

Chairs report AGM November 2025

The past year has gone by in a blur, being chairman of this great organisation has taken me across the UK, seeing quality Texels the length and breadth of the country.

And while the sheep, wherever I've been, have been excellent, what has been even better is the warm reception I've received from members no matter what level their involvement in the breed.

It is, of course, the people which make this Society what it is, the highly sociable nature of Society members marks our organisation out for many. From Society receptions at summer shows through to chatting with members ringside at the National Sales, it has been wonderful to be so warmly welcomed wherever I've been.

My wholehearted congratulations go to all those members who have been out showing their stock this summer. The breed has enjoyed some great successes, including clinching the interbreed title at Great Yorkshire and having some of the largest entries at many major and local shows.

Sales season has, once again, reaffirmed the commercial demand which underpins the breed and seen averages rise at nearly every sale. A rampant demand for shearling rams from commercial customers has seen the breed dominate the major sales again and many buyers have been forced to reassess their budgets in order to secure the rams they wanted.

At a breed level prices have been strong at the National Sales, with records averages recorded at Worcester and Ballymena, a new sale record set at the latter and Lanark seeing a top call of 110,000gns.

These sales draw together the best of the breed and give breeders the opportunity to invest in their flocks, something they have been increasingly willing to do off the back of stability in the commercial sheep sector.

Mirroring this, the Society has continued to invest too. Developments on iTexel are helping boost the user experience and ensure the latest genetic information is available at breeders' fingertips, while marketing and promotional investment has seen 84,000 copies of the Society's Primestock magazine sent to commercial producers this year.

Allied to this, the Society has invested in advertising at seven key livestock markets across the UK and continues to be the leading Society for social media and web activity, keeping members and others informed of all the latest Texel news.

Finally, may I thank the board members for their work during the year and express my gratitude to the Society staff for all their efforts in supporting members and everything the Society does.

Peter Mitchell
Chairman