



Многостороннее
партнерство и инновации в
устойчивом использовании
пастбищ
Енбекшиказахского района

Жайылым - Еңбекшіқазақ ауданындағы жайылымдық мал шаруашылығының экономикалық және экологиялық тұрақтылығын қамтамасыз етудегі көпжақты ынтымақтастық пен инновациялар



Проект
финансируется
Европейским
Союзом

BEST PRACTICES OF CATTLE BREEDERS' UNIONS & ASSOCIATIONS



The study is realised by IIsleda experts, in the framework of the Project “JAILYM - Multi-actor partnerships and innovation at the service of economic and environmental sustainability of grazing activities in Enbekshi-Kazakh District”, co-funded by the European Union.



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Abstract

In the framework of the “JAILYM” project, co-funded by the European Union, ILS LEDA carried out a Comparative Analysis of livestock associations’ performance in various countries, with the aim of providing useful inputs and information for facilitating the process of creation and consolidation of the associations of cattle breeders and pasture users, and, in a long term perspective, of broader associations and alliances of the cattle breeders with other operators of the livestock and milk/meat value chains.

Sixteen cases were selected and analysed, of which 4 from Italy (AIA - Associazione Italiana Allevatori; ANABIC - Associazione Nazionale Allevatori Bovini Italiani da Carne; ANAFIBJ - Associazione Nazionale Allevatori della Razza Frisona, Bruna e Jersey Italiana; ANARB - ITALIAN BROWN CATTLE BREEDERS’ Association), 3 from Argentina (CREA - Cattle Breeders; Asociación De Criadores De Ganado Sanga; AACH - Asociación Argentina Criadores De Hereford), 3 from the US (Holstein Association USA; NAAB - National Association Of Animal Breeders; NCBA - National Cattlemen's Beef Association), 3 from the United Kingdom (The British Cattle Breeders Club; Wagyu Breeders Association; Beef Shorthorn Cattle Society), 2 from France (ELVEA France; UNÉBIO – Union des Éleveurs Bio), and 1 from Russia (Association Of Holstein Cattle Producers).

A number of characteristics related to the associations’ profile, mission, and tasks were taken into consideration, compared, and clustered, as follows:

Mission:

- Race improvement
- Promotion and marketing
- Advocacy
- Support services
- Internal exchange
- Other

Tasks

- Promotion
- Certification
- Services
- Recording
- Access to fund
- Events
- Animal treatment improvement
- Advocacy
- Research, Innovation, Knowledge transfer

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1. Comparative analysis of the livestock associations performance: the 16 case studies

According to the 16 case studies characteristics (see Annex 1), the results were clustered in the following categories, in accordance to considerations of familiarity

Mission:

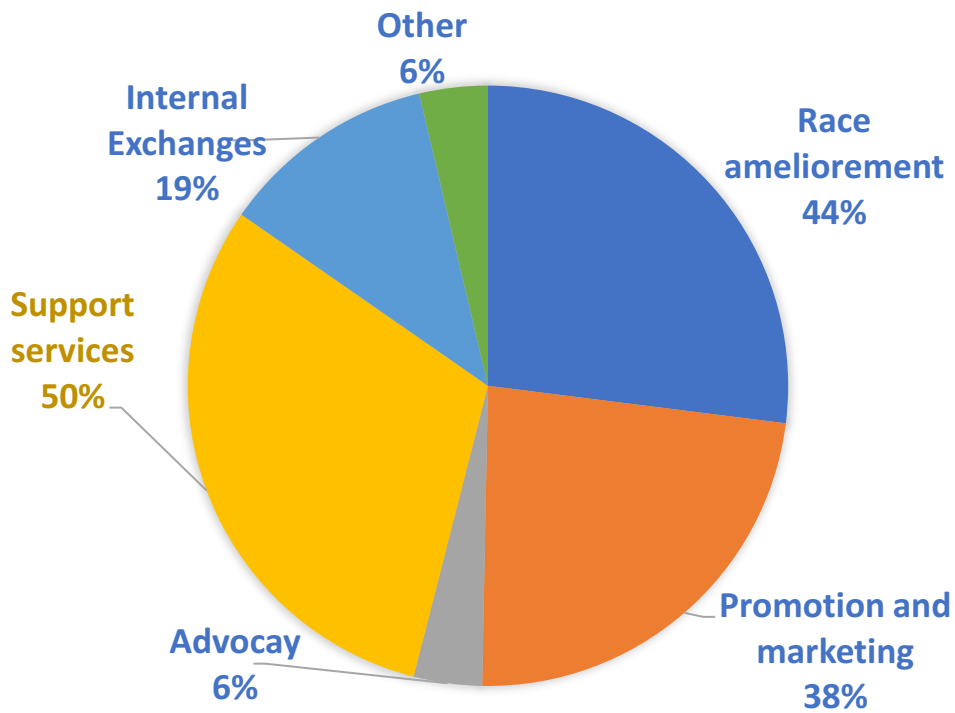
- Race improvement
- Promotion and marketing
- Advocacy
- Support services
- Internal exchange
- Other

