

**Galloway World Council Committee Meeting  
July 10 and 11, 1997 @ Calgary, Alberta, Canada**

**Present:** Merlin Bradley, Ole Grubbe, Robert McIntosh, John Maxwell, Barry McAlley, Joyce Eggleston, Fred Zehetner, John McIlwraith, Deiter Bojes, Dick Anderson, Chris Marler, Stephen Sillerburg, Christian Stotter, Robert Ballantyne

**Purpose:** To determine if Galloway Associations from across the world see merit in forming a Galloway World Council.

**Process:** Appointed representatives for the countries attending discussed three questions:

1. What could be facilitated by associations internationally for the breed to thrive into the 21st century. Research, Communications, Promotions, Other
2. Would a World Galloway Organization make this happen?
3. What needs to happen?

**Outcome of the meeting:** Communications were identified by 100% of the representatives of the Galloway associations across the world as the first step requiring coordination. Sharing of research, marketing and production information would reduce the overlap - "save money by no doubling up".

This group developed a process for sharing information that will be piloted and evaluated over the next year.

**Group Name:** International Galloway Committee

**Role:** The group agreed to pilot a process of circulating information via the Internet. Copies can be mailed out if an association doesn't have Internet access.

This group will present information about the pilot project to their organizations. This structure and process of sharing information will be presented to the organization. They will be asked these questions:

1. Does their association want to participate?
2. Would they fund this project?
3. Do they want to appoint a contact person?

**What to Communicate:** Communication would help in the following areas:

- future developments
- research
- how the breed is developing both pedigree and commercial
- breeding programs and blood lines
- standards
- what is happening in your country
- promotion ideas and programs

Communication of these and other relevant information will help us "get closer together".

**Who:** Each organization is encouraged to share information. Representatives at the meetings in Calgary will be the interim contacts until associations appoint new contacts.

Information will be submitted by associations to John McIlwraith. He will be the interim facilitator until the next meeting of this committee in 1998. He will work with Jane Faul to put the information on a web site. He will use association representatives from this meeting as potential advisors.

**Evaluation** This process of sharing information internationally will be evaluated at the next meeting in 1998 at the World Congress in Germany. At that meeting decisions will be made regarding the implementation of this process.

**Future World Congress** Accepted Germany's offer to host the World Congress in September of 1998 ALS/eld.

UK Belted Association has indicated an interest in hosting the World Congress in 2000.

- To Do:**
1. Association representatives take concept back to their organizations.
  2. Develop a list of all the associations in the world and their representatives.
  3. Associations will send information for international circulation to John McIlwraith.
  4. He will work with Jane Faul to circulate information to organizations through Internet or mail.

## **Appendix**

### **Point Form Notes from Flip Charts**

**What could be facilitated by associations internationally for the breed to thrive into the 1st century?**

#### **1. Communications:**

Communications is one of the main steps because of the BSE.

- do we know the number of cattle
- do we know exactly what is being done and where

-change our possibilities and information problems

I agree, communication is first.

We have similar problems, communication will help.

Subjects of communication:

- ☞ future developments
- ☞ save money by not doubling up
- ☞ say what is going on and information in time
- ☞ research, understanding belted Galloways and how it is developing, commercial and purebred
- ☞ all needed information
- ☞ breeding programs, standards, blood lines
- ☞ what does the future holds

In Austria, most are hobby breeders. They are not interested in working with us in Austria. There is a small number who want to work. A large percentage of the breeders are interested in their work and don't know, don't have to live or make a profit - from Galloways.

-everyone has different aims

-genetic diversity in the breed is good

#### **How**

I think to get closer together we could distribute an international newsletter. Each society would be asked for money.

An information newsletter.

How we do it? We need to talk about it. Maybe a newsletter.

We need to get a group together. These people will know each other. Maybe with a coordinator.

Changes in secretaryship. Send out information.

Send information to associations

-look for sponsorship

-10 letters from one society to all the others

-send to associations

-up to association to distribute to membership

How do we insure it happens?

## **2. Marketing and Promotions:**

- communication

-just information

-sharing of promotion

-the Galloway's position in the market is the oldest but most modern breed - healthy breed, preservation of grass, etc.

-share information but each country has own

-help one another

-worldwide Galloway is one of the best

-is there anyway our breed could prove this to the public

-Scotland's Galloway numbers are declining

-head for the niche market

-currently selling as Angus

-picking up people with niche markets in individual countries  
ie. Organic beef

-develop new international markets

ie land without farms eg. Turkey

Switzerland landscape lends itself to Galloway production

-BU marketing(organic)

-high quality product but not enough to supply the market

-Galloway should be at the "big shows" - pedigree stock

-a lot of small ideas lead to a good idea-exchange ideas

-develop a fine blood line - breeding stock

-association combined with varying interests

eg. Hobby vs. Purebred vs. Commercial

-it's hard to get people willing to exchange information  
people move slowly

- there are two separate markets

pure bred & beef

- marketing beef is a big task

- lots of new markets, cooperate in opening new markets.

international organizations have more influence than a national organization

- each breed organization - check constitution

there are many organizations marketing beef

**What is the best way to  
make this happen?**

Who do we contact?

Each association has an international contact

**International Communication:**

- international contact from each society across the world
- communicate to all organizations in the world

**Who are the international contacts:**

- appointed by the council and publish the name
- best informed
- known and respected
- willing, interested and keen
- it's a big job

**OPTION #1**

Central Point of contact where each organization sends information. The information is assembled then distributed back to each association.

**OPTION #2**

Each association sends information to each other association and then it is distributed to members.

**Next step:**

A decision about whether to proceed with either of these options was made at the meeting of representatives of July 11, 1997 in Calgary, Alberta, Canada

### **3. Research:**

- many colours are rare so work together to identify, trace genetics, less problems that now
- differences if some cattle get BSE or not
  - some blood lines don't get it
- trace blood lines
- research funding is a problem that limits opportunities
- enough research in BSE in Great Britain
- can't be done in this organization
- measures of taste
- communicate existing research

### **4. Other:**

#### **Future Congresses**

- who will host the World Congress in the future.

#### **Rules and Regulations**

- signing fee between borders

#### **Prioritising objectives.**

- some may be able to be implemented without agreement of organizations across the world. Sharing a newsletter is one step. This group could adopt registration standards and go back to the national bodies.

Are we being realistic. Some countries have two different organizations. How is their store, let alone the worldwide store. Require a generous benefactor. It's essential that we are collecting useful data. Try to get information to every Galloway breeder. Currently there are excellent magazines.

**Would a World  
Galloway Organization  
be the best method of  
making this happen?**

#### **Benefits:**

Information exchange

Communications

#### **Considerations:**

distinct sub-species

council is the lowest step for informing people

#### **Pros**

responsibility of distribution

we have someone to assemble this information

one central area common newsletter

clipping service

editorial service

translation issues

council can facilitate , take information, translate, identify items  
exchange ideas and information

#### **Cons**

expense/ finance

personalities

not in position to finance rep to attend meetings