



Dear Member

I hope you are keeping well in these strange times. It's been disappointing for us not to be able to meet and catch up with our members at shows and events this year, but our work largely continues as normal.

### **Member Survey**

One of the things we have been focussing on is the market development project, and we continue to make progress. We now really need your help to take this to the next stage.

We are asking all members in the UK and Ireland to complete a short survey. It's really important to help us understand what stores are available, and where they are. We also want to map out who is finishing Galloways and who is selling direct to consumers. There are two reasons why we are doing this survey now.



Firstly, for our members in Scotland, we have secured a large order for later this year at an agreed 30p/kg deadweight premium. This order is for Scotch PGI quality assured, Galloway sired cattle, 250-400kg deadweight with conformation O+ or better and fat class 3 to 4H. The Society is working directly with the customer on this order and we want to identify potential suppliers as soon as possible.

For our members elsewhere in the UK and Ireland, we are exploring other premium sales opportunities, and a better understanding of current routes to market would help us in moving these discussions forward. We also know that the Covid-19 crisis is changing the consumer market considerably and we are aware of trends that show a swing to higher quality, more nutritious, more local food which is potentially good for Galloways. To help take advantage of this, we want to know who is selling direct to consumers so we can help to promote sales of Galloway Beef. We want to run a big marketing campaign in late autumn and winter to promote Galloway Beef, but to do that we need to know who regularly has it available for sale.

Please fill in the survey today – it will only take about 5 minutes. You can fill it in online at <https://www.surveymonkey.co.uk/r/GallowayCattle> or you can scan the code above with your smartphone which will take you straight to the questionnaire. If you need help in filling in the survey please let me know and I can give you a ring to go through it over the phone.

### **AGM**

Covid-19 has meant we have had to delay our AGM this year, with the AGM due to take place in May, for obvious reasons we had to postpone it. Guidance from OSCR states AGM's can be postponed until restrictions are lifted, even if we are not fulfilling what it says in our constitution, we are now planning to hold our AGM at the November Sale in Carlisle. We will confirm further

details nearer the time. The accounts are now available to view on our website, and if you would like a hard copy of the accounts posted to you, please just let me know. We will email the AGM notice to you, if this is not convenient, please inform the office and we will send a copy by post (please ensure we have your current contact and email addresses).

### **Galloway Beef Promotion**

Despite lockdown we were pleased to work with Aldi Scotland again this spring on a Galloway Gourmet Burger, and our Chef Ambassador Fraser Cameron created four burger serving suggestions that are now available on the [www.gallowaybeef.co.uk](http://www.gallowaybeef.co.uk) website. Speaking at the burger launch, Fraser said: "I love cooking with Galloway beef because it is such a prime product. The flavour quality and character of the meat is second to none - and as a chef I can't ask for more than full on flavour!"

Graham Nicolson, Group Buying Director, Aldi Scotland said: "Galloway Beef is some of the best in the world and we're pleased to be working with Scotbeef and the Galloway Cattle Society again this year to bring our sell-out Gourmet Galloway Burger back to our shelves."

As we look ahead to Christmas we are keen to do more Galloway Beef promotion, so remember to fill in our survey which will help us identify and promote the retailers and outlets selling Galloway Beef regularly.

### **Cattle Sales & Registrations**

We are pleased to see growing interest in the Galloway breed continue across the UK and we are happy to help any members with selling or sourcing cattle. If you have any cattle available for sale please let us know. At present we anticipate our November Sale at Carlisle will go ahead, please see our web page for details.

### **Galloway Journal**

We are already planning the Galloway Journal 2020 and we are now looking for news stories, farm profiles and advertisers. We have seen strong demand for copies of the Journal this year, so it's a great way to connect with Galloway enthusiasts and it's a cost effective way to get your business message in front of people.

### **Keeping In Touch**

Please do keep in touch, let us know if you have any news to share and keep an eye on the Galloway Cattle Society facebook page and the Galloway Beef facebook page. A reminder too that we are happy to post out Journals to anyone interested in the breed, if you'd like a copy do let us know. Please ensure we have your newest email address, please email to the address below. Pedigree registrations are on going, so please send your registrations to the office or if possible complete on line, if you don't have your passwords, please contact the office. Also please ensure your 2020 membership is paid.

It's best to contact us by email at the moment, on [info@gallowaycattlesociety.co.uk](mailto:info@gallowaycattlesociety.co.uk) or 07760623985

Best wishes

Dorothy Goldie

Secretary

Galloway Cattle Society

P.S. Remember to fill in the survey! It's really important. Thank you!