Tasks:

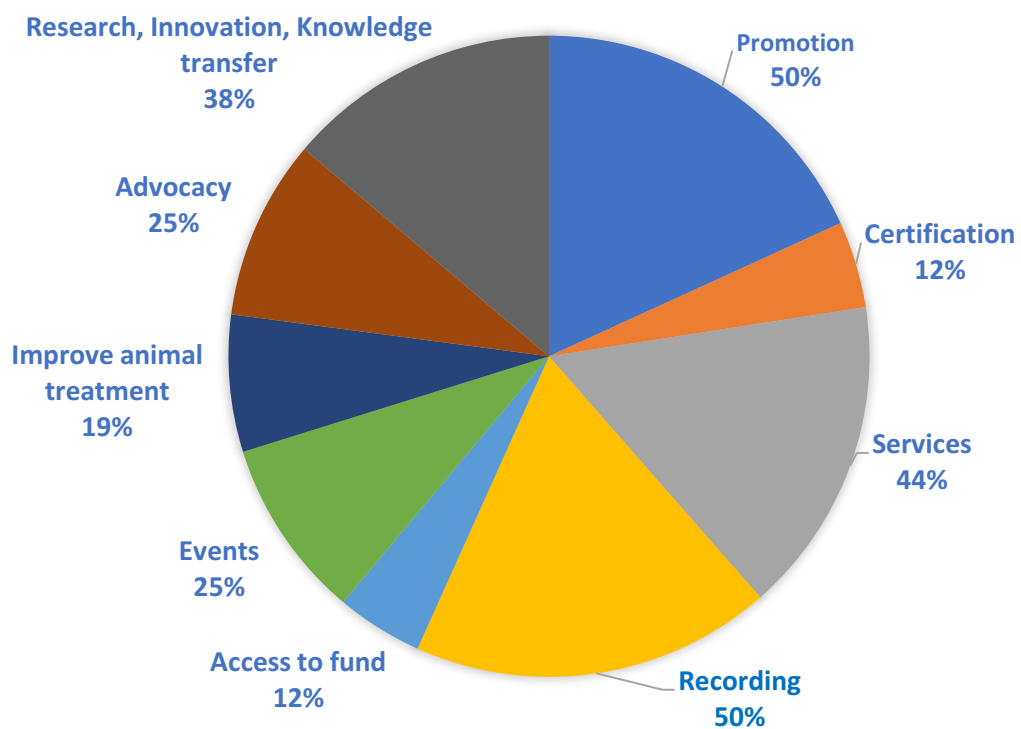
- Promotion
- Certification
- Services
- Recording
- Access to fund
- Events
- Animal treatment improvement
- Advocacy
- Research, Innovation, Knowledge transfer

The following pictures shows the results of the comparative analysis

TYPOLOGY OF THE MISSION FOR A LIVESTOCK ASSOCIATION



TYPOLOGY OF THE TASKS OF A LIVESTOCK ASSOCIATIONS



2. Common aspects of the Associations' mission and tasks

2.1 The most common aspects of the Associations' mission belong to the following categories

- Support Services (in 50 % of the cases)
- Race improvement (in 44% of the cases)
- Promotion (in 38% of the cases)

In details,

The support services mainly refer to:

- Promoting and carrying out studies and research bound to solve technical problems (ANAB, HOLNSTEIN RUSSIA)
- Providing information and technical services (HOLNSTEIN USA; HOLNSTEIN RUSSIA, SANGA, SHORTHORN)
- Improving business climate (NCBA), including developing new sector approaches, scenarios and microeconomic reports (CREA), strengthening its partnerships, supporting breeders to get out of the crisis (ELVEA, CREA), and supporting for policy design (CREA)
- Supporting improvement of the animal breed (CREA; ANARB); including support to forage production: forage board, estimation of field production (CREA, SANGA),
- Supporting tools for evaluation and management (CREA, SHORTHORN)

The breed improvement mainly refers to:

- Improving genetic management, including conservation of the genetically bovine breed, defining the criteria for genetic improvement (ANAFIBJ)
- Improving the economic value of the breeds (ANARD, SANGA, WAGYU), also incorporating new applied technologies (SANGA), maintaining purity of the breed on the basis of pedigree specimens (AACH), collecting, collating and distributing available information and data of practical and scientific interest (BCBC)
- Improving knowledge (BCBC), also for a more efficient exploitation of the products (AIA)

The promotion mainly refers to:

- General promotion of the breeders (ANABIC, WAGYU, AACH, ANARB), including dissemination of information (ANABIC, ANARB) and dissemination of livestock and by-products (ANARB, AACH, , SHORTHORN)
- Support to marketing positioning and stimulating the demand (NCBA)

