



WELSH BLACK



www.welshblackcattlesociety.com

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@Welsh_Blacks



The Super Suckler Cow

Welsh Black

breed objectives

1. To promote the attributes of the Welsh Black, either pure or crossbred to the commercial beef industry, focusing on combining the breed's traditional strengths with technological advances in herd health and breed improvements.
2. Target the marketing of "Welsh Black beef" by providing instant traceability via the society's online database system. Strategic support for all breeders, finishers, retailers and consumers will secure a premium price for a premium product.
3. To provide an efficient administrative system for members, releasing further income to fund the development and promotion of the Welsh Black, in order to raise the breed's profile at every opportunity.



Why Welsh Blacks



- Excellent Mothers with the ability to turn poor grazing into rich milk; this makes the Welsh Black the ideal suckler cow for pure or cross-bred calves.
- A hardy breed able to withstand extreme weather conditions and to survive on low quality grazing, resulting in reduced forage costs.
- Highly fertile cows even in harsh environments. Bulls are renowned for high conception rates.
- Quality meat, well-marbled and full of flavour. Welsh Black beef has the right balance between meat that is lean but has enough fat to remain succulent and tender.
- Docility, a quiet temperament and easy to handle.
- Polled or horned, a choice of genetics to suit any system.
- Productivity/Longevity, with females continually breeding to 15 years of age and beyond, resulting in lower replacement costs.
- Traceability, over 100 years of pedigree registrations since 1904.
- High Health Status in terms of Johne's disease, BVD, IBR, and Leptospirosis.
- Glastir and Environmental Stewardship Scheme - Welsh Black Cattle on the eligible lists.



Y FUVCH FAGU GYFLAWN

Breed Origins & Heritage

Hen Frid Cynhenid Cymru

The Welsh Black is the native breed of Wales, moulded by the landscape of this breath-taking, windswept country into a modern animal that thrives in the harshest of conditions. Having inhabited the hills of Wales since pre-Roman times the Welsh Black evolved to serve every purpose possible, producing milk to be churned into butter and cheese, prime beef, and sometimes used as a draught animal. It has often been said that the traditional Welsh homesteaders did not keep the Welsh Black cow, it was the Welsh Black cow that kept them.

Characteristics and Qualities

The varied conditions of the Welsh landscape and climate have insured that the Welsh Black has evolved into a truly versatile breed. After thousands of years, enduring wind and rain the Welsh Black is a naturally hardy animal, having developed a coat that can withstand the harshest weather. The old breeders refer to it as 'Cot a gwasgod' (Coat and Waistcoat),

describing the long coarse hairs that protect the animal from the wind and the shorter, finer hairs underneath that protect it from the rain.

The Welsh Blacks' milking ability is the result of producing milk to sustain generations of Welsh farming families, providing a steady income from selling butter and cheese. This is why the modern day Welsh Black has milk high in butterfat, spread out over an even lactation, ideal for today's suckler cow that can rear a calf with a high weaning weight at low input costs.

The Welsh Black was developed by combining two different strains when the modern day society was formed in 1904; the mainly dairy type Castlemartin strain and the beefier Anglesey type. The two strains were bred together to create the ideal suckler cow. This is why the Welsh Black cow, when crossed with a terminal sire breed can produce a calf that has inherited the beef traits from its sire and the hardiness and cost effective feed conversion from its dam - no doubt a profitable animal.

The Return of the Native

The popularity of British native breeds has risen dramatically in recent years. The Welsh Black can

provide all the advantages our native breeds have to offer, docility, hardiness and profitability – well worth bearing in mind when considering the native breed route.

The story behind the animal is all important and no-one can deny that its history has moulded the Welsh Black into an unique animal; the satisfaction in continuing this process of development can be immense. The Welsh Black is a breed we can all be proud of, it is at the heart of our heritage.



Cofiwch, nid chi fydd yn cadw'r fuwch ddu, y fuwch ddu fydd yn eich cadw chi.

Body SUM

Assessment

All pedigree Welsh Black bulls registered since August 2014 are out of Body SUM assessed dams. This has resulted in the breeding of bulls from superior dams with valuable commercial traits, such as good udders, legs and feet.

BODY

The philosophy is that bigger is not always best, the animal needs to be balanced in order to produce long - lived, fertile and active cows with the correct balance between low maintenance, milk and beef production

SUM

- **S** = stature necessary to determine daily gain potential, carcass weight, days to finishing and suitability to a grass-based system
- **U** = udder assessment for attachment, evenness, teat shape, length and coarseness, the aim being to identify cows requiring minimum suckling supervision
- **M** = mobility trait assessment, including legs, foot angle and shape.

WHAT'S ASSESSED?

Head & Character, Legs, Feet, Fore - quarter & Girth, Body Capacity, Udder, Teats, Hind Quarter, Body Balance, Temperament. Points out of 10 are allocated to each of these traits.

ADVANTAGES

Bulls bred from superior dams with valuable commercial traits, such as good udders, legs and feet, to ensure continual improvement of the breed.

