



RED POLL CATTLE SOCIETY

STRATEGY DOCUMENT

MISSION STATEMENT

The Mission Statement of the Red Poll Cattle Society of Great Britain reflects the constitution of the Society. It is as follows:

The Red Poll Cattle Society will serve its members through enhancing the development of Red Poll cattle and promoting their use within the livestock industry.

CONTENTS

- Objectives
- Function
- Assessment of bulls and cows
- Meat marketing strategy
- Milking herds 6. Marketing Stock
- Promoting the breed
- Young members
- Finance
- Administration and website
- Conclusion

OBJECTIVES

The overriding objective of the Red Poll Cattle Society is to increase the number of Red Poll cattle and the number of herds by capitalising on the breed's suitability for use in low input extensive management systems, including organic systems. This object will be met by:

1. Encouraging the formation of pedigree herds to provide stock suitable to meet the following objectives
2. Promoting and developing a specialist market for Red Poll meat
3. Revive the dairy element in the breed by encouraging use of the Red Poll in the dairy industry
4. Promoting the Red Poll as a maternal cross
5. Advocating the use of Red Poll bulls in suckler herds
6. Maintaining the genetic diversity in the breed
7. Secure the future by actively encouraging young members

FUNCTION

The function of the Red Poll Cattle Society is to advise and assist members on herd strategy and management to enable the objectives to be met and to promote the breed to potential breeders and consumers. In doing so the Society recognises the flexibility of the breed and that a range of herd strategies can meet the objectives. The Society will fulfil its function by:

1. Maintaining the Herd Book
2. Analysing the genetic diversity of the breed
3. Undertaking a programme of semen collection
4. Assessing and analysing the status of bulls by inspection and recording with a view to

- improving standards
5. Identifying females as herd improvers within the breed
 6. Organising a meat marketing strategy
 7. Encouraging the formation of milking herds & the use of RP bulls as sweepers in commercial dairy herds
 8. Promoting the Red Poll and assist in marketing stock to target markets
 9. Ensuring there is sufficient finance to fulfil the strategy
 10. Ensuring there is sufficient administrative support
 11. Developing and enhancing the website

ASSESSMENT OF BULLS & COWS

All prospective breeding bulls must be weighed at 200 days and must attain a weight of 250 kgs. Inspection at that stage is recommended but optional. The bull must be finally inspected before use and will be assessed on a points system and the weight on inspection will be taken into account but will reflect the management system of the herd and the dual-purpose nature of the breed. It is recommended that there is a vet inspection of the bull to identify reproductive and, or, hereditary defects.

The Society will encourage members to join Signet's Beefbreeder recording system and the resulting data will be tied in to the assessment of bulls.

The Society will identify and recommend bulls which are suitable for the collection of semen to export specification. The Society will consider linking with a genetic company to market the semen at home and abroad.

The bull assessment will be made available to interested parties subject only to the owner's agreement.

The Society considers that there is a need to identify cows both for their genetic value and whose characteristics make them potential herd improvers. As the foundation of a breed improvement programme the Society wishes to receive nominations from members of suitable cows for inclusion in this programme. Genetic diversity will be a consideration for inclusion.

The Society will analyse the Herd Books to measure genetic diversity in order to maximise the conservation of desirable breed traits and is examining the best method of progressing this. In particular the Society recognises the importance of identifying the milk lines within the breed.

MEAT MARKETING STRATEGY

The Society will provide information to members on the marketing of meat and on finishing units to which they may sell their store cattle.

The Society recognises the importance of specialist butchers and will form links with interested butchers in different regions with a view to obtaining a premium price for members selling well finished stock and, through the butcher, promoting the product.

The Society will explore the practicality of linking with regional marketing organisations to promote RP meat.

As a result of these initiatives the Society hopes that the discount on RPx steers will disappear and will use its endeavours to ensure that this happens.

The Beef sub-committee is responsible for fulfilling these objectives.

MILKING HERDS

The Society will promote the formation of dairy herds & the use of RP bulls by

1. Organising the collection of data to include records of milk yield, cellcount, butterfat, protein, gestation length & feed input costs with comparative figures for other dairy breeds
2. Stressing the qualities of the conformation of udders, legs & feet together with the longevity of the breed.
3. Implement a breed improvement programme to improve the milk yield to around 6000 litres.
4. Encourage the use of RP bulls in commercial dairy herds by stressing the finishing qualities. [links to beef strategy]
5. Encourage the use of RP milk in added value products.

The Society will attend a dairy show possibly under the umbrella of a major agribusiness.

MARKETING STOCK

The Society believes the target markets for the Red Poll are:

1. Supply of pedigree cattle to new breeders
2. Commercial suckler herds with low input management systems seeking a maternal cross so as to enhance the maternal traits in their herd. A particular market are herds with organic status or in organic conversion
3. The sale of bulls to suckler and dairy herds to introduce traits specific to the Red Poll

The Society will match buyers and sellers of stock to the best of its ability. The system is managed by the Field Officer. The system should be linked to the website.

The Society will explore the viability of a breed show and sale, possibly as part of a specialist show and sale.

PROMOTING THE BREED

The Society will present a consistent, recognisable image, advertising when finances allow, and will maintain an up-to-date and relevant supply of promotional material.

The Society will take a stand at specialist dairy and beef events and shows most likely to attract potential buyers from its target markets. The Society hopes that members will realize that it is essential that these shows and events are supported in order to assist in promoting the breed.

YOUNG MEMBERS

The Society has introduced categories of junior and student members and will promote links with both schools and agricultural colleges. The Society will introduce a programme of events and competitions specific to those age groups.

FINANCE

The Society recognises that sufficient funding is key to meeting the strategic objectives. The Society needs to increase its income by:

1. Increasing the number of registering members to 300 by December 2008 (currently 268 as at September 2008)
2. Increasing the number of associate members to 50 by December 2008 (currently 78 as at September 2008)
3. Increasing the number of registered cattle to 500 per annum by December 2008. There should be an overall target of 2000 breeding females by the same date
4. Reviewing subscriptions every three years and encourage members to remember the Society in their wills
5. Continuing to encourage payment by standing order and the use of gift aid

6. Instigating fund raising campaigns with specific aims to meet the strategic objectives of the Society
7. Instigating transfer fee
8. Charging vendors a commission for using the Society scheme

ADMINISTRATION AND WEBSITE

The Society will ensure that there is sufficient administrative support to carry out its functions.

The Society will continue to develop the website. This will be managed by a Council Member and will require the active co-operation of the membership.

CONCLUSION

This strategy document, approved by the Council, is intended to provide a framework to underpin the expansion of the breed. It is not wholly definitive and will have to change as conditions change. The Council hopes that members will find it useful and suggestions are always welcome.