2.2 The most common aspects of the Associations' tasks belong to the following categories

- Promotion (50% of the cases)
- Recording (50% of the cases)
- Services (44% of the cases)
- Research, Innovation, Knowledge transfer (38% of the cases)

In detail

The promotion mainly refers to:

- General promotion (AIA, ANAFIBJ)
- Carrying out active marketing strategies (ANARB, NAAB, ELVEA, UNEBIO, SHORTHORN)

- Support to sales (SHORTHORN, WAGJU)
- Brand defense (SHORTHORN, WAGJU)
- Participation to fair and events (AIA)

The recording mainly refers to:

- Bookkeeping genealogic/genetic reference (ANABIC, HOLSTEIN USA), animals/breeding catalogues (ANARB, HOLSTEIN RUSSIA), Breeding book (HOLSTEIN USA), Registration of personal data (AIA, ANARB), pedigree certificates (ANARB, SHORTHORN)
- Performance data collection, on commercial data (ELVEA), livestock production monitoring (ELVEA), catalogues of the National and local shows (ELVEA), production typology (HOLSTEIN USA), meat quality, performance efficiency and climate change (WAGYU)

The services mainly refer to:

- Technical support on productivity (AIA, ELVEA, CREA, farm management (AIA), for valorizing the full potential and improve their herds (HOLSTEIN USA), capacity building (CREA), for mitigating the environmental effects of livestock production (SANGA)
- Support for improving quality (SANGA) and milk and genetic quality control (AIA)
- Market positioning, through matching the world's food requirements (SANGA, UNEBIO), dissemination and distribution of the brand (ANAFIBJ)
- Support to genetic programs (ANAFIBJ, NAAB)

The **Research, Innovation, Knowledge transfer** mainly refer to:

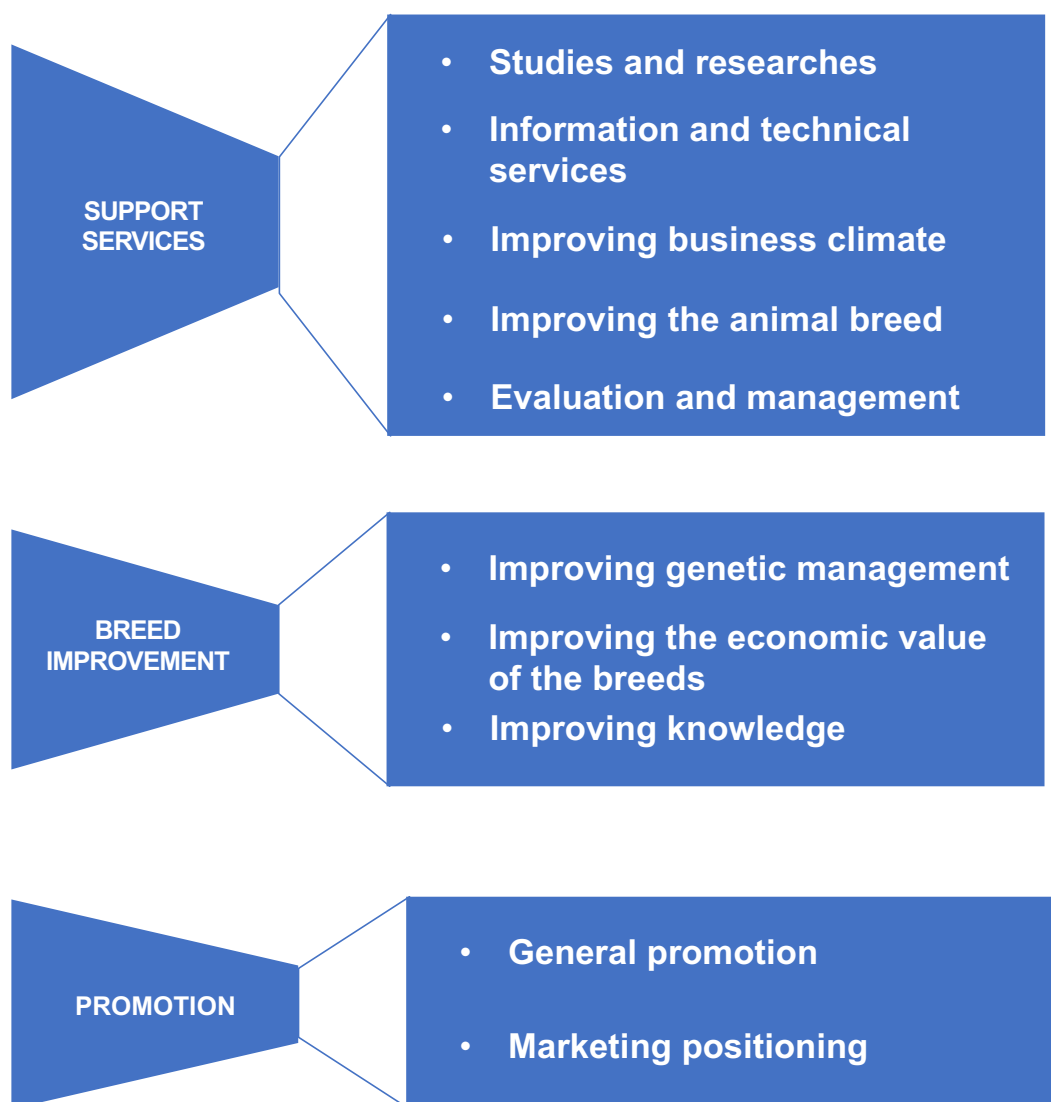
- Promoting studies and research (AIA), with particular reference to develop applied and scientific knowledge (SANGA)
- Developing applied researches, through projects of common interest to improve productivity (CREA)
- Technological innovation (UNEBIO)
- Disseminating and exchanging knowledge

