



Starting from Scratch

You can do it!

Paul Westaway



Contents

- Background
- How did we get started
- Why we do what we do & why!
- Conclusions



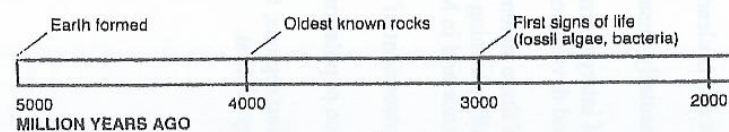
WORLD POPULATION: FUTURE UNCERTAIN

NB: Total human environmental impact on Planet Earth = average impact per person x number of people

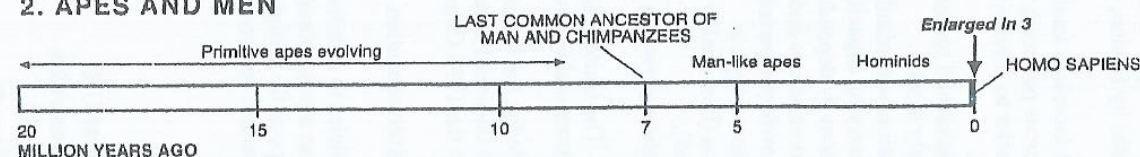
Natural resources (oil, water, soil etc) per person = total resources ÷ number of people

Current growth rates: 80 million extra people per year, 1.5 million per week, 10,000 per hour

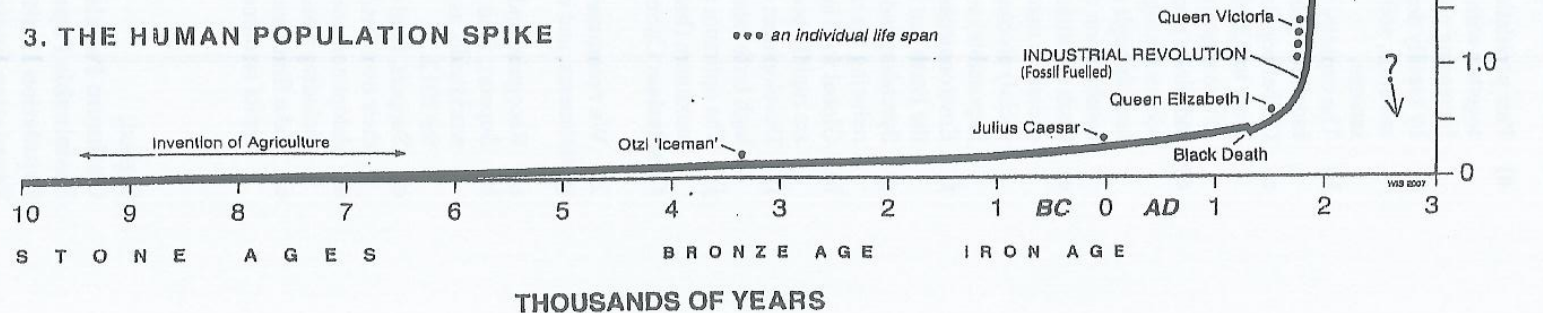
1. THE GEOLOGICAL RECORD



2. APES AND MEN



3. THE HUMAN POPULATION SPIKE



Our Objective



The best
beef eating
experience
in the world
and its the
same next
time!

Melview
FARMING

Background

- March 2006 took over first farm
- March 2009 took over second farm and left Genus
- Sept 2009 Launched British Angus.com
- Jan 2010 launched Sterling Sires
- Oct 2012 launched P&K Perfect Night In



2013 A YEAR WE WILL NEVER FORGET



• Winning **Beef Farmer of the Year 2013** at the "British Farming Awards"



• Melview Fillet Steak wins a **2013 HEFF Diamond Award**



• Prona & friends winning the **2013 Burke Trophy**

A huge thanks
to everyone who
helped & supported us
in 2013, the Melview
Crew is world class!



• Elie Westaway
Champion Junior Handler 2013
Moreton-in-the Marsh



• Prona & Friends
Female & Breed Champion 2013
Royal Bath & West



• Abby with Melview Gemma
M121, 1st Summer Heifer 2013
Newbury Show



• Melview Georgie JB17
Female & Breed Champion 2013
Monmouth Show

Please feel free to contact
us at anytime. Visitors are
always welcome.

