

THE MOSS IS BOSS

KATE CRAGON VISITS KEVIN MOORES AT NORTH MOSS FARM IN FORMBY NEAR LIVERPOOL

Having had yet another successful year, The Moss herd of Aberdeen Angus at North Moss Farm are continuing from strength to strength despite the problems they face with the farm's location.

North Moss Farm was founded in 1964 by John and Jane Moores after John took over the Parbold herd from his brother Peter. Having previously had a keen interest in genetics, and relocating the herd to Formby, John transformed the Moss herd into one of the most successful Aberdeen Angus herds in the country.

John's son Kevin now runs the farm. He began working at North Moss Farm as soon as he left school, but after a few years he decided on a change in career. Twelve years ago he returned to work for his father at North Moss Farm, initially helping with work for the Perth shows. "I soon became hooked again," Kevin explains. "I quickly realised how much I had missed farming and knew that I



KEVIN MOORES



JOHN MOORES

had to be more involved again."

"My dad still keeps a keen eye on the herd, making sure he is involved in certain aspects such as the

weighing of the cattle and helping us to choose bulls. It has been a difficult few years of transition for him and I know he has found it hard to let go, but with his help and support, I believe we now have the right people in place and the right quality in the cattle to take the herd forward."

The herd, which is made up of roughly 100 Aberdeen Angus, is kept on approximately 340 acres of land along with their flock of 40 Texel sheep. Due to being so close to the coast, the land at North Moss Farm has a sandy quality which makes farming the land difficult. The poor land quality means they have to make rigorous selections when maintaining their herd numbers. Only the cattle that consistently perform above breed average are kept.

Being close to the coast also means

the farm is in a Nitrate Vulnerable Zone which means Kevin's farm has to adhere to strict NVZ rules covering livestock numbers and manure levels.

"North Moss Farm has never strayed too far from Aberdeen Angus. Once you have established something that is successful there is little need to change. I did once manage to convince my dad to try out some Limousin crosses as embryo carriers. He wasn't to be convinced though, as he described them as skinny cattle compared to the Angus. He didn't let me forget the idea for a while either!"

In 1985 John hired Angus Baillie as North Moss Farm's Manager. He worked at the farm until he retired in 2006. Angus still helps with the Willow Moss Texel flock at North Moss Farm, which alongside Kevin,



THE MOSS HERD OF ABERDEEN ANGUS



ANGUS BAILLIE AND KEVIN

Angus introduced to the farm in 2007. As well as tending to the North Moss Flock and helping with the cattle, Angus still manages to find the time to manage his own flock of sheep on his croft in the North of Scotland.

Kevin credits both his father and Angus as his farming inspiration, "The two people who have influenced me the most in farming are my dad and Angus. I consider myself very fortunate to have learnt through them both. If I only learn a small fraction of what these two men know, I will consider myself very lucky."

This year alone The Moss herd have won Junior Champion, Reserve Junior Champion, Reserve Champion and two 1sts at this year's Cheshire Show and a 1st, 2nd and 3rd at the Aberdeen Angus summer national show at the Westmorland Show. As well as having sold Moss cattle throughout the UK, they can also be found in Germany, Hungary, Portugal and the Azores. Recently 2 Moss bulls have been purchased and have been exported to different farms in the Isle of Man. "At the moment we are reviewing the cattle's performance and are speaking to nutritionists about the herd's diet. I find shows are a great

way to see how our cattle compare with others in the UK."

Although The Moss herd have achieved many awards and prizes, Kevin explains how they don't always come without a few problems. "I remember loading a bull for the Perth Sales back in 2006. After struggling with him for twenty minutes we finally got him on the back of the wagon. Someone distracted me with a question and as I turned back round I put my hand on the tail end of the bull, only to be kicked clean over the tailgate of the lorry. The bull in question was The Moss Mr Eshton D409 who we sold a few days later in the ring for 36,000 guineas, the fourth highest price for an Aberdeen Angus bull in the UK. I would take a kicking for that kind of money anytime!"

Keen to keep the business in the family, Kevin's children Chloe and Harry are involved in the farm and his wife Andrea also looks after the administration and accounts. "Harry is tractor mad at the moment; his favourite toys are also black Aberdeen Angus cattle, I'm hoping his interest in farming grows as he gets older. Chloe also helps out in the office during the holidays."

The Moss holds an open day and small judging competition in October every year for members of the local Angus club (PENWAC). Having just held this year's event on the 9th Kevin explains, "It's a great day, everyone on the farm works really hard leading up to the day and we look forward to seeing our friends each year. We always receive lots of positive feedback as the cattle are at their best at that time of year."

"My only regret is not staying at the farm but I am definitely making up for it now. I wouldn't dream of moving the farms location. Although it has

its problems, here is where The Moss herd was created. If anything it has made us more competitive and pushes our cattle to be the best they can be. Under my dad's watchful eye, I hope to carry on his success with The Moss herd."

For more information visit www.themoss.co.uk or call 01704 875489

North Moss Farm Partnership
North Moss Lane, Formby
Merseyside L37 0AQ

BAXTER MARWOOD & BROWN

Veterinary Surgeons

Our practice was established nearly 80 years ago and serves a large area of Lancashire & Northwest England. We are a busy mixed practice treating both companion animals & livestock.

We have an exceptional team of twelve **Veterinary Surgeons**, combining experience and expert knowledge with modern, up-to-date ideas and techniques to bring you a comprehensive, professional and caring service at a fair price. We pride ourselves on providing our **own out-of-hours service** to our clients, so that your animal will always be seen by one of our vets at our surgery

Baxter Marwood & Brown are pleased to be associated with North Moss Farm Partnership and wish Kevin and his team all the best for the future of this excellent Aberdeen Angus Herd

Branch Surgery	Branch Surgery	Main Surgery
65 Liverpool Road Longton Preston PR4 5HA Tel. 01772 616492	24 Station Road Wesham Preston Lancashire PR4 3AD Tel. 01772 686018	58 New Lane Penwortham Preston PR1 9JJ Tel. 01772 743933



Email : info@baxtermarwoodandbrownvets.co.uk



www.baxtermarwoodandbrownvets.co.uk

Craggs of Conder Green



Craggs of Conder Green, Thurnham Mill Buildings
Conder Green, Lancaster LA2 0BD



We are pleased to be associated with Kevin Moores and we wish him continued success for the future.

Tel - (01524) 751405 or 751946 Fax - (01524) 752378
Email - sales@craggsofcondergreen.co.uk

www.craggsofcondergreen.co.uk



Paul Johnson FRICS FIAAV
Frank Marshall & Co. 121 Billinge Road, Garswood
Ashton-in-Makerfield, Wigan. WN4 0XD

Tel: 01744 893371
email: paul.johnson@frankmarshall.co.uk

With best wishes to Kevin Moores and the North Moss Farm Partnership

Embryo Transfer

Robert Brittain DVM, MRCVS

Long established (since 1983) country-wide ET practice

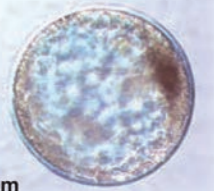
● On farm & residential services

Donor & recipient management
Embryo recovery & transfer

- freezing & storage
- splitting & sexing
- export / import

● Bull Semen Collection

01638 716661 rbrittain@btconnect.com



Yorkshire Steel Buildings

Quality Livestock & General Purpose Buildings for Farmers & Landowners

We are pleased to be associated with North Moss Farm Partnership and wish them continued success for the future

T:07718 984010
yorkshiresteelbuildings.co.uk

Design Supply Erection Refurbishment