3. Conclusions

The following pictures resume the mission profiles and the tasks of the 16 selected associations

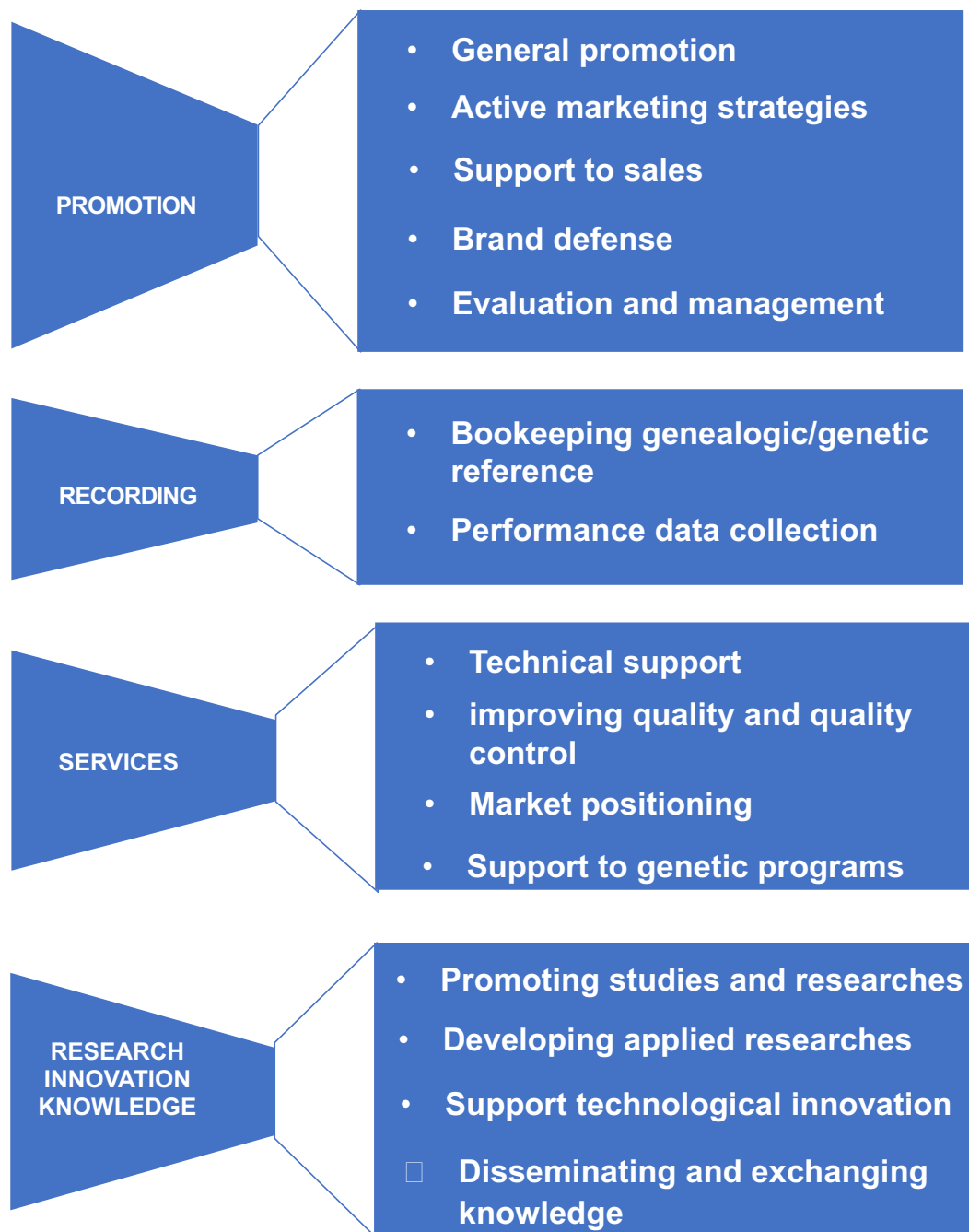
ILS LEDA comparative analysis

Livestock Associations' mission main aspects



ILS LEDA comparative analysis

Livestock Associations' tasks and activities main aspects



This could represent a useful reference for selecting the performance setting of the Kazakhstan associations of breeders.

