

Manifesto

to support the nomination of
Paul Phillips
to the PRT Texel committee

around believe **breed** commercial customers followers
genetics greater improve market membership needs others
performance performance recording producer prt committee
recognition **recorded** sales sector sires society sold
texel top value visibility



Throughout my working life I have had “If you can’t measure it, you can’t manage it” drummed into me and this has served me well, particularly as we are now living in an information age.

Therefore in 2009 I began to performance record my Texel flock. Since then I have seen at first hand the benefits my customers have enjoyed with faster finishing lambs, as well as experiencing a significant improvement in the quality of my own Sunday joint.

As a result I passionately believe that performance recording is a vital tool, which can be used alongside others to improve output and returns for the sector in today’s truly global marketplace.

If my nomination is successful my contribution will be based on the following values and beliefs

We need to be customer centric and not followers of fashion

The commercial lamb producer is the largest target market for the Texel breed and we need to continue to provide them with Texel genetics that deliver the product their customers want.

We need to better educate and inform

There is still some suspicion and doubt about the value of performance recording but the fact remains that the UK market has a long way to go to catch up with other countries e.g. 70% of rams sold in NZ are sold on breeding values and SiL Ace.

We need to get more members performance recording and using CT scanning

A significant percentage of genetics within the breed are not being recorded accurately as almost 90% of the membership currently doesn’t record.

We need to optimise routes to market and increase visibility of performance recording

Greater recognition of top recorded sires is needed, they need the same recognition that the top aggregate grossing sires get.

PRT show classes at sales need to differentiate the top 1% as well as having an open recorded class.

There needs to be greater emphasis placed within sales of elite genetics (this year I organised a sale of sheep that were in the Top 10% of their breeds which was well received).

We need to play a leading role in the latest Science

Early participation in Genomic Breeding Values (GBV) research projects would be one example of how the society would ensure it has the knowledge to make the right decisions to maintain its competitive advantage.

We need to review the costs of recording

Could costs reduce if more members record? Is there a way of working with other partners that could reduce cost whilst adding further value to both recording members and commercial producers?

In a progressive society change is constant and I believe that I can add value to the PRT committee whilst being an ambassador to the membership and its customers within the wider sector.

I therefore hope that you will support me in my desire to join the PRT committee.

Paul.