulty Calving	3.57%	99%	★★★★
	Docility	%	%	

•High Reliabilities

•Irish Bred Bull – Progeny tested & Proven in Irish Pedigree & Commercial Herds

Performance Recording in Ireland

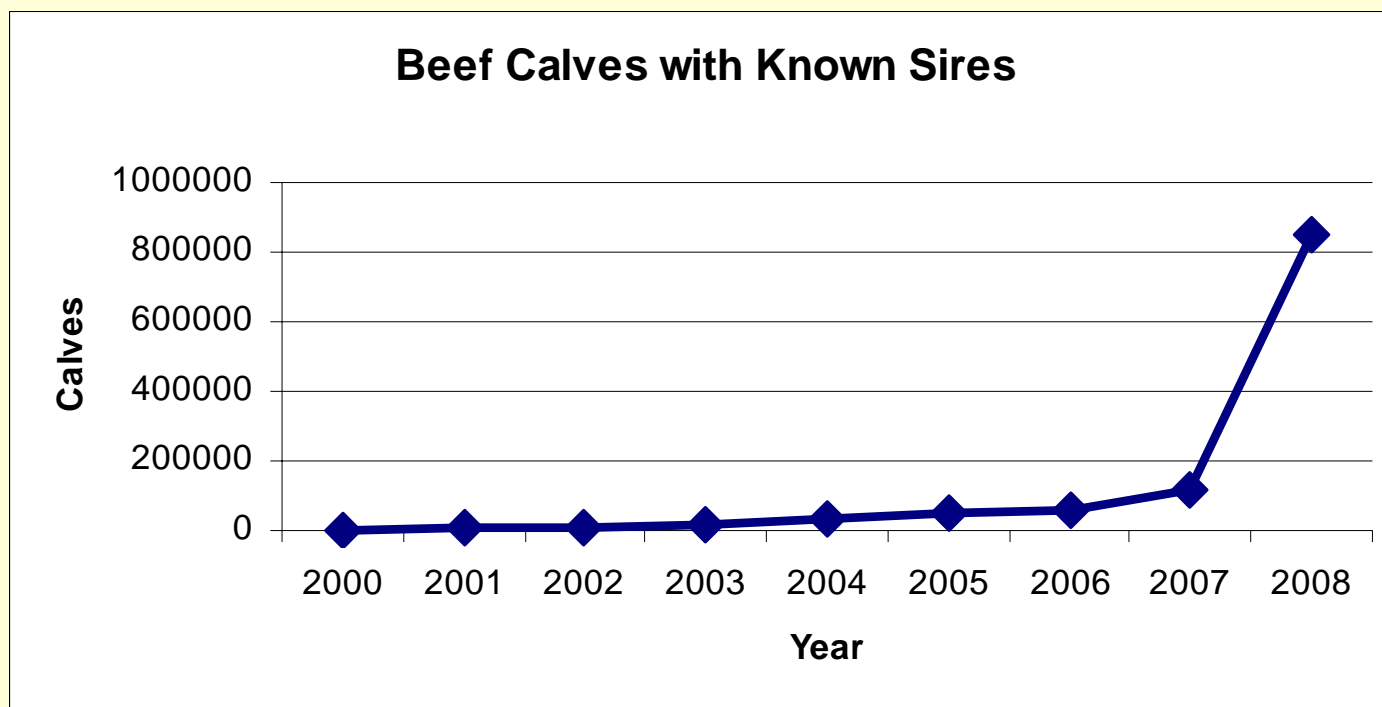
Beef Cow/Calf Welfare Scheme



- Scheme launched by Dept of Agriculture to encourage Beef Cow/Calf Farmers to:
 - Record Sires & Calving ease on all calves.
 - Keep good records on disbudding, weaning & meal feeding of Weanlings.
- 85% of Irish Beef Cow /Calf Farmers have joined the scheme.