Annex 1. LIST OF FARMERS' UNIONS / ASSOCIATIONS

Italy

Country	ITALY
Name	ASSOCIAZIONE ITALIANA ALLEVATORI (A.I.A.)
What it is	The Italian Breeders Association (A.I.A.) was founded in Rome on August 20, 1944 with the aim of reviving the national livestock sector devastated by World War II. It has been recognized as an entity of public-interest by Presidential Decree n. 1051 on October 27, 1950. Through the years, A.I.A. has rapidly grown its initial structure and has branched nationwide across the Italian territory, supporting each livestock sector and developing a wide range of supportive services to farmers, which have contributed to enhance the Italian animal husbandry and to make it one the most advanced world-wide.
Mission	The association has a technical scope whose intent is to implement all the initiatives that can usefully contribute to ameliorate the livestock sector and to increase a more efficient exploitation of the products derived from it.
Main tasks / activities	A.I.A. has been entrusted by Italian Law (L. 30/1991 and 280/1999) to carry out controls of animal productivity for all breeds involved in animal production. A.I.A. is also responsible for performing promotional, technical, economical and scientific activities for the breeders' sake. The Italian Ministry of Agriculture, Food and Forestry subjects A.I.A. to supervision for this institutional activity. A.I.A. therefore carries out the following tasks resulted by laws and by its Statute: <ul style="list-style-type: none"> • Animal performance recording; • Herd Books and Personal Data Registers keeping; • Technical advice to livestock farms; • On farm data management system; • National milk and genetic testing laboratories coordination; • Any actions aimed at ensuring animal welfare and food safety; • Promotion of 100% Italian products. A.I.A. participates in major exhibitions and fairs and is engaged in European and international projects and activities.
Link	http://www.aia.it/aia-website/en/about/la-storia

Country	ITALY
Name	ANABIC - Associazione Nazionale Allevatori Bovini Italiani da Carne
What it is	The National Association of Italian Beef Cattle Breeders (A.N.A.B.I.C.) is an association recognized and registered in the Register of Legal Persons of the Province of Perugia, without the purpose of profit, which deals with the protection and enhancement of cattle of the Marchigiana, Chianina, Romagnola, Maremmana and Podolica breeds.
Mission	The A.N.A.B.I.C. promotes and implements all the initiatives that can usefully contribute to the improvement, valorization and dissemination of livestock and products derived from the abovementioned breeds.
Main tasks / activities	The A.N.A.B.I.C. in particular performs the completion of the selection work through the correct functioning of the Genealogical Book, carries out the activity of Selecting Body in accordance with current regulations on reproduction animal, prepares and implements the Genetic Program, approved by the competent Authority (Ministry of Agricultural, Food and Forestry Policies), also through the performance of all services provided by them, in favor of the participating companies.
Link	http://www.anabic.it/index1.htm

Country	ITALY
Name	ANAFIBJ - Associazione Nazionale Allevatori della Razza Frisona, Bruna e Jersey Italiana
What it is	The ANAFIJ is a non-profit association by statute, founded in 1945, with the tasks of performing functional checks and keeping the National Herd Book.
Mission	Has the task, assigned by the then Ministry of Agriculture and Forests, to manage the "Genealogical Book" of the breed and to promote, through the deliberative activity of the Central Technical Commission of the Herd Book, the selection of the breed itself. The Genealogical Book, established by Presidential Decree 1290 of 26 May 1959, represents the tool for selection for the purpose of improving the Italian Frisona breed, and has the aim of guiding on a technical level, with particular regard to the determination of the genetic qualities of the reproducers, the selection and production activity within the breed, while promoting their economic valorization. It aims at the conservation of the genetically distinct Friesian Italian bovine breed, defining the criteria for genetic improvement on the technical level.
Main tasks / activities	Its institutional activities are: the selective process of the breed, the promotion, enhancement and dissemination of the Italian Frisona breed and the Jersey breed.
Link	http://www.anafi.it/en

Country	ITALY
Name	ANARB - ITALIAN BROWN CATTLE BREEDERS' ASSOCIATION
What it is	The National Association was founded in 1957
Mission	It has the following goals: <ul style="list-style-type: none"> • the improvement of the Brown Breed also view of a higher economic value; • the management of the Herdbook according to the instructions of the Central Technical Committee by the Central Office and of 65 Province Offices; • the promotion of studies and researches bound to solve technical problems, in cooperation with Government organizations and Research Centers; • management of the Genetic Centre: the Performance-test are carried out for all the future progeny test bulls; • bulls with an interesting genetic merit and from new blood lines waiting for their genetic evaluations; • the promotion, also cooperating with other bodies, of Brown cattle shows in order to point out the progress achieved through selection; the editing and the distributions of technical publications.
Main tasks / activities	Among the large number of the qualified activities relative to genetic selection and to the services offered by the National Association, the most remarkable are those concerning: the printing of worksheets, pedigree certificates and registers of the National Herdbook Office, of the catalogues of the National and local shows, of animals catalogues (Conoscere i tori, Un anno di Bruna, Indice vacche), the linear type classification, the blood-type tests, the milkability tests, the performance tests, the progeny tests, the genetic evaluation of sires, the planned matings, the artificial insemination, the embryo transplants and a service which gives assistance to the Brown cattle breeders in the marketing and the promotion of activities useful to the exploitation of the Brown cattle.
Link	http://www.anarb.it/en/home/