Melview
ANGUS

 *Sterling*
Sires

 **british ANGUS**
GRO • SEP • OCT • NOV

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www.melviewfarming.co.uk | Tel: 01531 890411

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ANGUS

2014

ANOTHER GREAT YEAR FOR MELVIEW ANGUS!

Three First Prizes
at the National Show including...



**1st Prize Breeders Group of Three at
'The National Angus Show'**

We were delighted to be involved with the National at Royal Three Counties, we hope all exhibitors and friends enjoyed the three days.

A big thank you to Megan, Piers, Andy, Jamie, Keith and Dad for all your help. The Melview Crew is world class!

WINNERS AT THE NATIONAL

'Sister to Goliath & Granville'



Georgie

1st Cow in Calf : National Show 2014
1st Group of Three : National Show 2014
Female Champion : Monmouth-in-the Marsh 2014

'New Kid on the Block'



Ernest

1st Intermediate Bull : National Show 2014
1st Group of Three : National Show 2014
Male Champion : Royal Bath & West 2014
1st Senior Bull : Monmouth 2014

'The Next Great Brood Cow?'



Prona

Her daughters were 2nd & 3rd : National Show 2014
1st Group of Three : National Show 2014
Reserve Grand Champion : Monmouth 2014

Please feel free to contact us at anytime. Visitors are always welcome.

Melview
ANGUS

Sterling
Sires

british
ANGUS

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Melview
ANGUS



*Independent Retailer
Category*

PAUL & KIRSTY'S PERFECT NIGHT IN
PAUL & KIRSTY'S SIRLOIN STEAK

Hugh Judd Foodservice Project Manager



REWARDING EXCELLENCE AND INNOVATION IN QUALITY BEEF AND LAMB

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PASSIONATE ABOUT STEAK



Gold Winners

Entered By	Country of origin	Breed of animal
Australian Agricultural Company	Australia	Wagyu Cross
Eleven Mill Iron Ranch	United States	Black Angus
Jan Zandbergen	Australia	Black Angus
Nice to Meat	Japan	Japanese Black Wagyu
Rangers Valley Cattle Station	Australia	Angus
Albers GMBH	Australia	Wagyu F2+ 75%
One Earth Farms/Heritage Angus	Canada	Angus
Scotbeef (M&S)	Scotland	Aberdeen Angus
Miller and Carter (Mitchells and Butlers)/Blade Farming, Somerset	England	Aberdeen Angus Cross

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My Message

*Don't walk away from
negative people.....run!*

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Current Farm

- Over 250 head of cattle
- Pedigree Herd of Aberdeen Angus
- Angus x Holstein Steers for Mitchels & Butler
- Holstein bulls for breeding
- Show calves, Dexter's and Horses!



Current Farm

- 170 Acres, very dry (22-25 inches rain)
- Farm cut in half by M50
- Clay/Sand very fertile
- 19 acres Maize
- 25 acres Red Clover/Italian
- 16 Acres of Lucerne
- Rest is 5 year grass leys with high% White Clover

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Maize



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Why grow protein?

- An extra 10,000 mouths to feed during this presentation
- Land, Water are not in endless supply
- Cows must get more efficient (Humans don't eat grass!)
- Growth economies change in protein use with \$
- Huge opportunity for British farmers
- However remember “the definition of insanity”



Why grow protein?

- Grow Maize easily, Av 18 Tonnes/Acre for 8 years
- Need a forage to balance
- Concentrate will never be £100 a tonne again!
- Currently buying 15% Protein Blend at £189 a tonne
- Nitrogen around £300 a tonne and will go higher
- Carbon foot print per Kilo of beef is coming towards us!

Lucerne

- 10 Acres planted in 2009
- Another 10 in 2011 & 6 in 2013
- Soil Temp over 12c so early May drilling
- Under sown with Triticale for year one volume & cover
- No Nitrogen at all
- Soil test every autumn, 16 acres had 50kg/acre of 0/15/30

March 2015

- May need Lime Nov 2015 (Currently 6)

The logo for Melview Farming features the word "Melview" in a black, cursive script font, with the word "FARMING" in a bold, orange, sans-serif font directly beneath it.

