

**PRESS  
RELEASE**

## **IMPORTANCE OF SHEEP EID ATTRACTS MASSIVE CROWD TO CHELFORD SEMINAR**

Well over 150 farmers and sheep producers flocked into Chelford Market last Wednesday evening for an information meeting about the Electronic Identification of sheep, which comes into effect from 1<sup>st</sup> January 2010. The meeting, organised by the Livestock Auctioneers Association, National Sheep Association and English Beef and Lamb Executive, was one of a series of such meetings organised throughout the Country to explain to farmers the practicalities of sheep EID.

The meeting commenced with Newline, the software company who have been carrying out a great deal of research into electronic reading systems, demonstrating a variety of readers, and showing farmers how the information can be conveyed directly to the Market's computer system, and can provide farmers with a print out recording the individual electronic ear tag numbers for all sheep sold or bought upon each Market day. Liz Ford, from EBLEX, and Louise Moorhouse, from NSA, gave a comprehensive presentation upon the practicalities of using EID and highlighted a large number of the many problems and scenarios sheep producers were likely to have to face, in attempting to comply with this latest piece of legislation.

A lively question and answer session completed the evening, with all attending realising that there was a great deal to absorb, and still a great deal to learn about the way in which EID is applied to the nations sheep flock.



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