

Industry's best on show at Beef Expo

THE very best of British beef will be in York later this month.

The National Beef Association's (NBA's) Beef Expo 2015 is at York auction centre on Thursday, May 21, where it will focus on the future of the industry, advances in technology and the rapidly changing demands of today's consumers.

Adam Henson, one of Britain's most famous farmers and presenter of BBC Countryfile will attend the day.

The event will also stage the National Spring Spectacular Show (NSSS) featuring the very best in pedigree and commercial beef cattle competing for £5,000 in prize money.

The NSSS continues to go from strength to strength with entry numbers in the 15 classes among the highest ever seen.

Two leading Scottish beef breeders will judge the competition. Both Perthshire-based, Wilson Peters will judge the native, continental classes and

supreme championship, while Craig Robertson will judge the baby beef champions and young handlers' classes.

With farm tours laid on the day before, the event itself offers something for everyone involved in the beef sector, whether their interest is in pedigree, breeding and showing, or making the most from a commercial herd.

Richard Tasker, NBA Beef Expo chairman and director of York auction centre, said: "Coming to York for the first time will enable those attending the tours to see some of the most tremendous breeding cattle in the country.

"Through demonstrations, presentations and practical activities, we have specifically designed the day to give beef farmers the opportunity to futureproof their businesses.

"NBA Beef Expo is without a doubt the best opportunity of the year for people in the industry at all levels to network, meet potential new customers

and take home new ideas that can help to add to the bottom line."

Three seminars will demonstrate how technology can save time and money, and ultimately resolve problems. The topics include EID benefits to the beef industry; Video Imaging Analysis (VIA) the Future of Grading; and remote cattle management.

This year's event also sees the launch of The Future Beef Farmer Challenge. Initiated by the NBA, this is a team and individual contest to test the skills, knowledge and abilities of young beef farmers.

Run in association with Eblex, the Charolais Cattle Society, XL Vets and Thomsons of York, entrants will face four challenges to demonstrate their knowledge of breeding and genetics, cattle health, nutrition and cattle selection for slaughter.

Also for the first time, "Meeting the Changing Lifestyle of Today's Consumer"

will be a special Asda presentation designed to get beef farmers in touch with end users expectations so that they can help better meet customer demands.

This interactive presentation will also include a butchery competition and demonstration involving top students from Leeds City College and Steph Moon, celebrity Yorkshire chef and consultant.

About 20 breed societies and more than 150 trade stands will attend. Presentations will include foot-trimming and pneumonia prevention workshops will be held by Phil Alcock, of Bishopston Veterinary Group. Demonstrations of grassland management machinery and cattle feeding systems will be held by Ripon Farm Services throughout the day.

One of the more light-hearted aspects will be The Auctioneers' Handler Challenge – to see if they can show stock, as well as they can sell.



BEST BEEF: Craig Robertson who is one of the judges

NBA Beef Expo's farm tours take place on Wednesday, May 20. The three farms being visited are the Millington Grange Estate, home of the famous Millington Limousin Herd; JSR Farm's Givendale Herd and home to the Beef Improvement Group's Net Efficiency Unit; and GD Stephenson & Sons Ltd near Mar-

ket Weighton, a 200 commercial suckler herd of Limousin, Salers Cross and Sot Devon Cross cows.

Tickets for the tours are limited to 300 and cost £25. They can also be bought in conjunction with the tickets for Beef Expo 2015 for £30 for NE members or £35 for non-members.