Performance Recording in Ireland

Suckler Welfare Scheme



•Past

- 12,000 Beef Cow Herds with @ 200 k Suckler Cows were in system up to Jan 2008.
- Sires were recorded on 70% of calves: 140,000 Beef calves with known Sires.

•Current

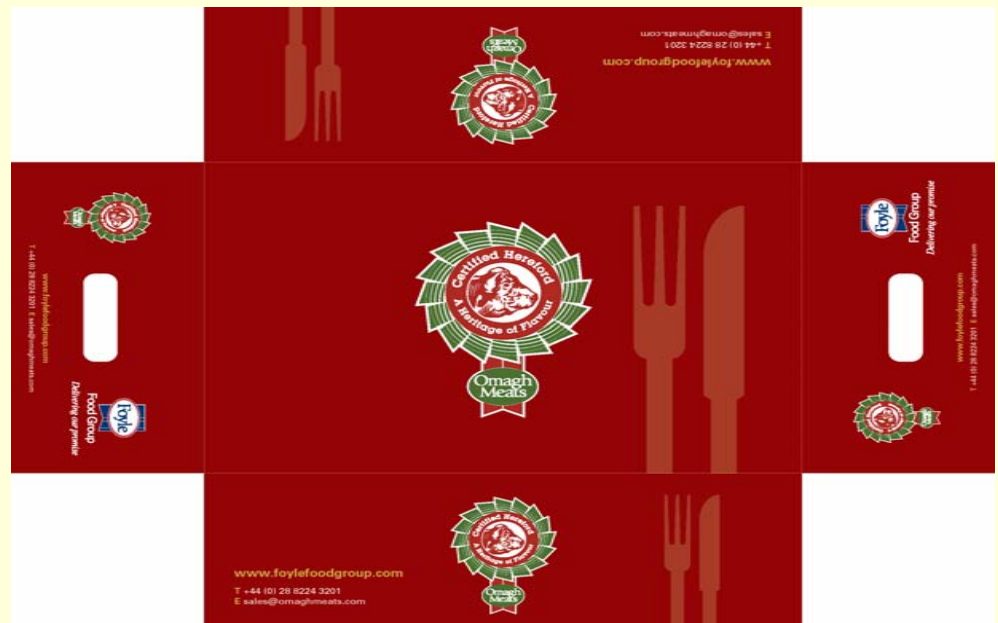
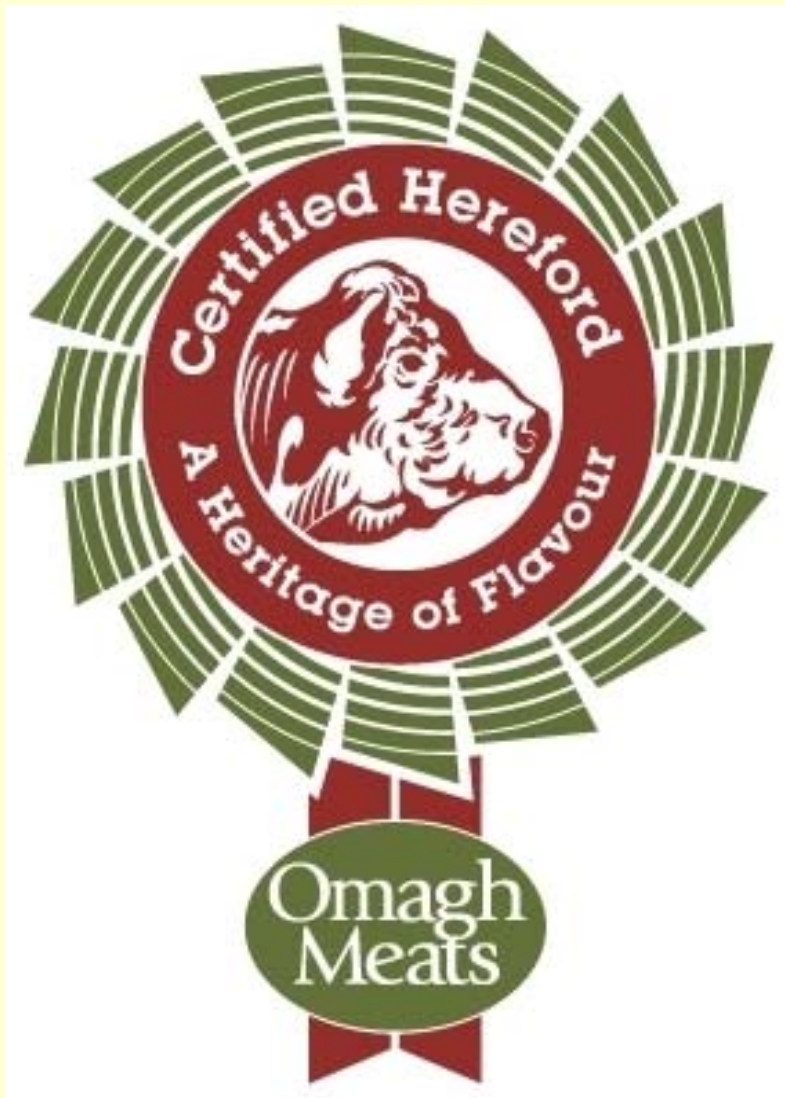
- 53,000 Beef Cow Herds joined ICBF program between 1st Jan- 31st March. 2008
- Sires now recorded on 90% of calves: 750,000 Beef calves with known Sires.

