

Chairman's Report

2024/25 has been another busy year for the Society, with lots of events and challenges for us all.

In complete contrast to the previous year, 2025 was a very dry summer which led to a shortage of grass in many areas.

There was plenty of travelling for the Society this year with the stand going to NSA events at Brecon, Penrith, South Molton and Kathryn travelling to County Derry. The stand also went to the Royal Welsh. These events really are our shop window to the sheep industry and important to get right. Thank you to those who provided sheep for the stands, they were a credit to the breed.

Herd's Media visited Wales to film two more promotional videos and the views we've had for them prove that they are worth doing. Thank you to Richard & Jennifer Twose and Dylan & Anwen Jones and their families for allowing us to film their sheep.

We have consolidated our relationship with the Farmers Guardian this year and had three promotional articles in the paper for Reuben Saunders, Roger & Helen Wells and one for the Breed Development Committee. We also put an insert in the NSA magazine this year for the first time.

The Next Generation committee goes from strength to strength with interesting discussions and an ever-increasing membership from across the country.

The Breed Development is looking at existing and developing technical advancements across the industry and some of our members in the PRLB are involved in the Breed4change project.

Our second online sale took place. Those who sold were pleased with the prices achieved but the weather negatively impacted the sale this year.

Blue tongue regulations had a huge impact on our sales this year with restrictions and rule changes through the sales season. The council adapted as best we could to try and help our members.

We've had record breaking prices at our sales this year whilst other sales have been steady and some disappointing. Results varied from areas to area with weather and blue tongue playing a major part in the inconsistencies.

The clubs have been busy holding some excellent open days and events for our members and potential members and buyers.

There are more challenges ahead with Kathryn leaving the Society and we wish her the best of luck in the future. Thank you to Gwenda and Kathryn for their hard work over the year.

Thank you also to the council members and sub-committee members who give of their time to support the society and the Lleyn breed.

In particular thank you to Wynne Davies for his time as President. His knowledge of the Society is unrivalled and hopefully his encyclopaedic knowledge will still be available to us!

We all know what the Lleyn sheep is capable of, and we must ensure that our promotion continues to showcase the breed and its place at the forefront of the sheep industry.