BUWCH GO iawn!

Mae Huw Roberts yn ffermio Y Gyrn Llanuwchllyn, ger y Bala, sydd yn Fferm Arddangos Cyswllt Ffermio. Fferm deuluol oddeutu 340 acer yw'r Gyrn; mae'r uned yn canolbwyntio ar gynhyrchu Wŷn tewion o'r ddiadell o 800 o ddefaid a gwartheg stôr o'r fuches sugno. Cnewyllyn ei fenter ar yr ochr wartheg yw buches o 46 o fuchod Duon Cymreig; mae hanner y fuches yn cael ei roi at darw Du Cymreig Pedigri a'r hanner arall yn cael eu croesi gyda tharw Charolais. Un o brif amcanion Huw yw gwella effeithiolrwydd y fuches sugno ac mae'n credu'n gryf fod y Fuwch Ddu Gymreig yn ffynnu yn hinsawdd yr ardal. **Mae gan y fuches fynegai lloia ar gyfartaledd o 395 diwrnod sydd yn cymharu yn ffafriol â chyfartaledd y Deyrnas Unedig sydd ar 425 diwrnod** – llwyddiant anhygoel o gofio fod yr uned sydd yn lloia yn yr hydref yn cael ei rhedeg ar fewnbwn isel mewn ardal llai ffafriol.

Mae Huw yn gwerthu ei fustych rhwng 16-18 mis oed drwy'r arwethinnau gwartheg stôr. Dywedodd:

"Fel cynhyrchwr gwartheg stôr, credaf yn gryf bod y fuwch ddu Gymreig yn berffaith fel buwch fagu fodern i gynhyrchu llo croes o'r radd uchaf. Wrth ei chroesi gyda tharw Limousin neu Charolais mae ei hepil yn boblogaidd iawn gyda'r prynwyr."

Milfeddyg arloesol sydd wedi gweithio'n agos gyda Huw yw Iwan Parry, BVM&S, MRCVS. Fel un sy'n gweld gwartheg yn eu dillad gwaith bob dydd mae'n bendant bod lle blaenllaw i'r Fuwch Ddu Gymreig o fewn systemau amaethu modern. Dywedodd, *"Y mae i fuwch fagu broffidiol ei phriodweddau arbennig. Mae'n rhaid iddi fod yn ffrwythlon i gynhyrchu llo'n flynyddol gan loia yn rhwydd ac yn ddidrafferth a chynhyrchu llaeth gigarol wrth fod yn warchodol dawel. Yn ogystal yn yr oes sydd ohonni mae'n bwysig bod ei chosta cynnal a chadw yn gymharol isel."*

Mae'r rhinweddau yma i'w gweld yn amlwg yn ein brid cynhenid - y Fuwch Ddu Gymreig, buwch sydd yn llwyddo i gynhyrchu'n broffidiol a hynny ar dirwedd garw."

Mae Huw Roberts, yn ffermwr blaengar sy'n credu'n gryf fod y Fuwch Ddu Gymreig yn ddelfrydol i'w system ef o ffermio. Dywedodd, *"Ei chryfderau amlwg yw'r gallu rhagorol i fagu llo ar fewnbwn isel; gyda'i dyfalbarhad a ffrwythlondeb naturiol gall gynhyrchu llo bob blwyddyn, hyd at bymtheg oed, ar dirwedd llai ffafriol. Gydag anian arbennig a chostau adnewyddu isel, yn sicr dyma fuwch fagu i'r dyfodol."*



Arwel Owen (Genus) Mari Hughes (Cyswllt Ffermio) Huw Roberts - Gyrn

THE SUPER Suckler Cow!

Huw Roberts farms at Y Gyrn, Llanuwchllyn, near Bala, which is a Farming Connect Demonstration Farm. Y Gyrn is a 340 acre family run beef and sheep unit. The upland farm which has a lot of improved hill pasture sustains 800 ewes and 46 suckler cows. One of Huw's main objectives is to improve the cost-effectiveness of the suckler herd, and he believes that the Welsh Black is ideally suited for the area's climate. Half the cows are put to a Pedigree Welsh Black bull and the other half are crossed with a Charolais, using high index AI sires. **The herd has an average calving index of 395 days, this compares favourably with the UK average of 425 days.** This is a phenomenal achievement for a Autumn calving herd on a low input system in a harsh environment.

Huw sells his steers at 16 – 18 months of age through the store sales.

"As a store cattle producer I strongly believe that the Welsh Black Cow is perfect as a modern suckler cow, to produce a cross-bred calf of the highest standard. By crossing with a Charolais or Limousin bull its offspring is amongst the most popular with store cattle buyers."