Beef Schemes

- While many in the stud Hereford business say producing seed stock is our game we find ourselves marketing Prime Hereford Beef.
- Two schemes currently available to Irish producers
- Certified Hereford facilitated through Irish Hereford Breed Society Ltd
- Irish Hereford Prime Ltd. Company set up with seed capital from the Society and a levy on all Society members granting them membership.
- Commercial producers pay a once off life membership to join
- Deduction from each animal slaughtered to finance running costs
- **Benefits**
- Respect from Meat Plants
- Premium price for producers
- Quality Awards have given the breed increased profile and established the brand name “**Hereford Prime**”
- Top quality product – Consumer drives demand

Certified Hereford Prime

Slaughtered at Omagh Meats
Premium Market on Continental
Europe mainly Belgium
Premium Price on O and R Grades
Transport and border fees paid from
central collection point
Deduction from Producer to finance
Certification by Society
Procurement Fee to cover cost of
procurement
Part time Procurement Officer



Irish Hereford Prime Partnership

“Profit with Palatability”



Open invitation to the National Hereford Show Tullamore Ireland August 12th



**Over 100
top quality
Herefords
Exhibited
1000 cattle all breeds
Fun day for all the
family
Take a note in your diary**



Sit Up and Take Note



- **Beef Expo Ireland 2008**
- **International Show October 11th/12th**
- **Kilkenny, Ireland**
- *(Funded by the Irish Department of Agriculture & Food)*
- *(Co-ordinated by Bord Bia the Irish Food Board)*
- *500 cattle all breeds*

The Future



- Increase market share
- Further expansion of the Beef Schemes
- Increased emphasis on environmental farming methods
- Breed must capitalize and focus on its strengths
- Production of a high protein food that is wholesome while also a very pleasant eating experience
- Herefords ability to thrive on a green forage diet with medium levels of supplementary feed to reach adequate slaughter weights is a winning formula
- Food will with the increased focus on bio-energy crops begin to provide increased income for producers and their families
- **World hunger is the responsibility of all of us**

Conclusion

- A sincere thank you to our Chairman, to World Secretary Jan and most especially to our host countries
- Norway
- Sweden
- Finland
- Denmark
- To all those who have been responsible for putting together such an interesting program well done.
- We are looking forward to the remainder of the program and the Cattle Show at Herning on Friday next



The Irish Hereford Society sincerely thank all those who visited Ireland in 2005 for the European Hereford Conference Ensuring the success of the event