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## Chairman's Message



As we approach the end of 2021, another difficult year for many due to the ongoing Covid-19 pandemic, I wish to take this opportunity to thank you all for your continued support to myself and the committee and also to the breed itself. Even though the number of shows this year have been limited when there have been

opportunities to promote the breed, you as members, have flown the flag across the whole of the United Kingdom.

Whilst this year has again seen very few events, I'm proud that we were once again able to hold a successful show and sale at Brecon and also we were able to hold a flock competition. Thank you to everyone that entered, but also to the three judges – it was no easy task. Many thanks to Mr Christie Jospeh, Mr John Griesdale and Mr Josh Brigg for undertaking the task. We will present the Awards at the EGM in the Spring. Congratulations to all members on their successes in recent Winter Fairs and the results for the flock competition and the winter fairs can be found within the newsletter. I will be in touch in the early part of 2022 with news and a date for our EGM.

As we head into the festive period, I wish you all a peaceful festive period and I look forward to a more normal 2022 where we can all once again safely meet up.

Diolch i chi gyd am bob cymorth a chefnogaeth yn ystod 2021.

Cofion Cynnes / Kind Regards

**Malcolm Evans**  
**Chairman**

## Sean Jeffreys – Farming Connect Agri Academy 2021



The business and innovation academy is facilitated by Farming Connect and led by Llŷr Jones a farmer and entrepreneur from Corwen. The process started off in July with an application in writing, then an interview with Llŷr and representatives from Farming Connect and Welsh Government. Fortunately, I was successful in the interview and the first trip was scheduled in September to Buxton in the Peak District.

### **Buxton visit- September**

After a morning of introductions and getting to know my 12 other counterparts, we had a session with Sioned Davies, a former member of the academy, from Oxbury Bank. A recently founded bank specialising in Agriculture, this was a great opportunity to understand first handily how to build a successful working relationship and identify different ways of securing finance for various farm enterprises.

In the afternoon we met with Awal Fuseini, the halal market manager at AHDB, a very interesting session that helped us understand the true value of the halal market in both the UK and abroad. In addition to this, we discussed the differences within the Islamic culture and how to market our stock to them.

Over the weekend we had sessions with Wyn Owen a freelance consultant, on managing change within the industry and our businesses, marketing ourselves and our businesses, communication, negotiation and goal setting.

The first farm visit of the weekend was to Nature Friendly Farming with farmer Graham Prince and Alison Rickett from White Peak Farmers Group, where we saw how they were farming profitably, sustainably and helping to mitigate climate change. The second visit was to Henry Dalton of Dalton's dairy, where we had a tour of their grass-based Kiwi-cross dairy system. Once a day milking on a tenanted farm, they had diversified into producing and direct selling butter, cheese, and ice cream. The business had recently invested heavily into a new parlour and processing infrastructure. They'd also taken full advantage of the public right of way paths that cross the land, positioning a café and honesty shop to benefit from this trade.

On the final day we visited Colin Hinchliff of Horwich Farm, where he was farming NZ Romneys, dairy bred suckler cattle and had diversified into renewable energy by means of a bio-mass boiler, holiday cottages and a livery yard. This was the farm that we were tasked with the challenge of increasing the profitability of, which we presented on the final weekend.

## **Trip to Scotland – October**

The highlight of the course for me, the first stop on our way up was on the outskirts of Warrington just off the M6 to see an arable farm that had diversified into fresh fruit and vegetables, a garden centre and then a farm shop. The take home message from this was location is key, they had a population of 6 million people within 30 minutes' drive, a truly phenomenal customer base.

On the Friday afternoon, we reached the Scottish borders where Sion Williams, of Buccleuch Estate kindly hosted us. The agricultural element of the estate stretched to 17,000 acres, 20,000 ewes, 600 suckler cows, 120 red deer hinds and 32,000 free range hens. We witnessed the competitive advantage that large scale brings to the business, discussed the high selection pressure he applies to his suckler system to breed from the very best genetics he has available, and had a tour of the anaerobic digester that was being fed on waste products and was producing bio-gas and electricity for both use in the manor house and sold into the grid at times.