Usa

Country	USA
Name	HOLSTEIN ASSOCIATION USA
What it is	Holstein Association USA is the largest dairy breed organization in the world.

	Holstein Association USA provides programs, products and services to dairy producers to enhance genetics and improve profitability — including animal identification and ear tags, genomic testing, mating programs, dairy records processing, classification, communication, consulting services, and Holstein semen.
Mission	To provide leadership, information and services to help members and dairy producers worldwide be successful.
Main tasks / activities	Genealogical records and information collecting and analyzing production, type, and genetic data provide useable information that enables dairy producers to improve their businesses by breeding better cows. The Holstein Association works to help dairy producers recognize the full potential of their herds. The most valuable product the Holstein Association provides to dairy producers is genetic information. The Holstein Association offers all of this along with the assistance of a well trained, professional staff both in the field and at its headquarters. These dairy experts help dairy producers utilize Association programs to improve their herds and increase their bottom lines.
Link	https://www.holsteinusa.com/association/about_us.html

Country	USA
Name	NATIONAL ASSOCIATION OF ANIMAL BREEDERS (NAAB)
What it is	NAAB is a non-profit organization, established in 1946. NAAB's twenty-eight members account for about 95 percent of the dairy cattle semen sales in the United States. These organizations, both private and farmer-owned, are very competitive in the field. Under the NAAB umbrella, however, these organizations come together for the common good of the livestock industry to present a unified design for cattle improvement.
Mission	The purpose of the National Association of Animal Breeders (NAAB) as defined by its By-Laws is "...to unite those individuals and organizations engaged in the artificial insemination of cattle and other livestock into an affiliated federation operating under self-imposed standards of performance and to conduct and promote the mutual interest and ideals of its members."
Main tasks / activities	NAAB provides several genetic programs, including the Cross Reference Program, (Calendar), the issuance of Stud Codes, the issuance of Marketing Codes and the NAAB Uniform Coding System for Identifying Semen. It conducts various marketing and promotion programs to expand the use of AI in dairy and beef herds of the U.S. These include writing brochures, news releases and articles. It also offers an extensive array of other educational, informational and reference materials. The Foreign Market Development and Market Access Programs provide funds to NAAB through U.S. Livestock Genetics Export, Inc., to develop international markets for bovine semen. NAAB also plays an active role in attempting to standardize semen import requirements of other countries. NAAB holds events on a regular basis including the NAAB Biennial Technical Conference on Artificial Insemination and Reproduction, the NAAB Annual Convention, and from time to time a Dairy Genetics Workshop and a Beef Symposium.
Link	https://www.naab-css.org/

Country	USA
Name	NCBA - NATIONAL CATTLEMEN'S BEEF ASSOCIATION
What it is	Initiated in 1898, the National Cattlemen's Beef Association is the marketing organization and trade association for America's one million cattle farmers and ranchers. With offices in Denver and Washington, D.C., NCBA is a consumer-focused, producer-directed organization representing the largest segment of the nation's food and fiber industry.

Mission	To serve the cattle and beef industry by improving the business climate, growing beef demand, and increasing the world's access to U.S. beef.
Main tasks / activities	NCBA works to encourage the humane treatment of farm animals, the wise stewardship of natural resources and the implementation of good husbandry practices. Every five years, the Cattlemen's Beef Board, the Federation of State Beef Councils, and the National Cattlemen's Beef Association come together to develop a strategic plan for the United States' beef industry, the last one is the "2021-2025 Beef industry long range plan" (https://www.beeflongrangeplan.com/#content-segment-243).
Link	https://www.ncba.org/

Russia

Country	RUSSIA
Name	ASSOCIATION OF HOLSTEIN CATTLE PRODUCERS
What it is	In September 2014, the non-profit organization Russian Association of Cattle Producers of Holstein breed by the unanimous decision of the General Assembly was admitted to the European Confederation of Holstein and Red Own Holstein cattle.
Mission	Maintaining a breeding and breeding base for improving the Holstein breed of cattle in Russia, building a systematic scientific-methodical, service and information work for its recognition and implementation in the Russian Federation and abroad!
Main tasks / activities	<ul style="list-style-type: none"> • Creation and maintenance of the Breeding book of cattle Holstein breed in the Russian Federation • Representation of cattle owners' interests • Exchange of experience at work with golshinsky breed Cattle
Link	http://holstein-russia.ru/?language=en

