

## Hugh Broom, Sondes Place Farm, England



*Hugh is part of the fourth generation to farm at Sondes Place Farm. Situated between Dorking and Westcott, the 320 acre farm has a flock of 270 breeding ewes, a suckler beef herd, Gloucester Old Spot pigs, hens, a firewood enterprise as well as arable ground. The sheep enterprise started at Sondes Place Farm in 1996, Highlanders were introduced to the mainly texel x blackface flock in the last few years. Lambing takes in place in February and April and replacements are kept from the flock. Hugh operates a box scheme, selling lamb directly to customers throughout the local area.*

Hugh said

"I started using Select Sheepware along with the handheld reader earlier this year. Having to electronically tag animals to comply with regulations did come at a cost but also gave an ideal opportunity to start analysing the flock's performance to make it more efficient.



Already we are starting to see patterns and trends. For me the reports of weight gain per day were eye opening. The ability to identify those rams who get lambs to finish weight most quickly will really make a difference to our efficiency.



I've been impressed with how the program evolves as suggestions for improvements are made. George's enthusiasm and commitment to continuous improvement of the program are terrific and any issues or problems are very quickly responded to."

For more information on Sondes Place Farm click on [www.sondesplacefarm.com](http://www.sondesplacefarm.com)



**Tel: + 44 (0) 28 9268 9681**

**TGM Software Solutions Ltd**

**31 St John's Road, Hillsborough, Co Down, Northern Ireland, BT26 6ED**

**[www.tgmsoftware.com](http://www.tgmsoftware.com)**