On Saturday morning, we had the pleasure of visiting Jim Logan and his family at Pirntaton in the Galawater Valley, where they were farming beef, sheep and venison. The farms motto was 'where tradition meets innovation' and this very much was the case. With changes to grazing and genetics the farm had increased from 1,300 mule ewes to 1,900 NZ Romney composites. There is also Lley, Cheviot and Texel blood in the ewes, again harsh selection pressure is applied, and any inferior traits means that ewes move into a terminal flock where no breeding replacements are retained. The 'Stud' flock produced un-registered Suffolk and Texel rams for sale privately from home to many returning and new customers. The ethos was genetics not cosmetics! In 2017, the business diversified into venison production as they felt too exposed to the volatile sheep trade. The deer are a great fit at Pirntaton, complimenting the grass growth curve and thus far proving more profitable per KG/DM of grass produced. The venison is processed on contract with Waitrose at Dovecote Park. The beef side of the business has shifted massively from producing bulls to a commercial beef system, with an emphasis placed on lowering cow mature size to significantly decrease maintenance requirements without compromising on production.

After visiting Jim, we stopped briefly at Huntighton Farm, in Lauderdale where we met the Runciman family. We heard all about their journey and how they established a successful contracting business, moved into contract sheep farming on the hills and were treated to a fabulous home cooked lunch.

In the evening we arrived at 'Little Farmers' in Edinburgh, founded by the Sinclairs, owners of Craigies Farm. Little Farmers is all about family-friendly, fun, food and farming. We were lucky enough to have a tour around the new children's play area, farm shop and witness how the family are trying to integrate food and farming into the people of Edinburgh.

On Sunday we were kindly hosted on the Isle of Arran by Alister Dodson from 'Taste of Arran', we visited farms that have diversified into producing artisan food and tried to understand the unique challenges they have of farming off the mainland. The highlight for me here was visiting an activity centre where the business was trying to promote and raise awareness of our industry to the large tourism market the island sees. We sampled some of the fine food produced and had a tour of the ice cream

factory on the island, it was a great experience to see how they've branded themselves and how they are using that to their benefit.

### **Penllyn- November**

The final trip was at Nant Gwrthryn a Welsh language activity centre on the Llyn Peninsula, the first activity was with Sara Gibson a journalist and social media expert from Aberystwyth. We discussed how to use social media to market and promote our businesses, and how to produce promotional videos and content. This was complimented by another personal and professional development session with Wyn Owen. In the evening we were joined by Emma Picton-Jones of the DPJ foundation hearing her emotive story behind the charity and the wonderful services that it provides.

The second day we were tasked with presenting our suggestions to Colin Hinchliff on how to increase his profitability. This was a great confidence building exercise, giving us the experience of discussing business plans, affordability and feasibility. To finish the day, we had a Zoom call with Brazilian beef producer Tadzio Matrajt, on the challenges they face and how they're adapting to these. We also learnt the environmental advancements Tadzio is making despite no government support which we are very accustomed to in Wales.

The final day started with a trip to Rhys Williams of Trygarn farm, a renowned businessman who has championed the share farming sector. He described his journey and rise into the industry and explained how he worked his way into the dairy sector from being raised on a small holding. The ethos of the farm was very much grass and genetics, Kiwi-cross cows behind electric fences with an emphasis on attention to detail, the business milked 2,000 cows over approx. 5 units. The second stop of the day was at Abersoch farm shop with Sion Eilir, a very recently established farm shop which was complimenting a small caravan park. Again, the take home message was clear that location is key, tourism was huge in the area and Sion had moved to take advantage of this. He described the challenges he has faced in his first year and advised us on anything he would have done differently.

The final visit was to Aberdaron bakery with Geraint Hughes, he explained to us how he made the leap into the bakery approx. 5 years ago, from beef and sheep farming and working for Wynnstay as a sale representative. The bakery had adapted massively through the Covid pandemic, with home deliveries and online sales. They had also recently invested in two commercial properties where they are going to take advantage of a large tourist market to sell their products to.

Overall, the experience has benefited me massively. I am proud to have earned a place and will be eternally grateful to the organisers and every business that hosted us on our trips. Although this is scheduled to be the final academy due to funding, I hope that something similar can be replicated and would encourage all within the industry to look at applying. The process has helped me massively with the start of my own agricultural business and I have made a network of friends that will last for life.

