

# CEO UPDATE



As always, the summer months are demanding and have been even more so this year with five NSA sheep events shoehorned into the normal summer mix, a juxtaposition with cost of travel which we are keeping a close eye on. A great deal of time and expense is taken up by crossing the Irish sea to attend the events that are required of me. We as a Council keep the situation under review. Considering the low cost of the office space, the resource that we have in the office staff and for me

to work remotely, being away from the office is less of an issue.

It has been great to get out and see you at all of the events and to show that I do exist. I enjoy the opportunity to hear your feedback on what is happening within the Society. If you have something you would like to discuss, please don't hesitate to give me a call. Calling my mobile is usually the best way to reach me, if I can't answer, leave me a message and I will get back to you.

## FINANCES

We held our Council meeting in August where the usual topics at that meeting were discussed and reviewed. A regular fixture at Council meetings is looking at the finances to ensure compliance, balancing the books and transparency, which is very important, particularly as a charity. Our next mission is to close off the financial year and review how we have performed over the last year. When we look at the numbers, we tend not to take into account any shifts in our reserve portfolio and just look at our trading numbers. One is within our control and one is out of our hands. Like everything we try to focus on the things that we can change for the better.

We are starting a marketing review process, looking at the cost versus return of investment on paper advertising and how and where we spend that money. This is an agenda item for our October Council meeting which is the start of the new financial year.

## ZOOTECHNICAL UPDATE

Our status as a Zootechnically recognised breed society in a third country keeps the marketplace open to the EU, which we have enjoyed for many years until disease restrictions have hampered that for some of our regions. The regulations are always under review and essentially Northern Ireland is considered part of the EU. We have furnished you all with the new guidelines on sending AI and Embryos over to Northern Ireland. All of these including animal movements now require a Zootechnical Certificate. This certificate along with any health certification required needs to be with the consignment so please call the office prior to shipping and Zootechnical certificate can be provided.

## SUMMER SALES

The sales season always comes into this report window. We had a mixed bag although prices remained firm and clearance rates remained high. Confirming that there is an increased demand for Suffolk genetics in the marketplace. Bluetongue Virus was the spanner in the works this year. The devolved governments all working in different directions directly affecting decision making for vendors and purchasers complicated. Inevitably some of both chose to stay away. However, given the circumstances the sales have gone well in 2025. Kelso was a flyer in ring 8 and 10 with very busy and furious bidding from the first sheep to the last.

## SHOW SEASON

The show season is now drawing to a close and the Suffolk breed has been extremely well represented from the top of the show list to the regional shows with many now having to hold independent Suffolk classes. Congratulations to all concerned for showcasing our fantastic breed. We have again an enviable list of interbreed champions and reserve champions as well as several overall champions around the circuit. The popularity comeback of the Suffolk breed is the envy of many others as people go back to basics and realign themselves with what the marketplace wants; consistent, fast-growing lambs meeting the mass market specification of R3L grade and the ability to deliver high meat-eating quality that keeps customers coming back for more!



## SUFFOLK ADVANTAGE

The Suffolk Advantage marketing campaign is forging ahead. With 99,000 females on Grassroots the pedigree world stands at 1.5% of the the target market or one percentage point change on 98.5% percentage of the market this can give us a big swing on our fortunes! A slight change of focus is underway with the blessing of Council.

**NATIONAL  
FLOCK  
COMPETITION  
2025**

Congratulations to Jed Sharp and Benni Lacharoen (Sharps flock) for attaining the overall winners of the Bristol Gold Cup as Champion Flock 2025. Indeed congratulations to all winners and participants who took part.

The winner's view day will coincide with a production sale on Saturday 11<sup>th</sup> October at Frith Farm, Tenbury Wells. If you plan to attend the View Day please rsvp [enquiries@suffolksheep.org](mailto:enquiries@suffolksheep.org) to help plan catering numbers.

**SIRE OF THE  
YEAR 2025****HOWGILLFOOT COMMANDER**

Congratulations to Lillia Hutchinson, Howgillfoot flock, breeder of the 2025 Sire of the Year.

Lillia retained a share of the ram with Mullinvale and has reaped the rewards for the flock this year.

Reserve goes to Conchar Cruiser which was bred by Paula and David Reid, Dumfriesshire. He was bought last year by J Sharp & B Lacharden, Sharps flock.

**SIRE OF THE YEAR 2025**

**AGRIEXPO**

Our next outing is AgriExpo on 31<sup>st</sup> October. The annual event staged at Borderway mart in Carlisle draws a large audience and is a notable fixture as an opportunity to showcase the Suffolk breed and what it can do for a commercial sheep flock. Thanks as always to the Northern Counties Branch for facilitating the manning of the stand and providing the refreshments which are always plentiful.

**YEARBOOK  
2026**

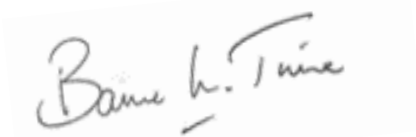
The 2026 Yearbook compilation has begun. The Yearbook is our annual publication with Society news and updates, highlights from shows, sales and events as well as reports from the CEO, President, Chair, Branches and Clubs. Placing an advert in our Yearbook is a fantastic way to showcase your flock, business or services. Unlike social media posts that can have exposure for a limited time, your printed ad will be kept as a lasting reference for years to come. Your advert will also appear on the Society website for a whole year, giving you even more visibility.

New for 2026 we are offering an 1/8<sup>th</sup> page space which is a great value way to promote your flock, business or services.

All other requested content, reports, and artwork must be sent to [gillfarmer@suffolksheep.org](mailto:gillfarmer@suffolksheep.org) by Friday 5<sup>th</sup> December 2025 to ensure it is included.

The Society is here for you the membership, not only for registering pedigrees but to promote the breed and create demand for it, which in turn will benefit everyone involved. Being forward thinking and having the ability to embrace change is key to our success. Adapting quickly to ever changing market conditions and demands is paramount to our continued revival as the industry moves to recognise what Native British Breeds have to offer. There is none better than the Suffolk breed, which the more I investigate it, seems to be the Aberdeen Angus of the sheep industry.

Although my schedule can be demanding, please know you are in good hands. Whatever your enquiry may be, the office team are here to assist you and will work with you to find the best solution.



Barrie L Turner  
CEO