



NEWS & VIEWS FOR MEMBERS OF THE BLADE FARMING SCHEME



BUSINESS UPDATE JULY 2010

Tudor's Calf Rearing Unit Re-Opening – A Huge Success

The opening of the calf unit at Yockleton in June was superb with a turnout of more than 200 guests who saw the unit and heard from Alan Tudor who explained why the unit had been revamped. Alan gave an emotional speech and there wasn't a dry eye in the barn when he explained that the tragic loss of his son led to a huge change in mind set on how the farm would be run in the future. "The Blade team has been so supportive to us over the last 12 months" explained Alan "We are so proud of what we have achieved together and the new calf unit is really important to the future of the farm". Brian Mullens the Vice President of McDonald's UK pledged the companies continued support for UK beef producers and especially for Blade Farming and the work on using more Holstein calves for good quality, high welfare beef. Thanks to everyone for attending the event and special thanks to the Tudor family for all the hard work and effort put into making the day such a great success

Blade on TV

Blade has been busy working on 2 projects both for national TV. The first has already been aired on BBC Countryfile with John Craven who was looking at how calves from the dairy herd could be used more effectively. John interviewed Richard Phelps to explain how models like the Blade system should be replicated. The second project, The Perfect Steak, is with Jimmy's Food Factory to be aired in October or November this year. Jimmy visited Nigel and David Maidment's rearing unit and then went off to see Paul and Kirsty Westaway to talk about genetics and how we produce the best cattle for the perfect steak product. We will make sure you know when this reaches the TV during the autumn.

Blade Farm Diversification Launch

The April launch in the Farmers Club in Whitehall London with the Nat West Bank, McDonald's, EBLEX and Compassion in World Farming was very well received by a room full of guests. The event was designed to create more awareness within the professional agricultural sector to help us grow the business and drive demand. All of the speakers supported our long term goals and helped us put forward our case in achieving 50,000 head of cattle in 2015. Thanks to Pfizer Animal Health and Phil Christopher in helping make the day such a success. The PR generated in the food and farming media was brilliant and we have signed up new producers on the back of this. Positive communication is vital to the success of ours and your businesses and we will keep up the profile.

Blade Farmers make 2 of the 3 finalist for beef Farmer of the Year

The Hoskin family and the Westaways have both made the finals for the Farmers Weekly beef Farmer of the Year award. The winner will be announced at the prestigious awards ceremony in London in October. We are so pleased that our farmers have such a good chance of winning and we all wish you the very best of luck. Blade has a 66% chance of a win!

Calf Rearer Reviews

Richard and Alex have completed the first of 2 rounds of rearer reviews for this year. This gives our dedicated calf rearers the chance to receive and offer genuine feedback on how the partnership is developing and to look at innovative ways in reducing costs and increasing returns. A profit improvement plan (P.I.P) has been implemented for all of the rearing units to achieve this. Most of the rearers are looking to expand over the next 2 years which is great news. The second round of reviews will start in late October.

Looking Ahead

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| September 4 th | National Dairy Event, NEC, Birmingham. Blade will be on the Westpoint stand |
| September 29 th | Beef SW Event, Exeter Livestock Center. Blade will be with BOCM and McDonald's sharing the same stand |
| October 6 th | SW Dairy Show, Shepton Mallet. Blade will be with SCFF on the regular stand |

Look out for the DEFRA SWLHI funded initiatives on farm over the next few months in partnership with Westpoint Vets– more dates to come

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