



Morrisons Shorthorn Beef Scheme

A working partnership between Morrisons
and the Beef Shorthorn Cattle Society

www.beefshorthorn.org

Morrisons and the Beef Shorthorn Cattle Society - a working partnership

Morrisons is one of the UK's largest supermarket chains and the only major retailer to own and operate its own meat processing company, Woodhead Brothers. With three large abattoirs, the company processes over 10% of the UK's farm livestock; the vast majority purchased direct from the farmer.

Morrisons and the Beef Shorthorn Cattle Society have been working together since 2010 to develop the premium Shorthorn Beef brand which is currently being rolled out to its 500 stores GB-wide.

Morrisons remains the sole UK supermarket to retail Shorthorn Beef.



Beef Shorthorn

the ideal functional suckler cow

Beef Shorthorn is Britain's fastest growing native breed. Why? Because Beef Shorthorn is providing a solution for suckler producers who are seeking a functional cow following the demise of quality replacements sourced for many years from the dairy sector. Furthermore, with trends towards developing closed herds for biosecurity and health reasons, Beef Shorthorn fits well into herd replacement strategies.

Beef Shorthorn combines its natural maternal characteristics with performance and ease of management.

Beef Shorthorn females excel at

- **Quiet temperament**
- **Calving ease – low birth weight**
- **Milkiess plus fertility**
- **Easy care**
- **Hardiness – ability to winter outdoors**
- **Feed efficiency, they've excellent foraging ability**
- **And they are suited to low input systems**

It's also worth remembering that introducing pedigree genetics enables greater consistency in outcome of the cross.

Whilst Beef Shorthorn cross heifers are retained for replacement purposes, steers – previously a by-product are now in demand for Morrisons Shorthorn Beef Scheme.

Beef Shorthorn is able to deliver since breeders have modernised the breed; they've introduced new genetics and carefully selected within the breed. Those selection strategies are on-going with the help of Breedplan, the society's performance recording register.



Superb eating quality - ‘The Best’

Globally renowned for its eating quality, the beef is characterised by marbling which influences its consistent great taste. Overall, the Beef Shorthorn is one of the best placed breeds for the future of British food production. Carcase performance and meat quality, coupled with its offer as a functional suckler cow, makes Beef Shorthorn a very attractive breed.

To achieve a consistent supply of high end quality product, Morrisons is

- **sourcing animals sired by a registered Beef Shorthorn bull from farm assured holdings with excellent standards of animal welfare, traceability, and nutrition**
- **paying a premium on in-spec cattle sired**



Establishing a robust supply chain is critical to our success at Morrisons, and developing our Shorthorn Beef scheme is no exception. We are actively engaging with pedigree breeders, suckler producers and finishers along with our abattoirs and butchers to grow ‘The Best’.



More finishers wanted

In 2016 Morrisons Shorthorn Beef range was launched in over 100 stores proudly displaying the Beef Shorthorn Cattle Society logo on its packaging. Initially up to 150 finished cattle were sourced each week. Shorthorn Beef proved to deliver unequalled eating quality and it soon became apparent that it is one of those basket items that Morrisons' customers enjoy, and repeatedly purchase.

The following year, the supermarket rolled out the full range of steaks, salmon-cut and topside joints. Since then, the range has been extended to further product lines with continuous input from Morrisons new product development teams. 'The Best' Shorthorn range is currently being made available to all Morrisons stores UK-wide.

As the scheme continues to expand, the supermarket is actively searching for more finishers and in order to offer customers a consistent product, then all beef cattle must be sired by a registered Beef Shorthorn bull.

To ensure that consistency, Morrisons also requires its finishers to adhere to the following requirements:

- **All eligible cattle must be fed on a high starch, cereal based finishing diet for 60 days immediately prior to slaughter**
- **Approved finishing units must be Farm Assured**
- **Farmers are required to sign a declaration form as an approved scheme finisher and submit a copy of the finishing diet**



Product quality

Tenderness, followed by flavour, which is influenced by intramuscular fat, are the most important qualities that our customers want from beef.

Beef Shorthorn has already been successfully confirmed as a quality product using tenderness testing and trained taste panels. Furthermore, the supermarket is continuously testing product to ensure that it is of the highest quality.

Over time, we aim to build test results that indicate target tenderness and fat levels are providing customers with a high level of confidence in Beef Shorthorn eating experience, one that is consistently high quality and value for money.

Morrisons steak wins ‘gold’ at World Steak Challenge



A Shorthorn Rib-eye steak from Morrisons was voted one of the best in the world and won gold at the 2018 World Steak Challenge, an award that rates the quality of beef from global competitors.

Morrisons also picked up two silver and two bronze medals for their fillet and sirloin Shorthorn Beef steaks.

‘The Best’ Shorthorn Beef range specification and returns

All Beef Shorthorn sired steers and heifers under 30 months of age are eligible for premiums as per the grid. Weight range: 270kg to 400kg deadweight; O+ to -U, fat class 3 - 4H.

	1	2	3	4L	4H	5L
E						
U+						
-U			35	35	20	
R			30	30	15	
O+			15	15	-15	
-O						

Passports - name the sire

A reminder to all suckler producers: the UK passport number of the registered pedigree Beef Shorthorn bull must be included on each animal's passport in order to ensure eligibility for rightful premiums when you sell your store cattle. When registering births with BCMS, click on the optional 'sire' box and enter his UK ear tag number.

Become a supplier - join our scheme

To find out more about registering as an approved finisher, see www.beefshorthorn.org or www.morrisons-farming.com for a declaration form. Alternatively, contact the Woodhead Bros livestock office on 01282 729153 or one of the Woodhead Bros/Morrisons team below.

Morrisons Shorthorn Beef Scheme

For premiums of up to 35p/kg

For more information on how you can benefit from Morrisons Shorthorn Beef Scheme, please contact one of the following members.

Joe Mannion , Head of Livestock Procurement	07896 966461
George Clapham , Livestock Buyer - Cattle and Lambs - National	07970 372944
Jim Holden , Cattle and Lambs – National	07831 555076
Ray Platts , Cattle and Lambs - Midlands, Southern England and Wales	07801 595327
Richard Sharratt , Cattle and Pigs – Midlands and Southern England	07788 184300
Sam Trick , Livestock and Farming Development Manager – National	07583 010 496
Michael Wilson , Cattle and Lambs – Scotland	07581 412433
Michael Winchester , Senior Livestock Buyer – National	07801 100092
Stephen Zealand , Cattle and Lambs – Southern England	07891 812706

The Beef Shorthorn Cattle Society

www.beefshorthorn.org | info@beefshorthorn.org | 07399 452015

Woodheads Livestock Team on 01282 729153 or

www.morrisons-farming.com





Morrison's Shorthorn Beef Scheme

Where to buy store cattle

Woodheads in conjunction with the Beef Shorthorn Cattle Society supports the following sales

- Longtown - C & D Auction Marts
- Ruswarp - Richardson & Smith
- Skipton - CCM Auctions
- St Boswells - Harrison & Hetherington
- Exeter - Kivells Ltd
- Stirling - Caledonian Marts Ltd

Where to buy pedigree breeding bulls and females

- Stirling, United Auctions - February, May, October
- Carlisle, Harrison & Hetherington - May
- Worcester, McCartneys - April and September
- Skipton, CCM - November

The Beef Shorthorn Cattle Society,
The Old Dairy and Ten Stall, Lamport Manor, Old Road, Lamport, Northamptonshire, NN6 9HF
www.beefshorthorn.org | +44 (0) 1604 698060

