

# The British Alpaca Society

*'passionate about all things alpaca'*

The breed society that helps ensure the wellbeing of the alpacas we love, celebrates and promotes them and works to ensure they have a bright and long-lasting future in the UK

## 1. Wellbeing

**Our number 1 priority: making sure every alpaca is well cared for**

**We will make it easy to understand and give alpacas what they need to thrive**

## 2. Lifestyle

**Helping members and the public appreciate and enjoy these wonderful animals**

**We will help members with common interests share their experience, knowledge and ideas**

## 3 Opportunity

**Inspiring and supporting people to realise their personal and business ambitions with alpacas**

**We will support the continuous improvement of the national herd and help maximise its potential**

### A. Focus on the fundamentals...

in order to ensure owners know how to meet their alpacas' needs, by:

- i. Publishing easily accessible and simple to follow husbandry guidelines and welfare factsheets
- ii. Promoting and supporting best practice through our National Welfare Network of volunteers
- iii. Running BAS courses and an affiliated trainer programme aimed at providing owners across the country with the opportunity to learn and employ best practice husbandry

### B. Help protect the collective health of the national herd...

in order to ensure the long-term future of alpacas in the UK and protect our international reputation, by:

- i. Leading the way against the significant threats posed to alpaca health, in particular bTB
- ii. Publishing health, biosecurity and animal movement guidelines that help owners minimise the risk to their alpacas' health
- iii. Designing and facilitating a BAS approved health & wellbeing scheme, accessible to all for the endorsement of individual herds and breeders that allows them to be officially recognised as following best practice

### A. Share news and information...

in order to inform, support and inspire current and prospective owners whether they own 3 or 3,000 alpacas, by:

- i. Producing an annual Yearbook and publicly available bimonthly magazine
- ii. Providing regular updates to all members
- iii. Running and maintaining a Society website and social media accounts
- iv. Leading efforts to market the Society and the benefits of alpaca ownership to the widest possible audience
- v. Liaising with and supporting Regional Groups to help create a thriving network of local support
- vi. Holding a centralised AGM that includes the opportunity for members to discuss and learn from each other and that attracts the maximum possible attendance
- vii. Leveraging our collective scale to seek out and publicise attractive discounts and offers for the benefit of members

### B. Help connect members with common interests...

in order to help members gain the best value from their Society membership, by:

- i. Making the Society as inclusive and easily accessible as possible to all alpaca owners
- ii. Organising the Society by common areas of interest to make

### A. Support alpaca ownership and related business ventures...

in order to help members realise their ambitions, by:

- i. Flying the flag for the best British alpaca fibre promoting the uniqueness, environmental credentials and value of the primary product
- ii. Providing a coordination point for the communication and publication of BAS approved guidelines
- iii. Providing a point of contact for external agencies e.g. council licensing requirements

### B. Define the UK alpaca breed standard...

in order that breeding programmes can progress in a direction beneficial to the long-term sustainability of our national herd, by:

- i. Setting, owning and governing the UK's alpaca breed standard that is intrinsically linked to enabling the UK alpaca fibre industry to grow and thrive
- ii. Defining, managing and evolving a national herd Estimated Breeding Value (EBV) programme, including steps towards it such as stud certification

### C. Provide a pedigree registry and a record of all the animals in the UK...

in order to underpin our collective ability to look after and improve the national herd, by:

- i. Encouraging and making it easy for Members to register their

**C. Represent BAS members...** in order to help protect the best interests of UK alpacas and their owners, by:

- i. Liaising with external bodies and government agencies on crucial issues
- ii. Providing a centralised [virtual] pool of expertise and point of contact for all
- iii. Collaborating on common interests with other camelid societies in the UK and internationally

it easy to source information and collaborate with like-minded members

**C. Facilitate world class shows...** in order to bring people together to share, enjoy and celebrate the UK's alpacas, by:

- i. Organising and running the annual BAS National Halter and Fleece Show
- ii. Providing the overarching framework that enables Regional Groups to run official BAS recognised shows
- iii. Creating and maintaining the official BAS show rules
- iv. Creating judging guidelines that recognise the best quality and ultimately commercially viable alpacas
- v. Training, qualifying and delivering the ongoing certification of official BAS judges

eligible animals on the pedigree registry

- ii. Encouraging and making it easy for all alpaca owners to record all their animals' existence and whereabouts
- iii. Providing the ability to ensure all alpaca owners are kept up to date on important welfare issues and delivering the best source of breeding information in the country
- iv. Working with the providers of registry technology