## Flock Competition 2021

The flock competition has been something we have been able to hold this year. We are extremely grateful to all competitors and judges for giving of their time to ensure that the competition was a success. The judges were as follows:

**South Wales** – Mr Christie Joseph, Lloyney Flock

**South England** – Mr Josh Brigg,

**North of England** – Mr John Griesdale

### Results

#### South Wales – Large Flock (Torwen)

1<sup>st</sup> – Jill Evans, Altyevan Flock

#### Small Flock (Torwen)

1<sup>st</sup> – Kate Hovers, Hydfer Flock

2<sup>nd</sup> – Gaenor King, KTG Flock

3<sup>rd</sup> – Huw & Kate Williams, Banc Flock

#### South Wales – Large Flock (Torddu)

1<sup>st</sup> – Sean Jeffreys, Coron Flock

2<sup>nd</sup> – Matt & Donna Evans, Skirrid Flock

3<sup>rd</sup> – Catrin Price, Talsarn Flock

#### Small Flock (Torddu)

1<sup>st</sup> – Huw & Kate Williams, Banc Flock

2<sup>nd</sup> – Carys Jones, CMJ Flock

3<sup>rd</sup> – Neil Dillon & Family, Gannolds Flock

#### South England

1<sup>st</sup> – Lucy Levinge, Llwyn On Flock (Torddu)

2<sup>nd</sup> – Gail Gribble, Otterden Flock (Torwen)

3<sup>rd</sup> – John & Sarah Shrubshall, Acorn Flock (Torddu)

#### North of England

1<sup>st</sup> – Mrs Vicky Crew, Gall Flock (Torddu)

All winners will be presented with awards at the EGM to be held in the Spring at Builth Wells. If anyone has any feedback or suggestions for the competition in the future please let the secretary know on [secretary@badgerfacesheep.co.uk](mailto:secretary@badgerfacesheep.co.uk)

## English & Welsh Winter Fairs

The Society was well represented at both the English and Welsh Winter Fairs this year. There were 22 pairs of Torddu lambs and 7 pairs of Torwen lambs forward at the Welsh Winter Fair. The Torddu class being the biggest lamb class at the Winter Fair. There were also badgerface crossbred lambs forward. This has been a great shop window for the breed, allowing members and the Society to show that the badger face has many attributes including producing lambs for the fatstock market.

### English Winter Fair Results

- 1<sup>st</sup> – Lucy Levinge (Torddu)
- 2<sup>nd</sup> – Crew Family (Torddu)
- 3<sup>rd</sup> – D Price Jones (Torwen)
- 4<sup>th</sup> – D Price Jones (Torddu)





## Welsh Winter Fair – Results

### Torddu

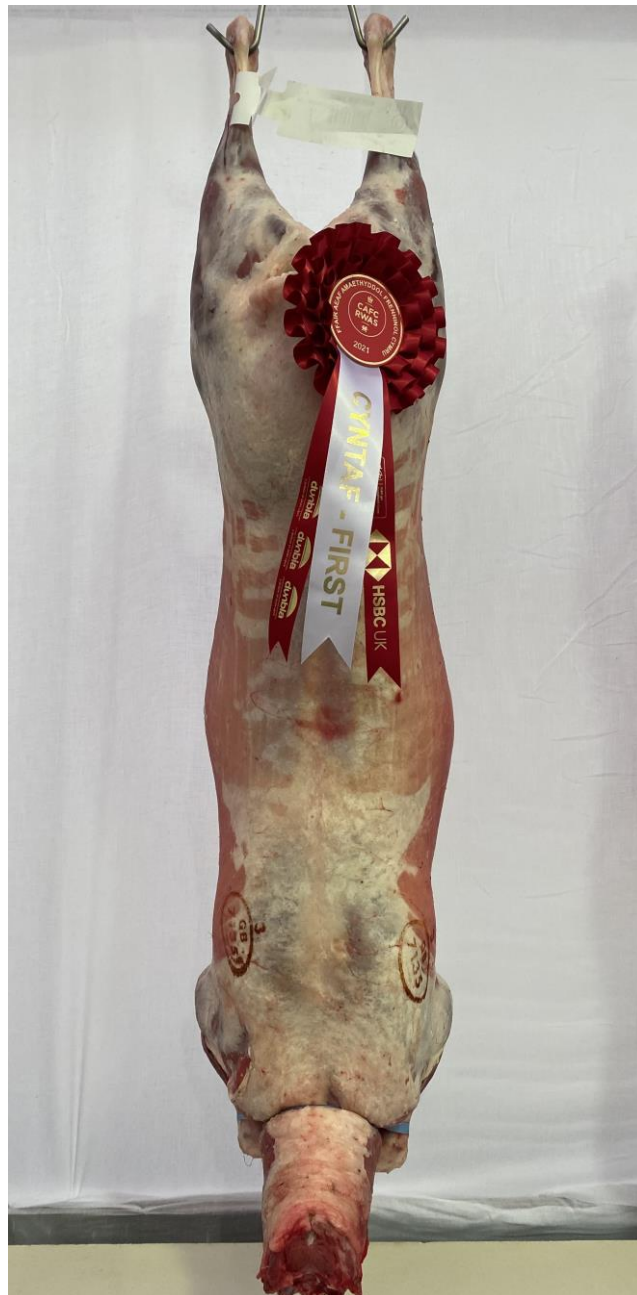
- 1<sup>st</sup> – Kevin Davies
- 2<sup>nd</sup> - Price Jones
- 3<sup>rd</sup> – Ioan Jones
- 4<sup>th</sup> – Emyr & Hannah Evans
- 5<sup>th</sup> – Richardson Family
- 6<sup>th</sup> – DRL Williams

