**THE SOCIETY AND TRUSTEE’S REPORT**

**ANNUAL GENERAL MEETING – Friday 13th May 2022**

Sales over the year have remained buoyant, with bulls and females in great demand and thanks must go to our Auctioneers for conducting the sales under the Society auspices.

The British Blue Cattle Society’s Sister Company, Pedigree Livestock Services, has kept growing, taking on further work. The income generated from this venture is laying the way for a very stable and safe future for our Society.

Our quarterly Council meetings remained on Zoom calls until September, when we held our first face-to-face meeting, which was a boost to all Council Members. Zoom meetings are a fantastic way of communicating but a one-to-one meeting does have added advantages and creates better debate. Thanks must go to all Council members for the valuable time they have put in, sometimes, under very difficult circumstances.

As always, there are always a number of very valued and loved family members and supporters who have passed away and we express our sincere condolences and sympathies to all the families and friends who have lost loved ones throughout the year.

2022 marks the 40th Anniversary of the first importation of the British Blue (formerly Belgian Blue) into the UK. May we take this opportunity of thanking those breeders who made the decision to bring this breed into the UK all those years ago and the enthusiastic breeders and officers of the Society, both past and present, who have all contributed to the phenomenal success of our breed.

I wish you all well for the coming year, as we look to more normal times and I hope that it will prove another rewarding one for our breed!

I trust that you will accept the above report unanimously.

Graham Brindley

(Society Chairman)