France:

Country	FRANCE
Name	ELVEA France
What it is	ELVEA France brings together 29 Breeder Associations and has the role of: national representation and defense of Breeders Associations, the animation of the network and the definition of national policies, information and training of its members, support for Breeders Associations in their local projects. At the national level, ELVEA France is the interlocutor of the Ministry of Agriculture for the OPCs of cattle and sheep farmers.
Mission	ELVEA France is a structure specializing in cattle-meat farming, which is also linked at the national level with professional players in the sector and public authorities, and which benefits from relays of information and action at European level. ELVEA France is committed as a priority to: <ul style="list-style-type: none"> • develop new sector approaches, • strengthen its partnerships, • support breeders to get out of the crisis, • defend the role of OPNCs.
Main tasks / activities	NCPOs are at the service of their members with the aim of always satisfying them and playing their role as producer organizations. To do this, they have been able to develop a set of services such as: <ul style="list-style-type: none"> • quality channels to identify the product and segment the market, • technical support to support the breeder in the production of animals corresponding to market expectations,

	<ul style="list-style-type: none"> the guarantee of payment in order to protect breeders from economic hazards, computer software common to breeders in association: Oribase, allowing them to monitor their livestock and manage their commercial data.
Link	https://www.elvefrance.fr/

Country	FRANCE
Name	UNÉBIO – Union des Éleveurs Bio
What it is	UNE BIO is a collective tool for organic breeders specializing in the marketing of organic meat. The tool is governed by breeders and managed by professionals in the meat sector dedicated to organic farming. UNE BIO is an SAS whose capital is held by breeders' structures distributed throughout the territory.
Mission	<ul style="list-style-type: none"> federate organic breeders in the region animate and develop the structuring of the sector of organic breeders plan the outings of the organic animals create partnerships with regional organic development structures to develop the organic meat sector work in partnership with partner cooperatives and traders
Main tasks / activities	<p><u>The Purchasing department</u>: organization of the supply in connection with the breeders, the collectors and the schedulers</p> <p><u>The Commercial department</u>: allocation of carcasses and management of balances, management of partner supplies, prospecting and development for complementarity between circuits</p> <p><u>The marketing, communication, innovation department</u>: marketing support, coordination of events at points of sale, product innovation, research and development, communication</p> <p><u>The Sector Coordination department</u>: animation of regional structures and sector commissions</p> <p><u>The Administrative, Quality, IT, Human Resources and Financial Department</u>: control of certificates, bovine accompanying documents (DAB), management of slaughter monitoring, compatibility, invoicing</p> <p><u>the Distribution department</u>: development of the network of regional processing and distribution tools, in particular butchers</p>
Link	https://www.unebio.fr/qui-sommes-nous/qui-est-unebio/

Argentina:

Country	ARGENTINA
Name	CREA - CATTLE BREEDERS
What it is	CREA is a non-profit civil association integrated and directed by agricultural entrepreneurs who meet in groups to share experiences and knowledge.
Tasks	<p>Experimentation</p> <p>Research to improve productivity, through projects of common interest. and made available to all members.</p> <p>Training</p> <p>The Organization offers technical, business and methodological training through courses, workshops and events</p> <p>Transfer</p> <p>CREA transfers its experience through regional and national Congresses, Technical Update Conferences, Technical Reports and publications, CREA Representation in other institutions. CREA methodology applied to other national and international fields</p> <p>Integration to the Community,</p>

	Dialogue spaces to attend to the realities of the different environments in which each CREA group is inserted.
Main activities	Sector and business analysis: scenarios, microeconomic report, livestock management. Forage production (IV): forage board, estimation of field production Support tools for evaluation and management: breeding modeller, meat production, pen form. Sectoral policies: analysis and support for policy design.
Link	https://www.crea.org.ar/mision-y-vision/

Country	ARGENTINA
Name	ASOCIACIÓN DE CRIADORES DE GANADO SANGA
What it is	The Sanga Livestock Breeders Association was formed in 2007, at the initiative of a group of ranchers and technicians who are dedicated to livestock production in Argentina. Argentine livestock producers with an interest in productive efficiency and the permanent improvement of productive systems, as a basis for the development of regions with arid, semi-arid or sub-humid climates, promoting rural work, conserving the environment, producing a quality product superior with social, economic and friendly development with the environment.
Mission	Its Mission is to generate alternatives that improve the production indices of all the livestock regions where the products selected by its breeders are used, aiming at continuous improvement with the incorporation of development and applied technologies. Offer productive, economic and commercial solutions to livestock systems, providing animals that are efficient transformers of fodder into meat in the high temperature conditions imposed by northern Argentina. Its Vision is to achieve the production of excellent quality meat, with maximum production efficiency, expanding the livestock frontier.
Main tasks / activities	<ul style="list-style-type: none"> • Improve the production efficiency of cattle. • Intensify livestock herds to respond according to the world's food requirements. • Mitigate the environmental effects of livestock production based on productive efficiency. • Achieve a quality product and in sufficient quantity to supply the world's elite markets. • Investigate and develop applied and scientific knowledge as a fundamental basis for growth and development. • Achieve the continuity and permanence of livestock raising as a source of rural work, developing the rural family and rurality as a whole.
Link	https://ganadosanga.com.ar/