Many store cattle buyers favour continental crosses **reared by a Welsh Black cow.** One of these buyers, Richard Machin of Melton Mowbray, Leicestershire, commented:

*"We have been coming to Wales to source our continental cross Welsh Blacks for over 40 years, and are very pleased with the type of cattle we buy. The influence of the Welsh native breed on these continental crosses is a great benefit to us. These Welsh Black crosses can be turned out weeks earlier because of their thicker coats, and **their fleshing and finishing ability off grass alone** means they are always the first cattle to be sold fat. We hope to be able to continue to source these continental cross Welsh Blacks for years to come."*

Having worked with all kinds of breeds of cattle Gwyn L Jones, BVSc, DBR(dist), MRCVS, of Wern Veterinary Surgeons has a high regard for our native breed of cattle.

"The traditional Welsh Black cow is ideally placed to capitalise on the current change to low input systems, being a fertile animal that can be kept in large numbers with minimal labour and feed costs."

Huw Roberts, is a forward thinking, profit driven, hands-on farmer who firmly believes that the Welsh Black cow is ideally suited to his system,

"Her main strengths are the ability to produce a calf on a low input system, her longevity and natural fertility, enabling her to produce a calf every year, for over 15 years in a less favoured area. With excellent temperament and low replacement costs, these cows are definitely the suckler cows for the future."



Help Supply

a growing demand for
Welsh Black beef



Cig Eidion Du Cymreig – Blas ar Gymru!

BUTCHER'S VIEWS

James Hooton, of Hooton's Homegrown Farmshop and Café, Brynsiencyn, Anglesey.

"Welsh Black beef is the only beef we offer to our customers because it is the traditional breed of Wales. The beef has a good level of fat which adds to the **amazing flavour** and overall eating experience. We purchase most of our store heifers in Dolgellau - the heifers are easy to finish and quiet to handle."

William Lloyd Williams & Son, Machynlleth, Powys.

"More and more people are asking for native breed cattle. Beef is growing in popularity - even at Christmas I feel beef is giving turkey a run for its money! When hung for three to four weeks Welsh Black beef is the premier product. **When you go to Blackpool you buy a stick of rock, when you come to Wales you buy Welsh Black beef!**"

Morgans Family Butchers, Builth Wells, Powys.

"Welsh Black Beef is our speciality. We hang it for 21-28 days, enhancing the **quality, flavour and tenderness** of the meat, this is what our customers have come to expect and appreciate."

Cig Mynydd Cymru, Treharris, Glamorgan.

"Welsh Black Beef reared and finished on our own farms ensures that all beef sold at our shop has 100% traceability. We are continually told by our expanding customer base that it is the best beef they have ever tasted. The hotels we supply are also over the moon. **Welsh Black Beef tastes like beef should taste.**"



Why join the Welsh Black Cattle Society



1. To sell your cattle through society promoted breeding and store cattle sales, also online on the society website.
2. To add value to a quality product by registering your steers and heifers to qualify for the Welsh Black premium for finished cattle.
3. Commercial breeders can source replacement stock, store cattle etc through the society.
4. To take advantage of the society's innovative "Body SUM" assessment scheme, breeders are encouraged to record with breedplan.
5. To receive a society discount on your cattle health scheme membership.
6. To receive a society journal and regular newsletters, and follow members on facebook and twitter. You may also wish to join your regional Welsh Black Social Club.
7. To receive the support of society staff and fellow breeders, working together towards a common goal, to breed and to promote Welsh Black cattle.

"Mewn undod mae nerth"



SALES

Venues

Regular sales of quality
Welsh Black Cattle at the
following venues:

DOLGELLAU MARKET:

Farmers Marts
www.farmersmarts.co.uk
Tel 01341 422334
email: info@farmersmarts.co.uk

MONMOUTH LIVESTOCK CENTRE:

J.Straker, Chadwick & Sons
www.strakerchadwick.co.uk
Tel 01873 852624
email: lyndon@strakerchadwick.co.uk

Llandovery Market:

Clee Tompkinson Francis
www.ctf-uk.com
Tel 01550 720440
email: llandovery@ctf-uk.com

Whitland Market:

J J Morris
www.jjmorris.com
Tel 01994 240665
email: whitland@jjmorris.com

Tregaron Market:

D.A.G. Jones & Son
Tel 01974 298365/01570 422393
email: office@dagjones.co.uk

For further details contact
The Welsh Black Cattle Society

Tel 01982 551111 / 01286 672391
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Membership

Application Form

I hereby apply to become a member of the Welsh Black Cattle Society and if elected I undertake to conform with its Rules and Regulations.

Correct name for correspondence:

Address: _____

Post Code: _____

email: _____

Tel No: _____

Date: _____

Signed: _____

This form, when completed, to be sent to:

Welsh Black Cattle Society

13 Bangor Street Caernarfon LL55 1AP

Tel: 01286 672391

Annual Subscription

(Not including the Annual Volume of the Herd Book).

1. Active Breeding Members £50.00 + VAT

2. Associate Members £25.00 + VAT (Not eligible to register stock)

Every breeding member must adopt an approved prefix before registering stock.

I wish to adopt the prefix (Herd name)

1st choice _____

2nd choice _____



Gwartheg
DUON CYMREIG



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A privacy policy can be found
on the Society website
www.welshblackcattlesociety.com



Buwch Fagu Go Iawn