

CEO UPDATE



Third quarter update...

The opportunity to update everyone on the happenings in the third quarter of our financial year has come around all too quickly once again.

These updates give me the opportunity to reflect on the last quarter, assess where we have got to, and to

recognise what we have achieved. They also allow time to review individual workstreams across various projects underway at any one time. This helps me focus on developing ideas that will move the Society forward and add value to your pedigree flocks.

Without you, we have no Society, so our priority remains ensuring that we deliver value for your investment in us.

BIRTH NOTIFICATIONS

We have had a busy time in the office. The Birth Notification deadline is always an all-hands-to-the-pump occasion, and this year has been no exception.

However, it has been made less onerous by the upgrade to Grassroots, which has allowed everyone in the Office to process registrations simultaneously.

The volume of phone calls leading up to the deadline increases dramatically, and other matters are briefly put on hold while we manage the peak.

Over the final two days before the deadline, we had upwards of 250 users online over the weekend, with 6,000 notifications submitted to come in to on Monday morning. If the system felt slow or appeared overloaded, you now know why.

AI & ET certificates

Another factor that can cause delays in processing Birth Notifications is the absence of ET and AI certificates.

These are *essential* if you wish to Birth Notify lambs produced using advanced breeding technologies.

Rams that have been used should be registered before lambs arrive on the ground. Lambs cannot be notified unless the sire is registered.

SHOWS & SALES

The show season to date has been an excellent shop window for the breed. We have seen many of our members take their sheep through to interbreed competitions and achieve considerable success at numerous shows. The Suffolk Advantage is real and, as people look for ways to improve their systems and experience the benefits first-hand, demand for your stock will continue to grow.

Click image to read reports on our website



STILL TO COME

- Great Yorkshire Show - Wednesday 15th July 2026
- Royal Welsh Agricultural Show - Monday 20th July 2026

Scottish Area Branch Sale, Lanark

- Inspection: 15 July 2026
- Show & Sale: 16 July 2026

National Show and Sale, Shrewsbury

- Inspection & Show: 24 July 2026
- Sale: 25 July 2026

NI Premier Export Sale, Ballymena

- Inspection: 17 July 2026
- Show & Sale: 18 July 2026

Suffolk Spectacular, Carlisle

- Inspection & Show: 31 July 2026
- Sale: 1 August 2026

NSA EVENTS

NSA Scotsheep was amazing, what a venue and what an event for promoting our Society and breed.

Congratulations to the Tilson family at Wedderlie Farm for creating a superb venue; it will take some following next time.

Still to come:

NSA Sheep Event - Malvern - Tuesday 28th July 2026 - Volunteers Needed!

We are looking for volunteers to help staff the stand at the Sheep Event.

Entry tickets for stand staff are available—please email me if you are willing to help.

FINANCES

Financial resilience remains key to maintaining progress, and our finances continue to be in good shape, although there is no room for complacency.

Good controls over spending and purchasing remain essential to keep us moving forwards with you, the membership, as our focus.

Investment is important, but achieving a return on that investment is equally important. That return may not always be financial; delivering value to the membership and fulfilling our charitable objectives is just as important.

The pedigree flock remains the beating heart of our purpose and foundation. We are seeing many new people establishing flocks, with record membership levels being achieved during this financial year.

The world is changing, and as part of that, we must change with it. We must improve and develop what we offer to make it more appealing and accessible to a wider audience. The changes we implement today will shape what the Society looks like in five years' time.

Council remains in a good place with a strong team bringing fresh thinking and ideas, helping us build on the platform established over the last four years.

NEXTGEN GRANT

We must remain aware of our commitment to our charitable objectives, including breed promotion and education. Preserving our charitable status remains essential, without it we would have a completely different picture.

We have funding available for NextGen events to support education and encourage our younger and newer members.

Branches and clubs can apply for grants to help with associated costs through the Society. Application form available [here](#).

PAYMENT COLLECTION CHANGES

We continue to review all our practices, seek efficiencies, and develop systems, processes, software and hardware to make life easier, faster and more accurate.

Following extensive research, we are planning to change our payment collection provider. With bank branches closing at pace, the paper Direct Debit mandate system no longer appears fit for purpose. It has been causing difficulties and frustrations for some members.

We will keep members informed of when these changes come into place and aim to make the transition seamless.

PEDIGREE CERTIFICATES

Over the next three months, we will be updating pedigree certificates to align with our Zootechnical status as a Society.

Members will be notified prior to the change being implemented. Zootechnical certificates will become standard issue for all registered sheep. To improve convenience and reduce postage costs, certificates will be available online through Grassroots for members to print on demand.

GRASSROOTS

We have adopted the new upgrade to the Grassroots online registry and are working through the new functionality to integrate it further into day-to-day flock management and membership.

Alongside this, we continue exploring additional opportunities for improvement.

COMING UP

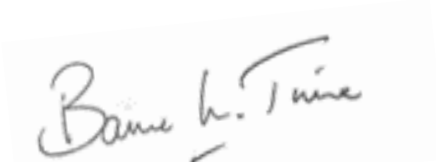
September may offer a slight opportunity to draw breath. We will attend some Gimmer sales and have a presence as a sponsor at the World Sheepdog Trials in the Scottish Borders. It will be a new audience to promote our breed and the Suffolk Advantage. October marks the beginning of our new financial year and the associated close-out process. Draft accounts and audit preparation will be completed ahead of the Council meeting in December.

This is only a summary of our activities. Anna, Margo and Gill are alongside me in the office to help you make the most of your membership, so please do not hesitate to get in touch.

That just leaves me to say that the sale season is upon us, and I wish you every success at this important time of year when some of the fruits of your labour turns into cash.

Increased demand for Suffolk genetics continues and this bodes well for the period ahead.

The very best of luck to you all with the remaining shows and sales to come.



Barrie L Turner
CEO