Lucerne

- Analysis (5 Cuts in 2014)
- 32% DM
- 11.6 ME
- 20.3% Protein
- 2.6% Sugars
- 101.5 mg/kg Vitamin E
- Costs £28 Tonne Fresh or £84 Tonne Dry Matter.

Come and have a look!



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Demand & Delivery



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OUR
SERVICE
[Service»](#)

HAVE IT YOUR WAY®

The Angus

Lift the freshly toasted corn-dusted bun and behold the 100% flame-grilled, fully certified Aberdeen Angus Beef, smothered in a tangy steakhouse sauce. Top it off with crisp lettuce, tomato, white onion, and a dollop of creamy mayonnaise and you've got yourself a true burger of distinction.

Certified Aberdeen-Angus is a registered trademark of the Aberdeen-Angus Cattle Society. Angus Products are made from Pure Bred Angus or Angus Cross Beef.

The Burger King logo, featuring a crown and the words "BURGER KING" in a stylized font.

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Angus Herd



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Finishing Cattle



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Precision Farming!



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Precision Farming!



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Precision Farming!



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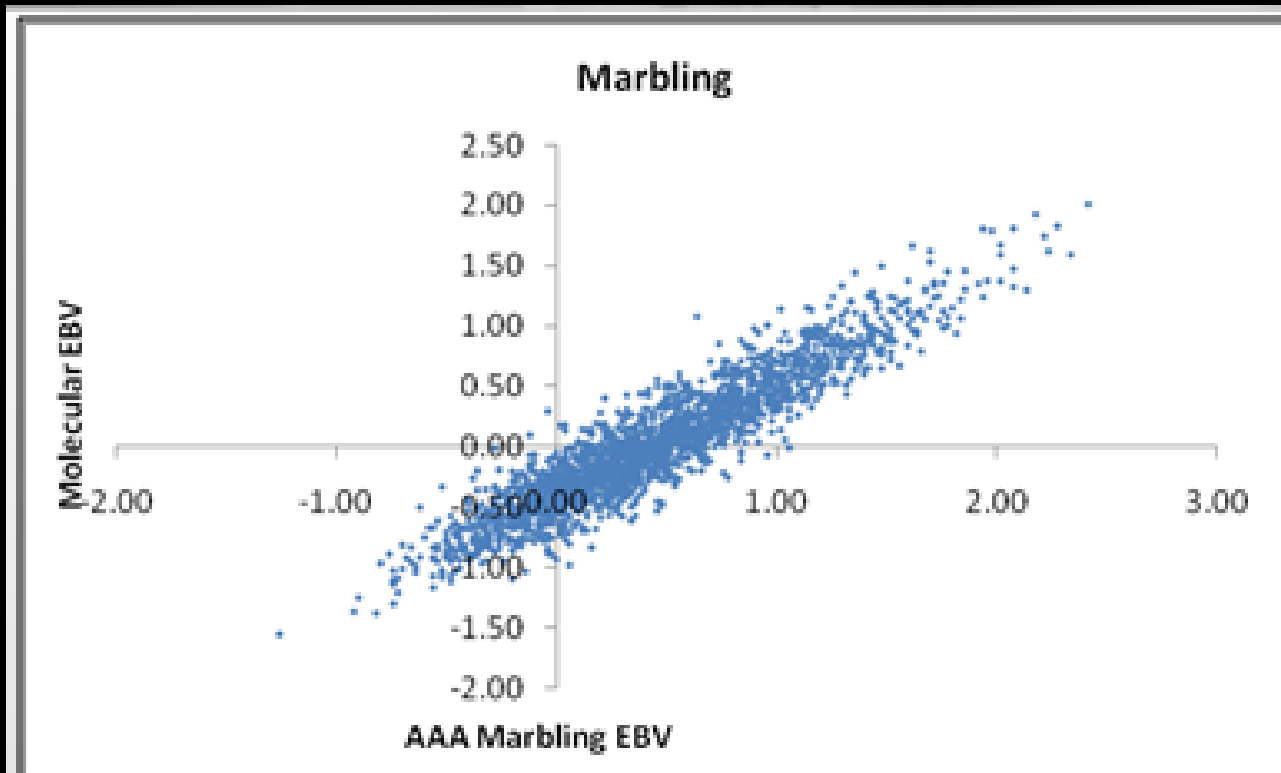
Precision Farming!



