

## THE COUNTRY REPORT FROM THE DANISH HEREFORD ASSOCIATION.

There are approximately 93,000 beef cattle cows in Denmark today, divided between 14 breeds and a number of crossbreds. The largest beef breed represented is Limousine with approx... 14,000 cows, in second place is Simmental with approx. 8000 cows and in third place is Hereford with approx. 5,500 cows. Since the last time we were assembled, in Switzerland, the Hereford breed has developed greatly both as a commercial beef breed which is used by many to graze our beautiful nature and as a supplier of tasty, naturally bred gourmet meat. About 10 years ago in Denmark there was a trend which focused on the production of food with a low fat content which gave a boost to the Limousine breed which thus became the largest breed. The trend has now changed towards a better tasting meat with more marbling in the steaks thus giving a greater taste experience, well helped by the restaurants and tv chefs who worship the good taste.

## DANISH HEREFORD MEAT.

In May 2017 the Danish Hereford Association signed an agreement with to firms about the production, slaughtering and selling of Danish Hereford Meat.

This contract means that members of the Danish Hereford Association who slaughter young bulls, heifers and young cows through the Danish Hereford Meat concept earn, 75 eurocent extra pr. Kilo slaughtered weight.

Suppliers to The Danish Hereford Meat concept have to ensure that the animals are at least 75% purebred and comply to some rules about the animal management such as grazing periods, the calf's weaning age transportation to the abattoir and slaughter crop class to ensure uniformity and high quality products.

Danish Hereford Meat has become a great success for the members of The Hereford Association who deliver to the concept. The association sees a great potential in the concept where the suppliers can tell a good story about their animal production to the consumers. The animals are outside most of the year and live a natural life with their calves and this combined with the fact that Hereford meat is recognized as being extremely delicious, high quality and produced on grass.

At the present time they slaughter 20 animals every week all year round. The marketing of Danish Hereford Meat to Danes is a success. The customers are typically hotels, restaurants and coffee shops who wish to sell tasty Danish meat with a good story.

## THE HEREFORD YOUTH

Hereford Youth is an organization within the Danish Hereford Association for young people up to the age of 30. It joins together young people who are interested in Herefords and wish to learn more about them.

Hereford Youth hold their own meetings which strengthen the fellowship and give the young people a social and professional network.

Hereford Youth have their own show which is held in Roskilde in connection with Roskilde Show in even years and in Herning in connection with the National Show in uneven years. These shows have been a great success with support from many different places.

The first Hereford Youth Show was held in 2011 and since then there have been 7 shows where the young members exhibit animals in their own name and the judges are foreign judges. The young people collect the necessary funds for prizes and the cost of the judges expenses themselves. The judges have been from Canada, USA , England and Australia.

## BREEDING

Breeding has always been very important for the Danish Hereford breeders. All around the country there are many local popular shows and a large National Show every year in Herning approx. 1<sup>st</sup> July. Last year the Danish Hereford Association held a one dag conference where all members were invited to give their opinions on the breeding goals of Danish Herefords and to discuss in which direction breeding should develop. In first place most members agreed that the most important trait is the ability to produce a living, strong calf and in second place a good temperament which is so important it must not be compromised. Most of the Danish breeders are hobby farmers who are interested in breeding animals which give birth easily alone whilst the owner is at work and can handle the pressure of many different people around them.

Every year Denmark imports a lot of Hereford semen and a large number of embryos from all over the world. This large import of genetic material has produced animals of a high standard which foreign breeders have shown a great interest in and in turn Denmark exports today many portions of semen and embryos plus live animals for breeding. Denmark's very strict veterinary control and programs for eliminating certain diseases is a contributing factor for the increasing interest from other countries to import animals from Denmark. Animals from Denmark can be exported to almost every country in the world.

The strong development of quality animals was shown clearly in 2017 where the Hereford Breeders Competition for Champion of Europe had Danish bred bulls in 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place! 3<sup>rd</sup> place was Wales with Bakgaard Keno 1178 bred by Erik Siersbæk from the northern Jutland, 2<sup>nd</sup> place was Germany with Roost 1 Hans Oluf bred by Edel and Egon Petz southern Jutland and in first place Moeskær Compass 1487 bred by Henrik Andersen, eastern Jutland.

Later on at the Champion of the World and Miss World judging on 28<sup>th</sup> of January 2018 in Fort Worth, Texas, USA, reached the Danish Herefords a new milestone when Moeskær Compass 1487 as the first European bull ever won the title of Champion of the World, winning over a large flock of winners from all over the world. This title is usually dominated by North America, South America and Australian top bulls which have been bought for large sums of money.

The future for Danish Hereford looks good. There will certainly be sold more and more of the tasty meat and as more land is taken out of intensive farming and becoming extensive land which in turn will be grazed by cattle, Herefords, with their strong features and really good looks.

Denmark expects in the future to be able to meet the demands of the foreign market and continue to sell breeding animals, semen and embryos of high quality and unique veterinary status.