Country	ARGENTINA
Name	ASOCIACIÓN ARGENTINA CRIADORES DE HEREFORD (AACH)
What it is	The Argentine Hereford Breeders Association was established in 1924; although it is not a union organization, it deals with issues related to the interests of its members and breeders, integrating and participating in organizations and entities that do livestock work.
Mission	The mission and vision of the Association are clearly established in its Social Statute, which defines them as follows: Promote the breeding of the Hereford breed in its two varieties Hereford (Astado) and Polled Hereford (Mocho) throughout the territory of the Argentine Republic; Maintain the purity of the Hereford breed on the basis of pedigree specimens;

Main tasks / activities	Promote the dissemination of knowledge of the Hereford and Polled Hereford, as well as the advantages of its crossbreeding with other defined bovine breeds; Carry out quality controls, inspection, traceability, pre-certification and/or certification of cattle and meat under the name Hereford or Polled Hereford or linked to said name, destined for the domestic market or the export market; Use all powers to prevent the official opening of non-Pedigree Hereford animal genealogy records. Tend to the study and development of any initiative that in the opinion of its authorities may redound to the benefit of national livestock
Link	https://www.hereford.org.ar/web/institucional/la-asociacion/

UK:

Country	UNITED KINGDOM
Name	THE BRITISH CATTLE BREEDERS CLUB
What it is	The British Cattle Breeders Club provides a forum for exchange between scientists and breeders of beef and dairy cattle. The British Cattle Breeders Club is a unique mixture of farmers, scientists and industry personnel all dedicated to the advancement of cattle breeding in both the dairy and beef sectors.
Mission	The Club aims to improve the breeding of livestock by promoting knowledge. <ul style="list-style-type: none"> • By collecting, collating and distributing available information and data of practical and scientific interest. • By promoting the exchange of all such information and data amongst breeders of cattle at home and overseas.
Main tasks / activities	The Annual British Cattle Conference: At the annual British Cattle Conference papers are presented by leading scientists, breeders, industry specialists and veterinarians. The conference is a truly international occasion, providing a unique opportunity to meet other breeders and scientists in a warm and friendly environment.
Link	https://www.cattlebreeders.org.uk/about/

Country	UNITED KINGDOM
Name	WAGYU BREEDERS ASSOCIATION
What it is	The Wagyu Breeders Association (WBA) was formed in 2014 by a group of Wagyu breeders and enthusiasts from around the UK, its aim being to promote British Wagyu beef and represent the interests of its members in producing what is widely held as the world's luxury beef!
Mission	The principle upon which the WBA is founded is 'the promotion of agriculture for the public benefit by encouraging, promoting and improving the breeding of Wagyu cattle in the United Kingdom of Great Britain and Republic of Ireland.'
Main tasks / activities	A British Wagyu Quality Assurance Scheme 'WBA-Approved British Wagyu' was established in 2020 to create a minimum set of standards that our customers can rely on thereby defending the premium British Wagyu brand and returning value to our Members. In 2021, the WBA became a founding member of the World Wagyu Council whose mission is to enhance the Wagyu brand internationally. The scheme will: <ul style="list-style-type: none"> • Lead the industry in terms of traceability, animal welfare and consumer trust • Enhance the integrity and value of premium Wagyu beef • Be at the forefront of data collection for meat quality, performance efficiency and climate change

	· Increase the profile and demand for British Wagyu
Link	https://www.britishwagyu.co.uk/about-1-2

Country	UNITED KINGDOM
Name	BEEF SHORTHORN CATTLE SOCIETY
What it is	Beef Shorthorn has a long and distinguished history featuring the world's oldest herdbook established in 1822, referred to as Coates Herd Book (Beef).
Mission	Today, the Society's main purpose is to maintain an accurate and up to date herdbook for the Beef Shorthorn population in the UK, promote the breed and manage its technical development which in turn will improve the profitability and sustainability of breeders and commercial producers' herds alike.
Main tasks / activities	<p>The Society's membership benefits include:</p> <ul style="list-style-type: none"> • Registration of pedigree cattle • Organising, hosting and promoting pedigree sales • Facilitating performance recording via Breedplan • Offering linear classification • Developing breed improvement programmes • Promoting and marketing pedigree and commercial • Quarterly members updates and the annual journal • Regional club membership • Annual Development Day for new and young breeders • Members Road Show <p>Working with commercial partners to promote the sale of Shorthorn Beef</p>
Link	https://www.beefshorthorn.org/