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Genomics

Is it Accurate?



2256
Angus
Bulls in the
USA

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Carcass MVP£



- New measurement of carcass profit
- Uses EBVs and DNA analysis
- Gives a measure of net profit per carcass over an average bull
- Remember 50% of bulls are below average

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Carcass MVP£

Job number: US506059

Customer name: Melview Farming

Molecular Value Predictions (MVPs)

HD 50K / Angus / 01

Tattoo/ ID:
An ID/ Tag: UK311688 700053
Name:

Reg #:
Sex: M

Barcode: 11332018
Breed: Angus

	Calving		Growth		Efficiency		Maternal		Carcass			Quality		Index
	CED	BW	WW	ADG	DMI	NFI	CEM	MA	CW	FAT	REA	MS	TND	\$MVP ^{FL}
MVP	6.4	0.3	31	0.39	0.12	-0.24	7.3	24	40	-0.04	0.78	0.92	-0.55	194
% Rank	30	50	20	20	60	40	6	10	2	4	1	2	50	1

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Melview Gareth



- No 1 Genomic Angus in Europe
- Top 1% in the World for Net Carcass Profit
- Top 1% in the world for Rib Eye Area
- Top 2% in the World for Marble Score
- Selected and Sourced with Blade Farming
- Owned with O'Connor's Land & Farm

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Melview Gareth



- No 1 Genomic Angus in Europe
- Top 1% in the World for Net Carcass Profit
- He has an MVP\$ of \$194 or £121
- Gareth's progeny will deliver £121 extra margin per carcass over an average sire.
- On a 260kg Carcass that's 46p a Kilo

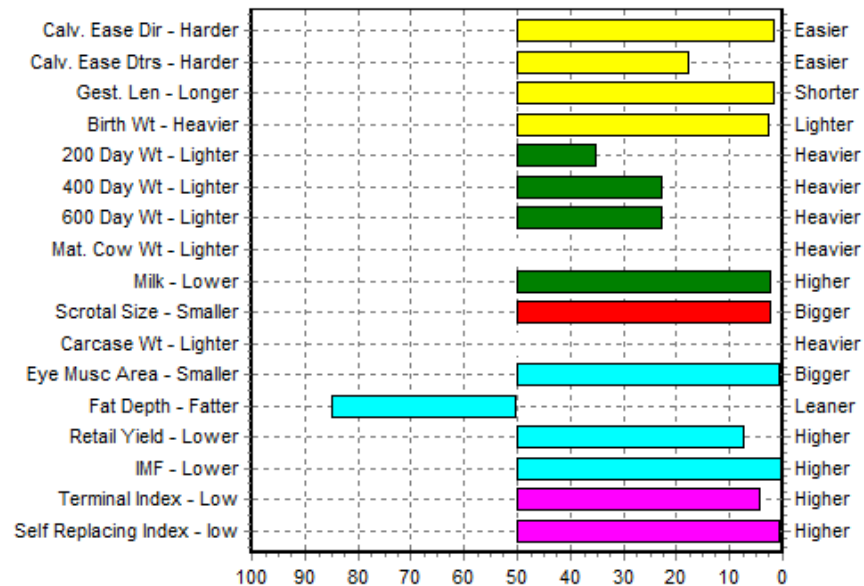
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Melview Gareth

EBVs today!



EBV Percentiles for MELVIEW GARETH K053



50th Percentile is the Breed Avg. EBVs for 2013 Born Calves

[Switch Graph](#)

[Graph Explanation](#)