### Torwen

- 1<sup>st</sup> – Price Jones
- 2<sup>nd</sup> – Eirian & Jasmine Jones
- 3<sup>rd</sup> – Jill Evans
- 4<sup>th</sup> – Martyn & Eryn Stephens
- 5<sup>th</sup> – Paul Hancox
- 6<sup>th</sup> – Dafydd Williams



The winning Torddu pair from Kevin Davies, Buarth flock, went onto take Champion Welsh Mountain Section and Reserve Champion Pure Hill & Upland and Welsh Mountain Breed. The lambs had a combined weight of 62.5kg and sold for £170 per head. Kevin had a memorable Winter Fair as he also won any pure native up to 32kg Carcass class with a Torddu lamb. The lamb sold for £8.20 per kilo with the carcass weighing 14.5kg deadweight. 4<sup>th</sup> in the same carcass class was Gareth Vince Jones.





Members also enjoyed success outside of the specific torddu and torwen classes. The following results were had in the Continental Ram x Welsh Mountain class.

- 1<sup>st</sup> - Jill Evans (Blue Texel x Torwen)
- 2<sup>nd</sup> - Shauna Evans (Blue Texel x Torwen)
- 6<sup>th</sup> - Eirian & Jasmine Jones (Dassenkop x Torwen)

Jill Evans' pair of Blue Texel x Torwens (pictured below) went on to win the Champion Crossbred Section. Over in the Wales YFC Lamb producer section junior member Alys Morgan was third. All of the Winter Shows have been a huge success for the breed, once again showcasing that a badgerface sheep is versatile as a pedigree or a crossbred sheep.



## **STANDING ORDER FORMS FOR MEMBERSHIP**

As you are all aware we had a few problems with HSBC 12 months ago and some Standing Orders for membership were cancelled. This seems to have applied to HSBC customers more than others. Having said this, many members still do not pay by Standing Order. I would really like to get as many people as possible to pay by Standing Order please.

If you do not currently pay by Standing Order could you please fill in the Standing Order form at the back of this newsletter and take it to **YOUR** bank as soon as possible. Membership is due between 1<sup>st</sup> January and 31<sup>st</sup> March annually and you can select a date within this time frame but the sooner the better for me, so that I can check payments earlier in the year.

Standard Membership is £15, Family £30 or Junior (U16) £5. There is a £5 surcharge on any other form of payments other than Standing Order.

Failure to pay membership by 31<sup>st</sup> March would mean that you will no longer receive any correspondence from the Society unless a double payment is made to reinstate the membership. Society rules also note that members who wish to compete at the Royal Welsh Show must be paid up members by 31 March. Please also be reminded that there will be an EGM in Spring 2022 and only paid up members will be able to vote.

Thanks for your cooperation,

**Huw Williams**  
**Membership Officer**

## **Registration Forms**

Please find registration forms enclosed. Please keep them safe until they are needed. Members are reminded that only 2021 and 2022 born lambs are eligible for registration during 2022. Don't forget that registration forms are also available online to download. Members are asked to ensure that sheep are registered in plenty of time before shows and/or sales.