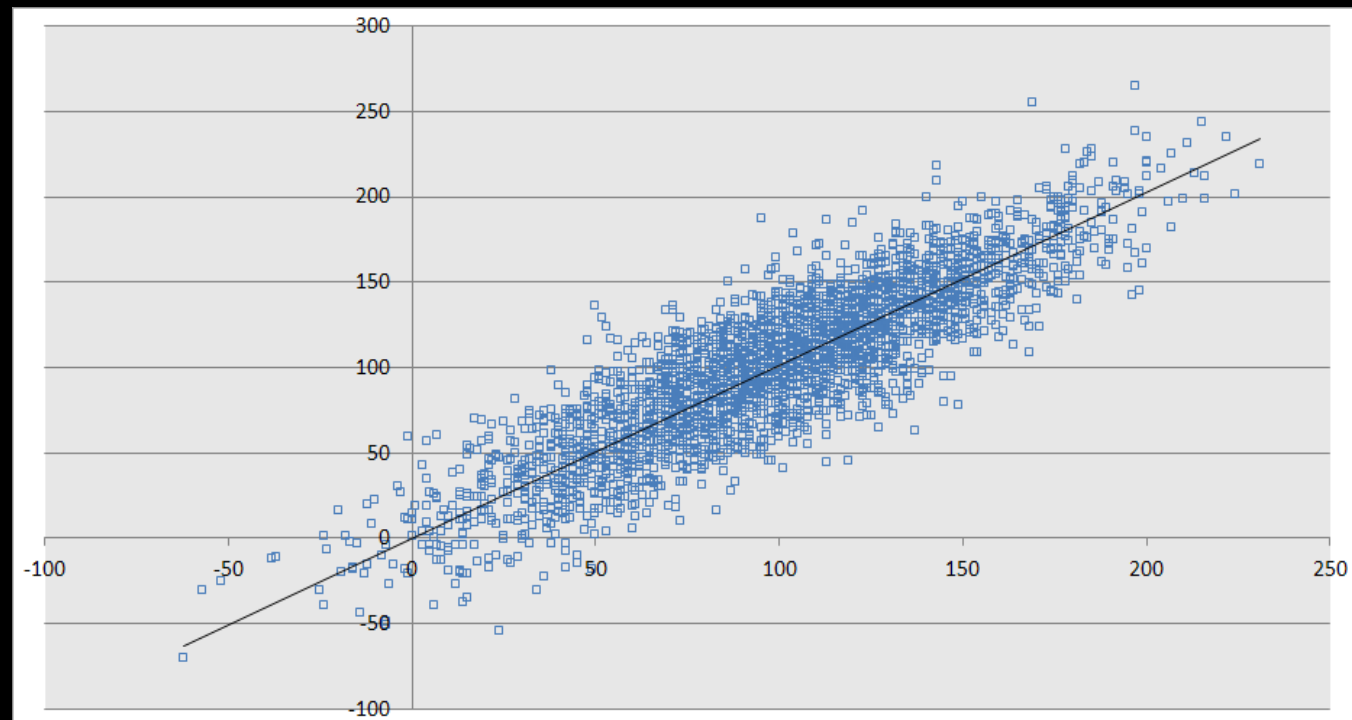
June 2015 Aberdeen-Angus BREEDPLAN

	Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Wt. (kg)	200 Day Wt (kg)	400 Day Wt (kg)	600 Day Wt (kg)	Mat Cow Wt (kg)	Milk (kg)	Scrotal Size (cm)	Carcase Wt (kg)	Eye Muscle Area (sq cm)	Fat Depth (mm)	Retail Beef Yield (%)	IMF (%)
EBV	+5.0	+2.3	-1.4	0.0	+37	+71	+91	-	+19	+1.9	-	+10.2	-0.2	+2.0	+1.2
Acc	36%	25%	51%	79%	68%	70%	65%	-	46%	54%	-	46%	53%	41%	43%
Breed Avg. EBVs for 2013 Born Calves Click for Percentiles															
EBV	-1.8	+0.4	+1.0	+3.0	+33	+59	+75	+74	+9	+0.6	+46	+3.2	-1.1	+0.9	+0.1

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Genomic → Dtr proven (Apr-12 to Dec-13)

- Correlation = 0.88
- Average April 2012 = £100 PLI (rlb. 69%)
- Average Dec 2013 = £101 PLI (rlb. 81%) (+12% rlb increase)



Pauls World

- Board member of AHDB Beef & Lamb
- Chair of AHDB Beef & Lamb R&D committee
- Chair of new RB209 Group
- Member of NIAB recommended grass & clover group
- Chair of GFTA
- Member of livestock board at Royal Three Counties
- Chairman of Defra FAnGR beef & lamb groups



The Future

*My Generation of beef farmers have the best
opportunity for 50 years to develop and grow a
great business!*

Market, Science & Advice

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However

*I would not be stood here today without the
County Council Farm system!*

*No Industry that does not have any succession
planning ever lasts very long!*

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Thank you for your time

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